



中欧凯风家族传承研究中心启动仪式成功举行

2012年12月7日，中欧凯风家族传承研究中心启动仪式在上海成功举行。中欧国际工商学院中方院长朱晓明教授、欧方院长佩德罗·雷诺（Pedro Nueno）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、米其林领导力及人力资源管理教授李秀娟和金融与会计学教授芮萌等出席了活动。凯风基金会联合创始人、泰鸿集团董事长沈栋先生以及凯风基金会秘书长、泰鸿集团副总裁胡红（MBA 1997）女士也一同出席了此次活动。

雷诺教授和沈栋先生共同签署了合作协议，标志着中欧凯风家族传承研究中心正式启动。

朱晓明教授首先致欢迎辞，他强调近年来家族企业对中国经济蓬勃

发展所起的积极作用，并表示，当家族企业逐渐成熟时，继承人和企业管理的问题必将越来越受关注。此外，他还对雷诺教授和李秀娟教授在该研究中心创建过程中所做的贡献表示衷心感谢。

随后，雷诺教授分享了他在家族企业领域的研究成果。雷诺教授表示，中国的家族企业在平衡企业和家庭生活需求方面仍需学习。作为中国与欧洲之间管理教育的桥梁，中欧在推动中国家族企业可持续发展的过程中扮演着十分重要的角色。

中欧凯风家族传承研究中心将专注于以下三个核心领域的工作：

1、研究：这将在研究中心的工作中占据50%至60%的比重。研究中心不仅关注家族企业的运营，也关注企业中的家族关系与继承问题。来自其他顶尖大学的优秀学者也将会参与这些问题的研究；

2、教育：中心成立的的目的之一就是为中欧MBA、FMBA、EMBA以

及高层培训课程提供更多的选修课，更好地分享研究成果；

3、接触家族：中心将会促进家族间的对话，搭建一个家族企业网络，并组织发起研讨会和圆桌会议等。



凯风公益基金会
KAI FENG FOUNDATION
推动人类进步 促进社会发展

CEIBS Kaifeng Centre for Family Heritage Launched

The CEIBS Kaifeng Centre for Family Heritage (CKCFH) was launched on December 7, a nod to the growing interest in, and importance being attached to, family businesses in China. It will focus on three major areas:

Research (50-60% of the Centre's activities): not only on the corporate side of business, but also on family

relationships and succession. Scholars from other top universities will contribute to the research.

Education: the goal is to develop elective courses for CEIBS MBA, FMBA, EMBA, and Exec Ed programmes so that the new research and knowledge can be shared with the CEIBS community.

Reaching families: the Centre will facilitate discussions, develop a family business network, and organise seminars and roundtable sessions.

Executive President Prof Zhu Xiaoming, President Prof Pedro Nueno, Vice President and Dean John Quelch, as well as Vice President and Co-Dean Prof Zhang Weijiong led the CEIBS team present at the launch. Also in attendance were Michelin Chair Professor in Leadership and HR, Professor of Management and CKCFH Director Jean Lee; Professor of Finance and Accounting and CKCFH Co-Director Oliver Rui; as well as a number of other CEIBS faculty and staff.

Representing the Kaifeng Centre for Family Heritage were Desmond Shum, Co-founder of Kaifeng Foundation and Chairman of Great Ocean Group; and Ellen Hu, Secretary General of Kaifeng Foundation and Vice President of Great Ocean Group.

In making opening remarks, Prof Zhu highlighted the rise of family businesses in China and noted that problems of succession and governance will become increasingly important as these businesses

mature. Solutions that factor in the long-term are crucial, he added. He thanked Profs Nueno and Lee for spearheading the development of the CKCFH, explaining that the Centre will encourage social responsibility both in China and abroad.

Drawing on his research on family businesses, Prof Nueno spoke about issues such as the role that entrepreneurship plays in helping family businesses succeed generation after generation. He also spoke about the role a director of a family business needs to play: respect and work with the needs of the family, rather than simply focusing on the commercial aspects of the enterprise. Making the point that Chinese family businesses need guidance in balancing the demands of the enterprise with the demands of family life, he explained that knowledge from Europe and America should be tailored for Chinese companies. As a bridge between Eastern and Western management education, CEIBS should play a key role in supporting the sustainable development of family business in China, Prof Nueno emphasised.

