



## 中欧MBA排名升至全球第15 关键指标表现出色

### CEIBS MBA Programme Moves Up 9 Places in FT Rankings - #15 globally, still #1 MBA in mainland China

1月28日，英国《金融时报》公布了“全球MBA课程2013百强排行榜”。中欧国际工商学院MBA课程升至第15位，连续第9年跻身全球25强；这得益于其在多项关键指标上的出色表现。

#### 各项就业指标名列前茅

中欧MBA课程在以下3项关键指标上表现优异：“薪资增长百分比”、“职业发展”和“毕业三个月就业率”，分别位列全球第2、第9和第11；其中“薪资增长百分比”已是连续10年位列全球前10。

“物有所值（Value for Money）”为中欧MBA课程今年升幅最大的指标，在连续7年上升之后，今年升至24位，体现了中欧毕业生对于就读中欧MBA回报的充分肯定。中欧MBA在过去八年（2006年至2013年）中持续保持增长

的指标还有：“职业发展”（第8）、“国际流动性”（第38）和“校友推荐排名”（第32）。

#### 排名体现“中国深度 全球广度”

在“国际经验”这项指标上，中欧MBA亦多年排名领先，今年更是位列第14名。中欧MBA的国际交换项目包括30多所欧美顶尖名校。中欧MBA学生们还频频参加多项高规格的国际竞赛并赢取奖项，向世界展示了这所亚洲顶尖商学院的不俗实力。

在今年的“国际师资”排名中，中欧位列第11，拥有近70%的国际师资，这也体现了中欧的国际化特色。

英国《金融时报》全球MBA课程排行榜始于1999年，是国际工商管理教育领域历史最悠久、最具权威和最受推崇的排行榜之一。

CEIBS has advanced 9 spots in the *Financial Times* 2013 global ranking of full-time MBA programmes, rising to #15 worldwide. Once again, CEIBS has the top-ranked MBA programme among business schools in mainland China and was one of the very few world class management institutions in Asia to make the *FT* list. CEIBS MBA programme has been among the Top 25 business schools worldwide for 9 consecutive years (2005 to 2013).

Based on its survey of global MBA graduates, the *Financial Times* noted that CEIBS had:

- a 157% increase in graduates' salary three years after they completed the programme (up 7% over 2012)
- a 25-point jump in value for money (ranked #24 this year, #49 last year)
- a 19-point increase in alumni's career progress (#8 this year, #27 last year)
- 95% of its alumni employed within 3 months after graduating, despite the increasingly challenging global job market
- a 9-point increase (ranked #14) in its international course experience, which measures the extent of international exposure embedded in the MBA curriculum
- improved international mobility of students (up 3 places to #38), an indicator of alumni's "employment movement" before and after their MBA
- more international faculty on board (70% of the faculty pool)
- and they were producing higher



约翰·奎尔奇教授  
Prof John Quelch



许小年教授  
Prof Xu Xiaonian



韩践副教授  
Associate Prof Han Jian

## 中欧在达沃斯世界经济论坛期间举办招待会 CEIBS Hosts World Economic Forum Reception in Davos

1月22日，来自全球各大公司的100余位嘉宾代表应邀出席了中欧国际工商学院在瑞士达沃斯世界经济论坛期间举办的招待会。中欧副院长兼教务长约翰·奎尔奇(John Quelch)教授、候任副院长兼教务长苏理达(Hellmut Schütte)教授、副教授许定波教授、许小年教授和韩践副教授出席了本次活动。

More than 100 distinguished guests representing companies from around the globe attended the CEIBS Reception in Davos, Switzerland on January 22, part of the school's participation in the highly-regarded World Economic Forum. This is the second year CEIBS has hosted the event. Guests were welcomed by a team led by CEIBS Vice President and Dean Prof John Quelch together with in-coming Vice President and Dean Prof Hellmut Schütte and Associate Dean Prof Xu Dingbo, along with Professors Xu Xiaonian and Han Jian.

quality research (up 15 spots to #66).

In responding to the *FT* ranking results, CEIBS Executive President Professor Zhu Xiaoming urged the school's faculty and staff not to become complacent but to remain modest and continue learning from other globally recognized business schools. Continued hard work, he said, would take CEIBS to even greater levels of success.

Vice President & Dean John Quelch also stressed the importance of continuous improvement to cement CEIBS'

vision of becoming the most respected international business school, one that fosters ties between China and the rest of the globe by providing world class business management education.

The annual *FT* survey of global MBA programmes is one of the longest-running, most rigorous, and best respected media rankings. CEIBS is also accredited by EQUIS and AACSB, two leading systems of academic quality assessment worldwide.



苏理达教授接任中欧国际工商学院  
副院长兼教务长  
Professor Hellmut Schütte is CEIBS  
Vice President and Dean

2月1日，中欧国际工商学院国际管理学特聘教授苏理达（Hellmut Schütte）即日起担任中欧副院长兼教务长。

中欧管理委员会热烈欢迎苏理达教务长的加入，并对苏理达教务长与其他中欧管理委员会成员携手共事达成学院目标的能力表示了充分的肯定。上海交通大学校长、中欧董事长张杰院士说：“我们对苏理达教授的加盟非常具有信心。中欧的发展已经进入了一个新的阶段，我们相信他接任后一定能为带领学院走向新的高度发挥重要作用。”

苏理达教务长的前任约翰·奎尔奇（John Quelch）教授已圆满完成在中欧的任期，于1月底重回哈佛商学院。新老两任教务长在过去两年中合作十分紧密。

“苏理达教授是一位熟谙欧亚、经验丰富的学者。我们相信，作为一名

曾在十个国家生活和执教的世界公民，苏理达教授拥有胜任中欧副院长兼教务长所需要的深厚学术底蕴与领导经验。”院长朱晓明教授表示，“我们期待中欧双方院长、教务长携手全体教职员工，早日实现把中欧建成全球最佳商学院之一的目标。”

苏理达教务长期待中欧更加强调其“国际化”元素。“中欧是一所位居中国、放眼全球的商学院，拥有完全国际化的师资，目前在校的MBA中有40%的国际学生，课程的教材也都是世界级的。与此同时，我们在那些针对中国市场的课程方面拥有独一无二的深度和优势。”苏理达教务长说道，“这就赋予我们独特的机遇来用比较的眼光看待中国的国际定位。我期盼着与全体中欧人共同努力，进一步将中欧特有的优势发扬光大。”

作为一位资深国际管理学教授，

苏理达教务长一直着力于国际商务与国际市场营销的研究和教学工作，并始终以亚洲作为研究重点。苏理达教授曾担任欧洲工商管理学院（INSEAD）新加坡分院院长至2006年秋季。

Hellmut Schütte, Distinguished Professor of Management and the European Chair for Global Governance and Sino-European Business Relations at CEIBS, is the school's new Vice President & Dean, effective February 1.

