

授人以鱼，不如授人以渔

EMBA2004级北京（2）班公益项目“合谷桃园”侧记

Planting the Seeds for Change

EMBA 2004 Beijing Class 2 Launches Sustainable Charity Venture

文 / 瞿新能 陈超 ■ By Mika Qu & Kelly Chen

校友感言

In their own words

“瑶菊王”必获成功，山区的人们一定能幸福。“予人玫瑰，手有余香。”希望中欧人更多地关注那些需要我们帮助的群体！

——刘英杰
班级同学，项目命名者

I hope the “King of Heavenly Chrysanthemum” brand will become successful and residents of this poor mountain community will be able to lead happy lives. Our entire class has enjoyed this opportunity to help. As the saying goes, “rose given, fragrant hand”. I hope the entire CEIBS community can do more to help those in need!

*(Class member who named the project:
Liu Yingjie)*

2012年初，来自中欧国际工商学院EMBA2004级北京2班的60名校友共同捐资，在广西一个贫困小山村创办了一家公益性质的生态农业公司。一年多来，他们与当地居民共同努力，开发出一条特色农产品产业链，为当地带来了长远的经济与社会效益，践行了一次成功的“授人以渔”公益之举。

缘起

EMBA2004级北京2班由60名来自国企、民企和政府部门的高层管理人员组成，一直以来，他们以班级为集体，积极地参与慈善公益事业。

2010年10月，他们开始构思如何为广西省桂林市灌阳县一个人均年收入不足500元的山村提供公益资助。最初，他们采取了直接捐赠财物的方式。随后，经过一年多的深入考察，校友们发现当地的自然环境资源丰富，很适合发展生态农业，但当地居民长久以来未能成功进行产业化的开发，瓶颈在于缺少一定的管理经验和项目启动资金。

秉承“授人以鱼不如授人以渔”的公益精神，经过热烈的讨论磋商，校友们最终决定共同捐资在当地成立一家生态农业公司，更好地帮助当地群众盘活资源，改善生活条件。





中欧广州校友会会长李雄（EMBA 2002，前排左二）及校友陈骏（EMBA 2007，前排右一）一行前来考察
Alumni visit: Li Xiong (2nd left, EMBA 2002), President of CEIBS Guangzhou Chapter, and Chen Jun (right, EMBA 2007)

In the spirit of the saying “Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime”, the 60 alumni of CEIBS EMBA 2004 Beijing Class 2 have established a sustainable charity venture to assist residents of a poor mountain village in Guanyang County. Guanyang is in Guilin, part of Guaxi Zhuang Autonomous Region.

The Hegu Peach Orchard Ecological Agricultural Co Ltd is the culmination of more than two years of hard work by both the CEIBS alumni – who include senior managerial talents from SOEs, private businesses and government agencies – and village residents. Established with registered capital of RMB 3 million that was donated by the alumni, the company last year enjoyed the first harvest of its major product, organic chrysanthemum buds, which it sells under the brand name “King of Heavenly Chrysanthemum”. Besides the buds, which are a local specialty, the

company also grows the renowned Chinese black plum, golden camellia and Chinese Yew. The latter two are indigenous rare plants.

Since the company was established in March 2012, per capita income in the village has risen from less than RMB 500 to RMB 1,400 as residents earn money through initiatives such as land leasing and planting as well as processing chrysanthemums. Hegu plans to allocate its profits towards improving the area through projects such as constructing a nursing home, installing a potable water system, and raising the quality of local education. There are also plans to raise more than RMB 8 million of additional investment funds.

The members of EMBA 2004 Beijing Class 2 have a long tradition of working together to champion charitable causes. They first began thinking of ways to help village residents back in October 2010. Initially they simply gave direct donations of money and goods, which were used to

校友感言

In their own words

每个人在繁忙的工作中都会有一个世外桃源的梦想；每一个有善心的人都会有帮助别人的热望；“合谷桃园”是我们实现这些梦想和热望的地方。

——丁捷，班长

Everyone dreams of an ideal world that offers something besides work; where there are generous people always willing to help others. The Hegu Peach Orchard is just such a place for us to realize this dream.

(Class monitor: Ding Jie)

虽然两年来付出了很多宝贵的时间和精力，但我在这过程中辛苦并快乐着。

——唐建新

班级同学，项目总监

Though I have spent quite a lot of valuable time and energy on this project these past two years, it's given me great joy to see the progress we've made through our hard work.

(Project director: Tang Jianxin)



唐建新（左一）及尹为红（左二）
Tang Jianxin (left), and Yin Weihong (2nd left)



班级合影
Group photo

校友感言 In their own words

我在2012年胎菊收获时节作为班级代表前去探访合谷桃园，深受鼓舞。这个项目不仅能产出安全健康的产品，也能帮助当地居民改善生活条件。这是“双赢”。

——尹为红，班级同学

I visited the orchard as a class representative during the chrysanthemum harvest season in 2012 and was inspired by the encouraging results. I think the project not only provides us with safer and healthier products, but also offers residents a better living environment. It's a win-win.