中欧与北京奔驰战略合作全面升级

2012年12月15日，中欧国际工商学院宣布与北京奔驰汽车有限公司（以下简称“北京奔驰”）签署战略合作协议。双方宣布将在以往良好合作的基础上，以“人才培养”为目标，以“多赢”为合作理念，通过优

势资源互补实现战略合作的深化与升级，共同为中国商业繁荣贡献力量。学院院长朱晓明教授和北京汽车集团有限公司副总经理、北京奔驰汽车有限公司董事、高级执行副总裁蔡速平先生共同出席了本次发布会。

朱晓明院长表示：“奔驰是世界一流品牌的最佳诠释。中欧很高兴能与北京奔驰开展全面战略合作。中欧以培养兼具‘中国深度、全球广度’、积极承担社会责任的企业家和管理者为己任，而北京奔驰作为国内领先的汽车制造企业，不断探索产业发展的新方向、新思路，始终将人才培养视为企业发展的第一要务。本次战略合作将成为商学院与企业深度合作的典范，通过双方共同努力，推动创新思想发展，以商业智慧驱动中国成长。”

根据双方的战略合作协议，北京奔驰将倾力支持中欧举办的多个年度产业论坛，并共同打造中国汽车产业高峰论坛。此外，北京奔驰还将在高层培训、案例研究、品牌营销和社会慈善等方面与中欧开展全面合作。相似的品牌DNA，共同的使命和社会责任，将使两大品牌的战略合作浑然天成、相得益彰。

Beijing Benz Partners with CEIBS

CEIBS and Beijing Benz Automotive have signed a strategic partnership agreement that will include cooperation on executive education, case studies, brand marketing and CSR. In addition Beijing Benz will sponsor several annual industry forums including the China Automobile Industry Forum.

The December 15 signing



ceremony was attended by CEIBS Executive President, Zhongtian Chair in Management Professor Zhu Xiaoming; and Vice President of Beijing Automotive Group, BOD Director, Senior Executive Vice President & Party Secretary of Beijing Benz Automotive Cai Suping.

During the signing ceremony, representatives from both CEIBS and Beijing Benz acknowledged their previous successful joint efforts. They also expressed their wish to deepen their strategic partnership while also contributing to the prosperity of the Chinese business environment.

Prof Zhu noted: “Benz is one of the top brands in the world, and CEIBS is happy to engage in multi-faceted strategic cooperation with the Beijing Benz Automobile company.”

可口可乐公司执行副总裁易斐南做客中欧

1月7日，可口可乐公司执行副总裁兼装瓶投资集团总裁易斐南（Irial Finan）在中欧国际工商学院举办的高管论坛上发表了题为“超越2013——可口可乐在全球最大市场的战略布局”的演讲，与听众分享了可口可乐

公司在中国市场的发展战略。本次论坛由中欧管理学教授张燕主持，吸引了100多名MBA、EMBA学生和教职员工。

易斐南首先回顾可口可乐公司成立126年来的历史，阐述了其成为一家足迹遍布全球200多个市场、拥有500多个饮料品牌的跨国公司的发展历程。2009年，可口可乐公司制定了一个长期目标——到2020年时，实现收入翻番。

易斐南着重强调了可口可乐公司的未来发展潜力。他说，就人均消费量而言，像中国这样的发展中国家仍然远未达到人均年消费207瓶可口可乐产品的世界平均水平。同时，可口可乐

公司也注重可持续发展，例如公司正致力于全球水资源管理事业，并开发及推广可循环利用的环保包装。

2012年，可口可乐公司在中国已拥有约5万名员工。虽然可口可乐公司在中国面临诸多挑战，如幅员辽阔、需求多样化以及竞争激烈等，但中国仍已成为其全球第三大市场。目前，可口可乐公司在中国已拥有1200个销售办事处及15000名销售人员，正凭借自身独特的品牌创新及丰富的实践经验等优势，不断扩张中国市场规模。公司在中国开展的可持续发展计划包括可口可乐希望小学项目和长江水资源保护项目等。



Coca-Cola's Irial Finan Speaks at CEIBS Executive Forum

On January 7 Irial Finan,

Executive Vice President of the Coca-Cola Company and President, Bottling Investments, shared aspects of his company's growth strategy for the Chinese market in a speech entitled "Beyond 2013 – Coca Cola's Strategy Towards Opportunities In Its Biggest Growth Market". CEIBS Professor of Management Zhang Yan (Anthea) moderated the event, which was attended by more than 100 people including CEIBS MBA and EMBA students, faculty and staff.

Finan began his lecture with a retrospective of Coca-Cola's 126-year history and explained how it developed into a multinational company with more than 500 beverage brands sold in more than 200 markets. The company's long-term goal, as set out in 2009, is to double its revenue by 2020, he said.

Emphasizing the future growth potential for the company Finan

said that in terms of per capita consumption, developing countries like China still lag far behind the world average of 207 servings of Coca-Cola product per capita. He explained that the company is also focused on sustainability, for example it is working towards developing global water stewardship and is creating sustainable packaging.

As of 2012, Coca-Cola had almost 50,000 employees in China. Despite the challenges posed by the country's scale, diversity and fierce competition, China is now Coca-Cola's third largest market. Utilizing its unique brand of innovation, expansion and execution, the company is expanding its presence in the Chinese market where it currently has 1,200 sales offices and 15,000 sales people. Its sustainability programmes in China include Coca-Cola Hope Schools and the Yangtze Fresh Water Protection Programme.