Dean Schütte's appointment has been welcomed by the CEIBS community, which has expressed confidence in his ability to work with the other members of the school's Management Committee to achieve CEIBS' goals. "We are very confident about CEIBS' future under Dean Schütte's leadership. The school has ushered in a new era of development and we believe that Dean Schütte's presence will play a major role in taking CEIBS to even higher levels of excellence," said Chairman of the CEIBS Board and President of Shanghai Jiao Tong University Prof Zhang Jie.

CEIBS Executive President Prof Zhu Xiaoming said, "Prof Schütte is an experienced academician with extensive knowledge of both Asia and Europe. We are confident that, as a global citizen who has lived and taught in 10 different countries, he has a wealth of knowledge and experience that he will bring to his new role as Vice President and Dean of CEIBS." He added, "We anticipate that the school's presidents and deans – from both the Chinese and European sides – will work closely with



all faculty and staff on our shared goal of solidifying CEIBS' position as one of the best business schools in the world."

Dean Schütte has signalled a desire to see greater emphasis placed on CEIBS' 'international' component. "CEIBS is an 'international' business school headquartered in China. Our faculty is thoroughly international, our current MBA class has 40% international students and the material covered in all our programmes is world class. At the same time, we are unique in the depth of understanding that these programmes provide about the China

market," he said. "This gives us a unique opportunity to have a comparative perspective on China's position in the world. I look forward to working with the entire CEIBS community to leverage these strengths."

Dean Schütte replaces Prof John Quelch who successfully completed his tenure and returned to Harvard Business School at the end of January. Both men have worked closely together over the last two years.

Dean Schütte, who is also Emeritus Professor of International Management at INSEAD, teaches and does research

in the area of international business with a special focus on Asia and Emerging Markets. He obtained his doctorate in economics from the University of St. Gallen, Switzerland. He worked as an executive in the area of marketing and investment banking for 11 years. During his academic career at INSEAD, he was visiting professor at the University of Tokyo, visiting professor at Boston University, and visiting scholar at Harvard University. Until the fall of 2006, Professor Schütte was the Dean of INSEAD's fast growing Asia Campus located in Singapore.



## 第一财经频道携手中欧推出“2012年十大公司治理新闻排行榜”

### CEIBS & CBN Launch Top 10 Chinese Corporate Management Cases

2012年12月24日，第一财经频道携手中欧国际工商学院重磅推出“2012年十大公司治理新闻排行榜”，聚焦于当下现代企业制度的完善与建立这一课题。

本次评选活动由中欧市场公关部策划发起，三位中欧教授——副教务长、管理学教授梁能，金融学 and 会计学系主

任、法国凯辉会计学教席教授丁远和管理学教授张燕全程参与，以案例的典型性、影响力及重要性等作为评选指标，从30多个案例中评选出最终的十大榜单。

第一财经频道为此特别录制的5集系列节目亦已同步播出。三位中欧教授受邀出镜，深入探讨了这些最热点的公司治理话题。

CEIBS & CBN (China Business News) jointly released the Annual Top 10 Chinese Corporate Management Cases on December 24. The announcement of the highly-anticipated results followed special programmes about the Top 10 list, aired on CBN every night from December 17 to 21.

The ranking was designed by CEIBS Marketing and Communications Department. The cases were reviewed by three CEIBS faculty members: Professor of Management, Associate Dean (Faculty) Liang Neng; Professor of Accounting, Cathay Capital Chair in Accounting, Department Chair (Finance and Accounting) Ding Yuan; and Professor of Management Zhang Yan (Anthea). They selected 10 of the 30 submissions based on factors such as degree of influence and importance of research findings.



## 中欧深情饯别约翰·奎尔奇教授 Prof John Quelch Lauded at Farewell Dinner

1月10日，中欧国际工商学院为在当月底离任的前任副院长兼教务长约翰·奎尔奇教授（John Quelch）举行了隆重的欢送晚宴。

中方院长朱晓明教授、欧方院长佩德罗·雷诺（Pedro Nueno）教授、名誉院长刘吉教授、副院长兼中方教务长张维炯教授、候任副院长兼教务长苏理达（Hellmut Schütte）教授以及多位教授、员工代表出席晚宴。

应邀出席晚宴的还有：学院董事、英特华咨询公司总裁杨亨（Jan Borgonjon），中坤集团董事长、学院国际顾问委员会委员黄怒波（EMBA 1996），熙可集团CEO朱演铭（EMBA 2006），上海香格里拉酒店副总裁施延政（Cetin Sekercioglu）和总经理溥睿名（Ulf Bremer），以及联合国教科文组织特别顾问徐波等校友代表和各界人士。

当晚，学院领导、出席嘉宾及各界代表相继发表热情洋溢的致辞，衷心感谢奎尔奇教授两年来为学院进步所做的许多重要贡献，表达了中欧人对他的依依惜别之情，并向他赠送了临别礼物。