(Class member: Yin Weihong)

2012年3月，这一公益项目的载体——按顶级生态标准从事农作物种植和家禽养殖的合谷桃园生态农业有限公司正式注册成立，注册资金300万元，实际投资将超过800万元。

合力

熟悉农村生活情况的唐建新和涂建屏两位同学被全班一致选为合谷桃园项目的实施人，其他同学也踊跃地参与各项实施工作：

中软国际集团副总裁刘英杰同学为公司命名；联想创新设计中心总经理、联想集团副总裁、北京奥运火炬首席设计师姚映佳同学为公司设计LOGO——在中欧商学院的LOGO基础上加入象征爱心和公司名字的“桃心”元素；华泰保险车险总监左卫东同学和热爱中医学的尹为红同学也帮忙联系产品销售渠道或提供建议……

校友们选择了数位当地曾外出务工、且有一定企业管理和种养经验的村民作为管理人员。他们不仅有实际经验，更重要的是熟悉当地环境，与村民沟通比较顺畅。

在不破坏当地环境的前提下，合谷桃园启动了因地制宜的种植与开发：选择当地特产有机胎菊为主要产品，品牌定名为“瑶菊王”，同时套种中华名果黑宝石李（布林），此外还大量种植培育国宝级珍稀植物金花茶和红豆杉。

校友们的热情也带动了社会各界人士积极支持这一项目。当地籍慈善人士蒋子翔先生（获世界之星奖）义务为公司产品的品牌做了全面设计；当地农业局对合谷桃园这一创举也予以鼎力支持，派出业务骨干帮助公司解决技术问题，并协助公司与各方面进行

沟通。

初见成效

一年多来，合谷桃园生态公益平台的运作已初见成效。此前，小村的人均年收入不足500元，而在2012年，当地居民通过土地租赁、为公司种植或加工菊花等方式，人均年收入提高至1400元。

在合谷桃园成立之前，校友们已经用直接捐赠的方式，为小山村发放了两期老年人生活补贴、完成了通村公路的基础工程、协助有需要的村民异地搬迁以及完成了部分房龄60年以上的旧式民居的修缮保护。

合谷桃园在实现收益之后，除去一定的运营成本，所有利润将继续用于为当地提供资助。除了以上方面之外，合谷桃园还将资助60岁以上村民的养老住宅修建、村民标准饮水工程修建以及资助贫困学生等等，帮助当地建设成一个村民相对富裕、自食其力、幼有所教、老有所养的花园式新农村。

经验分享

中欧EMBA2004级北京2班的公益项目经验再一次验证了“授人以鱼不如授人以渔”的道理。诸如合谷桃园这样的公益项目，因地制宜，建立造血机制，让当地居民明白劳动致富的道理，能够自食其力，也增强了主人翁感，社会效益明显而长远。

校友们表示，虽然投资公益项目具有投资周期较长，收效慢和风险较大等不确定因素，但这也正是校友们将在学院学到的企业经营管理和投资项目的知识运用实践的一次良好尝试；同时，同学之间的凝聚力与投身公益事业的信心也都因此成倍增长。



中欧深圳代表处副首席代表孔飏（左二）一行前来考察
Site visit: Brian Kong (2nd left), Deputy Chief Representative of CEIBS Shenzhen Office

provide pensions for the elderly, complete construction of a road through the village, and renovate many old houses. However as they learned more about the village, they discovered it has rich natural resources that make it an ideal location for eco-friendly agriculture. The villagers had been unable to unleash the economic potential of the land due to their lack of funding and management experience.

Determined to find a sustainable way to help the villagers help themselves, the alumni decided they would all donate the seed capital needed to establish an agriculture company in the village, one that would bring long-term economic and social benefits to the area. Pooling their various areas of expertise they worked together with the villagers to launch the company.

The group unanimously chose classmates Tang Jianxin and Tu Jianping to lead the launch, as they had the most familiarity with rural life. Vice President of China Soft International Group Liu Yingjie named the company; Lenovo Innovative Design GM, Lenovo Group VP, and Chief Designer for the Beijing Olympics Torch Yao Yingjia designed the company's logo, which incorporates the CEIBS logo with a stylized element that resembles both a heart and a peach; Huatai Insurance Group Director of Automobile Insurance Zuo Weidong and Yin Weihong, who is a TCM (traditional Chinese medicine) enthusiast,

provided expertise regarding sales channels and other areas.

The alumni also chose several local villagers who had some experience in business management, farming and animal husbandry for the company's management team. Their familiarity with the local area and ability to communicate well with other villagers was even more important than their experience.

The enthusiasm of the CEIBS alumni has been an inspiration to local residents such as Jiang Zixiang, who helped with the branding of the company's products. The county's agricultural bureau also provided its support to the initiative by sending professional technicians to help solve technical problems, and helping coordinate some of the company's external communications.

Though they have faced many challenges in launching the Hegu Peach Orchard Ecological Agricultural Co, the EMBA 2004 Beijing Class 2 alumni believe the struggle has been worth it, as projects such as this provide an opportunity to put into practice what they learned at CEIBS in areas such as corporate management and investment knowledge. They are also happy knowing that village residents will enjoy the long-term benefits of their efforts to build a self-sustaining enterprise that raises living standards for everyone in the village.

校友感言 In their own words

同学们恪守中欧“认真、创新、追求卓越”的校训，共同捐资筹建合谷桃园，帮助当地村民真正实现自食其力。作为班主任，我为他们的创意与心意、更为他们的努力与坚持而感动！

——谈磊，班主任

EMBA 2004 Beijing Class 2 adhered to CEIBS' motto of "Conscientiousness, Innovation and Pursuit of Excellence" and worked together to set up "the Hegu Peach Orchard" project, which has helped local residents earn a living. I am deeply moved by their innovation and kindness, and also by their hard work and persistence!

(Class coordinator: Tan Lei)