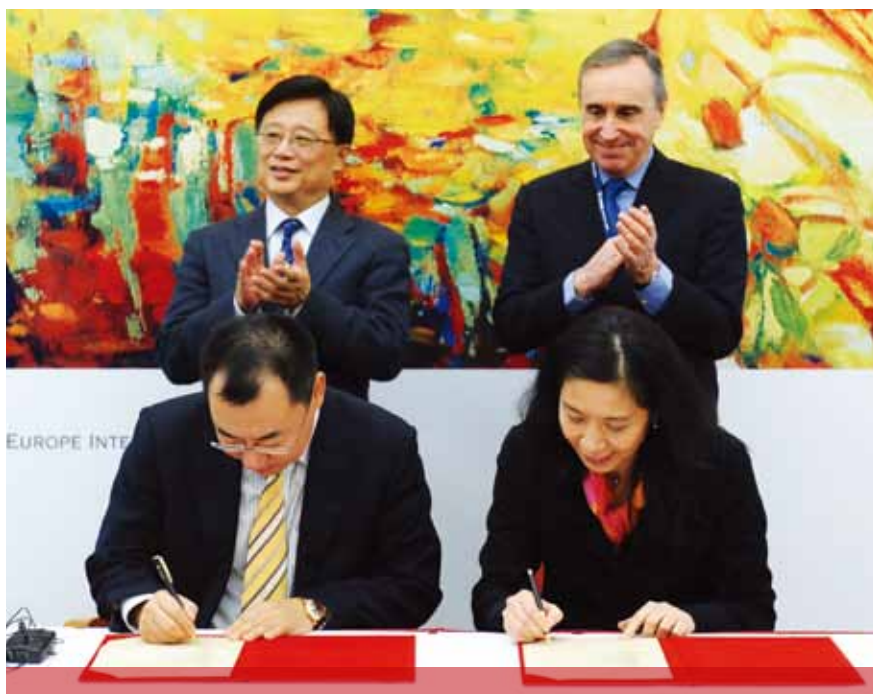
朱晓明教授宣布，鉴于奎尔奇教授以其杰出贡献赢得了全体中欧人和社会各界人士的尊敬，学院管理委员会决定聘请他担任中欧国际顾问委员会外方主席，并希望他未来继续关注与支持学院的发展。

奎尔奇教授对学院领导以及所有支持过他的员工和校友表示由衷的感谢。他说：“展望未来，我非常荣幸能够担任中欧国际顾问委员会外方主席。我将会尽最大努力，并与苏理达教授通力合作，继续推动学院课程获得更多认可。”

CEIBS former Vice President & Dean John Quelch's substantial contribution to the school's development was highlighted during a farewell dinner held in his honour on January 10.

Executive President Zhu Xiaoming, President Pedro Nueno, Honorary President Liu Ji and Vice President & Co-Dean Zhang Weijiong led the CEIBS community of faculty, staff, alumni, students and business partners at the event. Among the VIPs were Chairman of Beijing Zhongkun Investment Group and member of CEIBS International Advisory Board Huang Nubo (EMBA 1996) who announced that he has invested in another chair at CEIBS. Other honoured guests included: CHIC CEO Edward Zhu (EMBA 2005), CEIBS Board Member Jan Borgonjon, as well as Shangri-La's Vice President Cetin Sekercioglu and General Manager Ulf Bremer. Also in the audience was Special Advisor to UNESCO and former Assistant Commissioner General to the Shanghai Expo Xu Bo along with a number of representatives from the business community.

Throughout the evening, various speakers commented on the energy with which Dean Quelch had tackled his role at CEIBS, his ability to push others to exceed far greater than they ever thought possible, his penchant for working around the clock and fondness for sending early-morning emails, as well as the high standards to which he held everyone – including himself.



## 中欧与佳士得美术学院合作推出“全球艺术市场：艺术品收藏与投资”课程 CEIBS and Christie's Launch Global Art Market Investment Programme

2012年12月11日，由中欧国际工商学院和佳士得美术学院合作开办的全新课程——“全球艺术市场：艺术品收藏与投资”在由中欧高层经理培训部主办的“当艺术遇见资本”论坛上正式推出。这是中欧首次推出与艺术品相关的创新课程，院长朱晓明教授亲自出任该课程的主任。

朱晓明院长与佳士得亚洲区总裁、原法国及欧洲区主席及全球珠宝部董事高逸龙(François Curiel)一同出席了此次论坛，并分别以“入艺术殿堂，容雅俗共赏”和“崛起！腾飞中的亚洲艺术品市场”为主题发表了精彩演讲。近200名热爱艺术品、热衷于艺术品鉴赏和收藏的各界人士来到论坛现场，与演讲嘉宾们一同探索与分享艺术收藏与投资之道。

CEIBS and Christie's Education officially announced the Global Art Market: Artwork Collection & Investment Programme on

December 11 during a forum titled “When Art Meets Capital,” organised by CEIBS Executive Education Department. This is the first time that CEIBS has launched an innovative programme on art, and CEIBS President Professor Zhu Xiaoming will serve as Programme Director.

Among forum guests was François Curiel, President of Christie's Asia, former Chairman of Christie's Europe and France, and board member of Christie's Jewellery Department Worldwide. The event attracted a host of participants who have a passion for art, art appreciation, and collecting, offering them a chance to delve into the world of connoisseurship while exploring their own reflections on investment with the speakers.

Jointly developed and designed by CEIBS and the world's top auction house, Christie's, The Global Art Market Programme will be conducted at four art centres around the world: Beijing, Taipei, Hong Kong and London during May 2013. The programme has assembled an excellent team of instructors, including scholars, senior collectors, advisors, and insiders. The course will allow participants to explore both the theoretical and practical sides of the art world by utilising a variety of teaching methods. It will provide participants with opportunities to visit world famous museums, artists' studios and private collection rooms, and to interact with experts as they explore all facets of the art world.





## 中欧2012年CEO峰会及中欧教育发展基金会2012年年度晚宴成功举行 CEIBS CEO Summit 2012 & CEIBS Foundation Annual Dinner Held in Hong Kong

2012年12月8日，中欧国际工商学院2012年CEO峰会及中欧教育发展基金会2012年年度晚宴在香港港丽酒店隆重举行。

中方院长朱晓明教授、欧方院长佩德罗·雷诺（Pedro Neuno）教授、名誉院长兼基金会理事长刘吉教授、副院长兼教务长约翰·奎尔奇（John Quelch）教授、副院长兼中方教务长张维炯教授、管理委员会成员刘涌洁院长助理、候任副院长兼教务长苏理达（Hellmut Schütte）教授、宝钢经济学教席教授吴敬琏、经济学与金融学教席教授许小年、管理学教授李秀娟等学院领导及教授代表出席了本次峰会及晚宴。

峰会期间，中国国际金融公司董事长、中欧兼职教授李剑阁先生和香港冯氏集团董事长

冯国经博士分别受邀发表了主旨演讲。与会嘉宾及代表针对“宏观经济与金融形势”、“慈善、企业社会责任与家族企业传承”以及“全球产业配置、香港与内地的合作”等议题展开了对话与讨论。

晚宴上吴敬琏教授就中国经济改革发表了近一个小时的精彩演讲。吴教授对中国未来几年的经济发展持谨慎乐观态度。他指出，人们对十八大及新一届政府寄予了三个期望：重聚改革共识、重启改革议程、实现改革再出发。

本次峰会由中欧教育发展基金会主办，不仅获得了香港一国两制研究中心、经纶国际经济研究院、香港中国企业协会以及博园基金会等机构提供的智力支持，也获得了来自莱蒙国际集团、金陵华软以及瑞银集团（UBS）的大力赞助。



CEIBS CEO Summit 2012 and CEIBS Foundation's Annual Dinner were held at the glamorous Conrad Hong Kong on December 8. In addition to the school's top leaders and some of its most highly regarded faculty, guests included Group Chairman of Fung Group Dr Victor K Fung as well as Vice President of China Institute for Innovation and Development Strategy and China's former Ambassador to France Wu Jianmin. The keynote speech during the opening sessions was delivered by Chairman of China International Capital Corporation Limited and CEIBS Adjunct Professor Li Jiange.

During his afternoon address, Dr Fung spoke about the opportunities and challenges faced by the global

supply chain in today's business world. He also pointed out Hong Kong's advantages and the opportunities available to help companies in the Chinese mainland expand their global reach. Wu Jianmin spoke about three global centres: the financial centre in Europe, the centre of unrest in the Middle East and the centre of economic growth in Asia. There has to be a concerted effort made to maintain regional and global peace for Asia to hold its ground, he said.

Also among the speakers were CEIBS Executive President Prof Zhu Xiaoming, President Prof Pedro Nueno, Honorary President Liu Ji, Vice President and Dean Prof John Quelch, as well as Vice President and Co-Dean Prof Zhang Weijiong, European Chair for Global Governance and

Sino-European Business Relations, Designate Dean Prof Hellmut Schütte, Baosteel Chair Professor of Economics Wu Jinglian, Professor of Economics and Finance Xu Xiaonian and Professor of Management Jean Lee also attended the events.

In his dinnertime speech on China's economic reform Prof Wu Jinglian painted a rosy future for the Chinese economy in the next few years. Hosted by CEIBS Education Foundation the CEO Summit received support from One Country Two Systems Research Institute Limited, Fung Global Institute, The Hong Kong Chinese Enterprises Association and Boyuan Foundation. It was sponsored by Top Spring International Holdings Limited, China King Link Corp and United Bank of Switzerland (UBS).





## “中国—欧盟学术研讨会： 中国金融业的变革” 成功举行 China's Changing Finance Industry

2012年12月14日，“中国—欧盟学术研讨会：中国金融业的变革”在中欧陆家嘴国际金融研究院举行。本次活动由中欧国际工商学院和法兰克福财经管理大学共同主办。

学院院长朱晓明教授、候任副院长兼教务长苏理达（Hellmut Schütte）教授、法兰克福财经管理大学EMBA主任霍斯特·洛切尔（Horst Löchel）教授和中国欧盟商会副主席卢睿（Jens Ruebbert）先生出席了当天活动。本次活动共吸引了60多位知名学者与业界专家，以及十余家主流媒体。

上海发展研究基金会秘书长乔依德先生，上海交通大学上海高级金融学院金融学教授、院长张春教授，法

兰克福财经管理大学娜塔莉·帕克汉姆（Nathalie Packham）教授，中国人民大学汉青经济与金融研究院副院长汤珂教授，中欧在职金融MBA主任赵欣舸教授，中国社会科学院冯兴元教授，中欧金融与会计学教授芮荫和上海交通大学金融学教授潘英丽等出席论坛并针对议题分享了自己的独到见解。

Academics, members of the business community and policy makers came together on December 14 for the highly anticipated EU-China Research Colloquium. The event, which focused on China's Changing Finance Industry, was held at

the CEIBS Lujiazui Institute of International Finance (CLIIF) as the last activity of the EU China Research Fellowship Programme (part of the BMT project).

CLIIF Executive Deputy Director Dr Gary Liu opened the event, and moderated throughout.

CEIBS Executive President Zhu Xiaoming delivered a welcome speech in which he highlighted the importance of the event and CEIBS' plans to focus on researching digital finance ahead of introducing related courses in the near future.

Other speakers included:

- Jens Ruebbert, Vice President of the EU Chamber of Commerce in China who outlined key reforms that should take place in China and Europe.

- Professor of Economics and EMBA Director at Frankfurt School of Finance & Management Horst Loechel, who is also the former BMT project manager, gave a brief outline of the project.

- Qiao Yide, Secretary General of Shanghai Development Research Foundation spoke about how crucial financial reform is for renminbi internationalisation.



### 人力资源和社会保障部副部长兼国家外国专家局局长张建国到访中欧 Government Officials Visit Beijing Campus

1月9日下午，人力资源和社会保障部副部长兼国家外国专家局局长张建国（图右）一行到访中欧国际工商学院北京校区。北京市人力资源和社会保障局、外国专家局外国专家与外国人就业事务中心、中关村科技园区管理委员会及中关村软件园等单位的领导随同来访。学院院长朱晓明教授与副院长兼中方教务长张维炯教授在上海校区通过高清视频设备与张副部长及其他来宾进行了实时对话，热烈欢迎他们莅临我院指导工作。副教授许定波教授（图左）、北京校区助理主任宋士新先生代表学院热情接待了张副部长一行，陪同他们参观校园，并进行座谈。

A delegation of high-ranking government officials visited CEIBS Beijing Campus on January 9, led by Zhang Jianguo (right), Director General of the State Administration of Foreign Experts Affairs and Vice Minister in the Ministry of Human Resources and Social Security. They were warmly received by CEIBS Management Committee member, Associate Dean and Professor of Accounting Xu Dingbo (left) who, along with Beijing Campus Assistant Director Steve Song, led the group on a tour of the campus.

During the visit they experienced a demonstration of the video conference technology that links the Beijing and Shanghai campuses and participated in a short video conference with CEIBS Executive President Zhu Xiaoming and CEIBS Vice President and Co-Dean Zhang Weijiong.

### 贵州卫视《论道》对话张维炯副院长 B-schools Boost Growth

日前，中欧国际工商学院副院长兼中方教务长张维炯教授再次受邀参加贵州卫视高端对话栏目《论道》的录制，与嘉宾主持、博鳌亚洲论坛原秘书长龙永图先生同场论道，就“商学院助力中国经济发展”议题分享洞见。中欧校友苏继挺（EMBA 2000）和汤雪梅（EMBA 2002）也一同参加了录制，畅谈在中欧学习的收获。本期节目已于1月19日播出。

Vice President and Co-Dean Zhang Weijiong discussed “How business schools are helping China’s economic development” during a January 19 appearance on the *Guizhou TV* show *Lun Dao* in which he exchanged views with host Long Yongtu.



### 知名企业青睐中欧 MBA Top Level Firms Attend 7th Annual CEIBS MBA Recruitment Fair

1月16日，中欧国际工商学院举办了第7届MBA上海校园招聘。本次活动由中欧职业发展中心组织，参展企业近70家，涵盖金融服务、咨询服务、工业产品及服务、快速消费品、医药保健、制造工业、信息通讯及零售贸易等行业。

Nearly 70 top-level firms representing the finance, consulting, manufacturing, fast moving consumer goods, healthcare, industrial products and services, IT, and retail sectors participated in the 7th Annual CEIBS MBA Shanghai Campus Recruitment Fair. The January 16 event was organized by the CEIBS Career Development Centre.

### 百名金融才俊参加在职金融MBA招生会 Finance MBA Programme Hosts Info Session

1月19日，近百名有意申请中欧国际工商学院在职金融MBA课程的金融才俊齐聚上海校园，参加2013年首场招生咨询会。中欧金融学和会计学系系主任丁远教授发表了题为“公允价值的公允性”的演讲。

CEIBS Professor of Accounting and Chair of the Department of Finance and Accounting Ding Yuan opened a January 19 information session for the CEIBS part-time Finance MBA Programme with a lecture on the topic, “The Fairness of Fair Value”. More than 100 people attended.





### 朱晓明院长拜会浙江省副省长朱从玖 CEIBS Team Meets Zhejiang Province Vice Governor

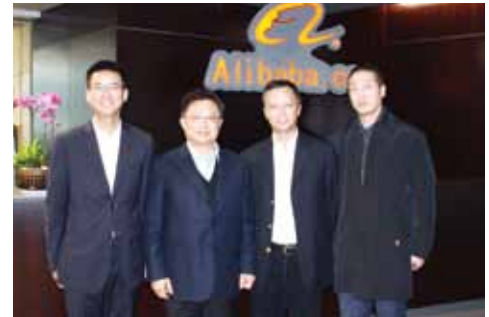
1月16日，中欧国际工商学院院长朱晓明教授前往浙江省人民政府拜会浙江省副省长朱从玖先生。朱从玖副省长对朱院长一行的到来表示欢迎，并详细介绍了浙江省近期金融改革以及中小企业发展方面的情况。朱晓明院长回顾了中欧在过去一年中所取得的成绩，并介绍了学院未来的发展规划。

On January 16, Executive President Zhu Xiaoming led a CEIBS team during a courtesy call on Zhu Congjiu, the Vice Governor of Zhejiang Province. Also among the school's delegation: Assistant President and Director of the CEIBS Foundation Ge Jun, and Executive Deputy Director of the CEIBS Lujiazui Institute of International Finance Gary Liu.

### 朱晓明院长考察浙江校友企业 Tour of Alumni Enterprises in Zhejiang

1月15日至16日，中欧国际工商学院院长朱晓明教授在浙江考察了中欧校友施纪鸿（EMBA 2010）创办的新秀集团、楼永良（CEO 2004）创办的中天集团以及阿里巴巴等校友企业，并就产业升级、互联网金融等话题与校友们进行了深入交流。

During a January 15 and 16 trip to Zhejiang Province, CEIBS Executive President Zhu Xiaoming visited a number of alumni enterprises, including Newcomer Group founded by Shi Jihong (EMBA 2010), Zhongtian Group, which was founded by Lou Yongliang (CEO 2004), and Alibaba Group.



### 中欧首届后EMBA课程、北京校园年度首场人文艺术讲座圆满落幕 1st Culture & Art Lecture at Beijing Campus, 1st post-EMBA Programme in Shanghai

2012年12月15日至16日，中欧国际工商学院首届后EMBA课程在上海校园圆满落幕。本次毕业模块课程由台湾国立大学哲学系主任苑举正教授执教。苑教授从哲学与人生的角度出发，与同学们分享了哲学式的人生体验以及对现实社会的探讨。

2013年1月5日，中欧北京校园本年度首场人文艺术讲座成功举办。近80名中欧EMBA学生及校友齐聚一堂，聆听苑举正教授主讲“科学哲学——科学知识的建构”。

From December 15 to 16, Prof Yuan Juzheng, Director of Taiwan University's Philosophy Department, shared his thoughts on philosophy and daily life during the Graduation Module of CEIBS 1st post-EMBA Programme in Shanghai.

Then on January 5, about 80 participants turned out for the Beijing Campus' first ever Culture & Art Lecture. Prof Yuan Juzheng gave a lecture on Scientific Philosophy.

### 朱晓明院长亲贺ICS五周年庆典 中欧校友荣获“未来之光”奖 Edward ZHU (EMBA 2006) Receives ICS Future Light Award

2012年12月29日，上海外语频道（ICS）隆重举办大型庆典活动，纪念频道开播五周年。中欧国际工商学院院长朱晓明教授亲临现场表达了祝贺。中欧校友、熙可集团CEO朱演铭（EMBA 2006）在当晚的庆典中获颁“未来之光”奖。

CHIC Group CEO Edward Zhu (EMBA 2006) was among a group of more than 20 eminent leaders from various fields including politics, economy, culture, media, public welfare and sports, who received the "Future Light" award from International Channel Shanghai (ICS) during the TV stations' 5th Anniversary Ceremony. CEIBS Executive President Zhu Xiaoming was among the award presenters at the December 28 event, which was attended by more than 300 people.







## 2012 “沪上金融家” 揭晓

### Four CEIBS Alumni Honoured at 2012 Shanghai Financiers Awards

2012年12月28日，由新华社上海分社、新华社金融信息平台上海总部、第一财经、上海金融业联合会联合主办的“2012沪上金融家”评选揭晓。评审委员会主席、中欧国际工商学院院长朱晓明教授出席颁奖仪式，并为获奖者颁奖。上海市委常委、副市长屠光绍，新华社副总编辑慎海雄等也出席了颁奖仪式。四位中欧校友在本次评选中脱颖而出，成为2012年度上海金融界标杆人物。他们分别是：

中国银行上海市分行行长潘岳汉（EMBA 2006），当选“沪上十大金融家”；大众保险股份有限公司董事长张兴（EMBA 1996），当选“沪上十大金融行业领袖”；

汇付天下有限公司总裁周晔（EMBA 2000）和益盟软件董事长曾山（EMBA

2008），当选“沪上十大金融创新人物”。

Four CEIBS alumni were among the 30 business leaders, from both China and abroad, who were honoured at the 2012 Shanghai Financiers Awards for their outstanding contributions to Shanghai's financial industry. They are: Bank of China Shanghai Branch Director Pan Yuehan (EMBA 2006) who was named one of Shanghai's Top Ten Financiers, Chairman of Dazhong Insurance Company Zhang Xing (EMBA 1996) was named one of Shanghai's Top Ten Financial Industry Leaders, while China PNR President Zhou Ye (EMBA 2000) along with CEO of Emoney Software Technology Company Ltd Zeng Shan (EMBA 2008) were recognized as being among Shanghai's Top Ten Financial Innovators. CEIBS Executive President Zhu Xiaoming chaired the review committee and presented the awards. Shanghai Municipal Standing Committee member, Vice Mayor Tu Guangshao and Deputy Editor-in-chief of the Xinhua Agency Shen Haixiong also attended the December 28 ceremony.

## 上海金桥出口加工区管理委员会领导到访中欧 SJEPZ & CEIBS Leaders Meet

2012年12月27日，上海金桥出口加工区管理委员会副主任沈能（右二）与办公室主任李友豪（左一）到访中欧国际工商学院，受到院长朱晓明教授与副院长兼中方教务长张维炯教授的热情接待。双方进行了卓有成效的工作会谈。

Shanghai Jinqiao Export Processing Zone (SJEPZ) Management Committee Deputy Director Shen Neng (2nd right), along with Director of the committee's executive office Li Youhao (left), met with CEIBS Executive President Zhu Xiaoming and Vice President and Co-Dean Zhang Weijiong during a visit to the school's Shanghai campus on December 27.



## “上海数字化与互联网金融研究中心”揭牌 朱晓明院长领军前沿研究 Shanghai Institute of Digitalization and Internet Finance Launched

2012年12月20日，中欧国际工商学院“上海数字化与互联网金融研究中心”在上海市金融信息服务业年度峰会上举行揭牌仪式，正式宣告成立。上海市委常委、副市长屠光绍（图左）和中欧院长、上海数字化与互联网金融研究中心主任朱晓明教授共同为研究中心揭牌。朱晓明院长还在论坛上发表了题为“上海：走向数字化、网络化的金融业”的主题演讲。

The Shanghai Institute of Digitalization and Internet Finance (SIDIF) was launched on December 20 during the Financial Information Service Industry Annual Summit. Standing Committee Member of the CPC Shanghai Municipal Committee and Vice Mayor of

Shanghai Tu Guangshao (left), along with CEIBS Executive President, SIDIF Director Prof Zhu Xiaoming unveiled a plaque to mark the occasion. During the summit, President Zhu delivered a speech entitled “Shanghai: Heading towards a Financial Industry of Digitalization and Internetization”.



### 中欧召开互联网金融圆桌会议 Roundtable on Internet Finance

2012年12月12日，“上海数字化与互联网金融研究中心”筹备会议暨互联网金融圆桌会议在中欧陆家嘴国际金融研究院召开。来自北京、上海及深圳的近20位业界人士出席会议，其中不少嘉宾来自中欧国际工商学院的校友企业。与会者围绕互联网金融的发展态势、商业模式创新、瓶颈因素、问题与潜在风险以及监管规范等话题开展了深入探讨；同时，也对即将成立的上海数字化与互联网金融研究中心提出了建议与期望。

An Internet Finance Roundtable was held at CEIBS Lujiazui Institute of International Finance on December 12 in preparation for the launch of the Shanghai Institute of Digitalisation and Internet Finance. Nearly 20 industry entrepreneurs from Beijing, Shanghai and Shenzhen – including many CEIBS alumni – gathered for a professional and in-depth

discussion of internet finance. The group examined topics such as digital finance developmental trends, business model innovation, bottleneck factors, potential problems and risks, and regulatory standards. They also discussed expectations and suggestions for the Shanghai Institute of Digitalisation and Internet Finance.

### EMBA2012级北京春季班举办新年联欢晚会 EMBA2012 Beijing Get Together

2012年12月16日，中欧国际工商学院EMBA2012级北京春季班的同学们欢聚一堂，举办了主题为“一二一，在一起”的新年联欢晚会。同学们不但积极参与诗朗诵、小品、舞蹈、歌唱及游戏等精彩环节，更通过慈善拍卖将晚会的气氛带入最高潮。中欧助理院长、北京代表处首席代表马遇生，中欧副教授许定波教授以及许小年教授等也应邀参加了晚会。

EMBA 2012 Beijing (Spring Semester) students came together on December 16 to reminisce about the unforgettable days they spent together at CEIBS. The party was also attended by CEIBS staff and professors including Assistant President Ma Yusheng; CEIBS Associate Dean and Professor of Accounting Xu Dingbo, and Professor of Economics and Finance Xu Xiaonian. The evening began with a poetry reading, followed by brief acting performances, dances, games, and also included the auctioning of various articles donated by students. Proceeds from the auction will be donated to charity.



### 中欧在职金融MBA金融管理沙龙成功举办 M&A Talks

2012年12月15日，中欧金融管理沙龙暨2013级在职金融MBA招生咨询会在中欧国际工商学院上海校园成功举办。中欧金融学兼职教授、原香港上海汇丰银行有限公司中国区董事总经理杨磊先生发表了题为“兼并与收购实战导论”的主题演讲。

Nearly 200 people attended the CEIBS Finance Management Salon and the 2013 Finance MBA Info Session at the Shanghai Campus on December 15. Adjunct Professor of Finance at CEIBS and former Managing Director of China Investment Banking for HSBC Bob Yang gave a keynote speech entitled “A Practical Guide to Mergers and Acquisitions”.

### 百威英博“生意之道”第二届毕业典礼暨第三届开学典礼成功举办 AB InBev Staff Complete CEIBS Course

2012年12月14日，百威英博“生意之道”第二届毕业典礼暨第三届开学典礼在中欧国际工商学院上海校园成功举办。此次活动既是第二届学员的毕业典礼，同时也是第三届34名新学员的开学典礼，因此少了以往毕业时的忧伤，多了许多毕业时的分享。

On December 14, 2012 CEIBS' Shanghai Campus hosted both the closing ceremony and graduation of the second Business@ABI course as well as the opening ceremony for the third Business@ABI. 35 participants graduated, while 34 new students joined the programme's third cohort.





### “创新与企业家精神”学术研讨会 Innovation & Entrepreneurship

2012年12月12日，以“中国新兴市场中的创新与企业家精神”为主题的第二届中欧国际工商学院年度学术研讨会在上海校园成功举办。来自世界各地18所大学的学术专家们参加了此次活动。该研讨会由中欧管理系主办，旨在为世界各地专注于中国管理及战略领域研究的学术界人士提供展示工作成果及寻找研究合作伙伴的平台。

The 2nd Annual CEIBS Mini-Conference on “Innovation and Entrepreneurship in China's Emerging Market” was held at the school's Shanghai Campus on December 12. Sponsored by the school's Management Department, the conference is a forum for faculty in Chinese Management and Strategy from around the world to present their new work and develop a joint research agenda with a community of like-minded scholars.

Conference presenters are individuals who are on the cutting edge of research in the field and whose work represents creative and high-quality scholarship. Faculty from 18 universities around the world attended the event.

### 中欧EMBA校友潘刚高票当选全国工商联副主席 Pan Gang is Vice Chairman of All-China Federation of Industry & Commerce

中华全国工商业联合会第十一届执行委员会第一次会议于2012年12月10日在京召开。内蒙古伊利实业集团股份有限公司董事长兼总裁潘刚（EMBA 2002）高票当选全国工商联副主席。

On December 10, Yili Group head Pan Gang (EMBA 2002) was elected as the Vice Chairman of All-China Federation of Industry & Commerce.



### 2013 “中欧之约”——这些年，我们追过的“合、享、悦” Shenzhen Events Bring Alumni Together

2012年12月9日，由中欧国际工商学院深圳代表处、中欧校友会深圳分会、广州分会和珠中江分会联合举办的2013“中欧之约”在深圳大中华喜来登酒店隆重举行。

CEIBS Shenzhen Representative Office, Shenzhen Alumni Association, Guangzhou Alumni Association, and Zhuzhongjiang Alumni Association came together to celebrate the annual “CEIBS Date” gala dinner at the Great Sheraton Hotel in Shenzhen. The December 7-9 event, generously supported by a number of alumni companies, capped off a wide range of activities held that weekend, bringing south China alumni, students, faculty, and staff together to celebrate the end of the year.

### 中欧举办“Face Time”创投交流日活动 “Face Time” for Entrepreneurs & Investors

2012年12月8日，“Face Time”中欧创投交流日活动在中欧国际工商学院上海校园成功举办。来自15家著名投资机构的投资人与通过前期层层筛选的8名优秀创业者在此进行了一场项目与资本的对接会。

CEIBS hosted “Face Time” on December 8, giving select entrepreneurs and investors an opportunity to network and share business ideas. Fifteen successful venture capitalists and eight entrepreneurs joined the event which included entrepreneur business plan presentations, three keynote speeches and a roundtable discussion.







### 2012 “中国最佳商业领袖奖” 隆重揭晓 中欧校友获殊荣 Xu Hang Lauded

2012年12月7日，第八届“中国最佳商业领袖奖”颁奖盛典于上海隆重举行。本次评选活动由第一财经主办，中欧国际工商学院担任咨询研究伙伴，德勤中国为奖项调研伙伴。学院副院长兼中方教务长张维炯教授（图左）出席颁奖典礼并发表演讲。深圳迈瑞生物医疗电子股份有限公司董事长徐航（EMBA 2002）荣获“年度创新人物奖”。

Mindray Medical Founder and Chairman Xu Hang (EMBA 2002) was awarded the Innovator of the Year during the China Business Leaders Award 2012 on December 7. CEIBS Vice President and Co-Dean Prof Zhang Weijiong (left) was among the presenters.

### 中欧志愿者再访浦光民办小学 CEIBS Volunteers

2012年12月5日，中欧国际工商学院员工志愿者协会举办了2012年志愿者团体活动。副院长兼教务长约翰·奎尔奇（John Quelch）教授和副院长兼中方教务长张维炯教授带领近40余名中欧志愿者前往浦东合庆镇浦光民办小学开展志愿者活动，捐赠了椅子、书包和衣物，并鼓励同学们认真学习，积极向上。

CEIBS embarked on its second annual volunteer day activity on December 5. Vice President and Dean John Quelch, Vice President and Co-Dean Zhang Weijiong and HR Director Dong Xuejun led a 40-member team that donated desks, school bags and clothing to students at the Puguang primary school.



### 李荣融做客“高朋满座”论坛 Li Rongrong at CEIBS Executive Forum

2012年12月1日，2012年度最后一次“高朋满座”论坛于中欧国际工商学院北京校园成功举办。近300名校友及嘉宾共聚一堂，聆听了全国政协经济委员会副主任、国务院国有资产监督管理委员会原主任李荣融先生带来的主题演讲“我理解的管理”。学院院长朱晓明教授，副教授许定波教授及院长助理、北京代表处首席代表马遇生出席了本次活动。

Li Rongrong, Deputy Director of the Economic Committee of the National Committee of the Chinese People's Political Consultative Conference and the former Director of the State-owned Assets Supervision and Administration Commission of the State Council, was the lecturer at an Executive Forum held at the CEIBS Beijing Campus on December

1. More than 300 alumni, students and guests turned out to hear Li share his views on management. CEIBS Executive President and Professor of Management Zhu Xiaoming, Associate Dean and Professor of Accounting Xu Dingbo and Assistant President Ma Yusheng also attended.

### 忻榕教授谈“企业发展中的人才战略” Prof Xin Examines HR Strategy

2012年12月1日，蓝豹（LAMPO）2012中欧名家讲坛系列活动在上海校园再度成功举办。中欧副教务长、管理学教授、拜耳领导力教席教授忻榕博士与现场嘉宾共话“企业发展中的人才战略”。

Professor of Management, Bayer Chair in Leadership and Associate Dean (Executive Education) Katherine Xin gave the main address during a December 1 CEIBS Expert Forum. Her topic: human resource strategy in corporate development.





### 第二届卫生政策上海圆桌会议顺利举行 Second Healthcare Policy (Shanghai) Roundtable

2012年12月1日，由中欧国际工商学院主办的第二届卫生政策上海圆桌会议在中欧陆家嘴国际金融研究院顺利举行。本次会议的主题为“如何建立大病医保制度”。政府卫生政策的研究人士、卫生领域的学术专家、医疗卫生行业工作者以及沪上知名媒体等近百人参加了会议。

Held at CEIBS Lujiazui Institute of International Finance on December 1, the second meeting of the Healthcare Policy (Shanghai) Roundtable addressed ways of improving catastrophic health insurance coverage in China. Nearly one hundred participants, including scholars, medical practitioners, government officials and media, attended the meeting.

### 上海市举行2012信息服务业论坛 朱晓明院长发表主题演讲 2012 Information Service Industry Summit

2012年11月27日，“2012信息服务业（上海）论坛暨第四届移动互联网产业发展高峰论坛”在沪举行。来自市区政府、行业协会、产业园区及相关企业的400多名业内人士齐聚一堂。中欧国际工商学院院长朱晓明教授在论坛上发表主题演讲。

The 2012 Information Service Industry (Shanghai) and Mobile Internet Industry Development Summit brought together more than 400 attendees from the municipal and district governments, industry associations, industrial parks, and businesses, for an in-depth discussion about ways of developing the city's mobile internet infrastructure. CEIBS Executive President Prof Zhu Xiaoming delivered the key-note speech during the November 27 event.



### 朱晓明院长为中欧新生代创业领袖成长营授课 Prof Zhu Xiaoming Lectures at China Entrepreneurial Leadership Camp

2012年11月24日，中欧国际工商学院新生代创业领袖成长营于深圳举办的第三模块进入第三天。学院院长、管理学教授朱晓明博士亲自为创业营学员讲授了题为“大挑战、大机遇——第三次工业革命及其战略思考”的课程，探讨数字与网络在各行业的应用及其对传统行业的颠覆性改造，以及数字化服务经济的四大基础建设“大、云、平、移”（即大数据、云计算、平台与移动互联网）。

During the Entrepreneurial Leadership Camp held in Shenzhen on November 24, CEIBS Executive President and Zhongtian Chair in Management Prof Zhu Xiaoming lectured on “Great Challenge, Great Opportunity”. He explored how different industries could benefit

from the internet and digitalization and also shared his thoughts on big data, cloud computing and mobile applications. Throughout his speech, Prof Zhu utilised an iPad and wireless technology, demonstrating the benefits of a digital classroom.



### 中欧第五届全球传媒商务课程在深圳代表处成功举行 CEIBS Hold First Class for Media in Shenzhen

2012年11月23日，30余名来自华南和香港地区主流财经媒体的总编辑、主任和高级记者在 中欧国际工商学院深圳代表处参加了为他们量身定制的全球传媒商务课程。这也是中欧首次在深圳举办面向媒体的培训课程。此前，这一课程已先后在上海和北京校园成功举办过四届。

On November 23, almost 30 journalists and media executives participated in CEIBS Advanced Business Reporting Programme which featured lectures by Professors Zhu Xiaoming, Bala Ramasamy, Chen Weiru and John Cai. This was the first time the class – which was first held in Shanghai in 2009 then expanded to Beijing – was held in Shenzhen, an indicator of the growing emphasis being placed on boosting CEIBS' presence in South China.





### 上海国际股权投资论坛在沪成功举行 Shanghai International Private Equity Forum

2012年11月23日，由上海国际股权投资论坛、中欧陆家嘴国际金融研究院和上海市黄浦区人民政府联合主办的“外滩金融•上海国际股权投资论坛”在上海召开。论坛以“经济转型中的私募股权未来之路”为主题，针对中国经济增长动力改革、宏观经济政策取向、未来产业变化趋势、PE募资困境、退出策略等股权投资问题，进行了专业而深入的探讨。Co-hosted by Shanghai International Private Equity Foundation (SIPEF), CEIBS Lujiazui Institute of International Finance (CLIF) and Shanghai Huangpu District Government, the “2012 Shanghai International Private Equity Forum – Bund Finance” was held in China’s financial capital on November 23.

The opening ceremony, moderated by SIPEF Director Shi Derong, featured speeches by Member of the CPC Shanghai Municipal Committee and Vice Mayor of Shanghai Tu Guangshao as well as Deputy Governor of Huangpu District Zhou Wei. Meanwhile, CLIF Director, Member of the Standing Committee and Vice Chairman of the Financial and Economic Committee of the National People's Congress Wu Xiaoling (above) gave a keynote speech on “PE’s Legislation Problems”.

### 中欧EMBA广州论坛成功举办 Guangzhou Forum

2012年11月21日，中欧国际工商学院EMBA管理论坛在广州举办。EMBA课程学术副主任、会计学教授苏锡嘉教授发表了题为“危机、风险与企业对策”的主题演讲。论坛共吸引了300余名当地企业家和校友。

About 300 people attended the CEIBS EMBA Guangzhou Forum on November 21 to hear Professor Su Xijia share his thoughts on the topic ‘Crisis, Risk & Solutions’.



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