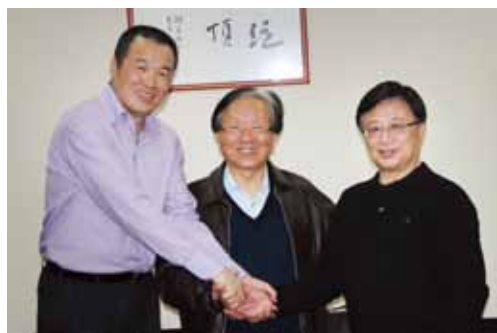


# 朱晓明院长和刘吉名誉院长拜访中国上市公司协会及校友企业

## Presidents Visit CAPCO and CEIBS Alumni Enterprises



3月7日至8日，中欧国际工商学院院长朱晓明教授与中欧教育发展基金会理事长、名誉院长刘吉教授在北京拜访了中国上市公司协会和校友企业中坤集团及中国航空技术国际控股有限公司。

3月7日，两位院长首先来到中国上市公司协会拜会协会会长、我院董事陈清泰先生。陈清泰会长对两位院长的到访表示欢迎，并介绍了中国上市公司协会的工作情况。会谈中，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。陈清泰会长表示，上市公司协会作为一个上市公司的交流平台，可与中欧在教学研究的诸多方面开展合作。刘吉院长则建议双方优势互补、强强联合，在上市公司治理等多方面进行学术研究合作，为中国上市企业的发展培养更多专业人才。据悉，学院将尽快在企业调研、案例研究、高层经理培训等方面与协会启动洽谈合作。

随后，两位院长一同前往中坤集团，在集团董事长黄怒波（EMBA 1996）校友的陪同下兴致勃勃地参观了公司总部。黄怒波校友向两位院长介绍了中坤的未来发展和新项目，并再次表达了继续支持学院办学的意愿。两位院长深深感谢黄怒波校友对学院的捐赠，并表示学院将不遗余力地帮助校友企业，共建院企互助共赢的发展模式。

3月8日，两位院长来到中航国际拜访，受到了总裁吴光权（CEO 2003）校友的热烈欢迎。吴光权校友向两位院长介绍了集团的发展历史及多元化的业务，并以一段感人的影像资料介绍了集团在全球化发展中与赞比亚、肯尼亚等非洲国家互惠互利、合作共赢的典型案列。朱晓明院长表示，多年来中航国际与中欧保持着良好的合作，不仅选送众多高管参加学院各项课程的学习，更以财务投入的方式支持学院的各项研究课题。刘吉院长也表示，中航国际的国际化经验和案例令人耳目一新，学院将发挥教研所长，帮助公司总结研究并推广经验。

During a Beijing trip from March 7 to 8, CEIBS Executive President Prof Zhu Xiaoming and Honorary President and Director of CEIBS Education Foundation Liu Ji visited China Association for Public Companies (CAPCO) and two CEIBS alumni enterprises, Zhongkun Group and AVIC International.

On March 7 Chen Qingtai, CAPCO Chairman and CEIBS board member, welcomed the school officials to the Association. Both sides provided updates on their work and explored avenues for increased collaboration. Chen noted that, as a communication platform for public companies, there were endless possibilities in terms of how CAPCO could collaborate with CEIBS in teaching and research. Liu Ji added that this mutually beneficial cooperation would foster more professional talent for China's public companies. Potential areas of cooperation between CEIBS and CAPCO include case studies, executive education, etc.

The next stop was a visit to Zhongkun Group's headquarters where Chairman Huang Nubo (EMBA 1996)

again expressed his willingness to continue investing in CEIBS' growth and development. The two presidents expressed their sincere thanks for the support the company has provided so far, and gave the assurance that CEIBS will spare no effort in helping alumni enterprises excel, thus ensuring that both the school and alumni succeed together.

On March 8, AVIC International President Wu Guangquan (CEO 2003) briefed his guests on the group's history and its diversified business. With the help of a video clip, he explained the company's globalized development and its win-win partnership with African countries such as Zambia and Kenya. Prof Zhu pointed out that AVIC and CEIBS have worked together for many years, with AVIC enrolling a large number of executives in CEIBS' various programmes, and investing financially in the school's research. Liu Ji also noted that AVIC's wealth of experience and international outlook provided new perspectives. With faculty strong in teaching and academic research, CEIBS will help the company solidify and expand its experience, he added.

## 朱晓明院长访问凯辉私募股权投资基金公司 President Zhu Xiaoming Visits Cathay Capital

2月4日，中欧国际工商学院院长朱晓明教授在中欧基金会和中欧校友关系事务部负责人的陪同下，访问了凯辉私募股权投资基金公司这一首家赞助中欧教席的校友企业。凯辉基金董事长蔡明泼（CEO 2009、EMBA 2004）与凯辉基金合伙人段兰春（EMBA 2008）热情接待了朱院长一行。

朱院长对凯辉进行了实地考察，询问了企业状况及其发展规划。蔡明泼校友详细介绍了公司创办发展历程及其未来规划和履行社会责任的情况，并对学院和朱院长给予校友企业的一贯支持和关心表示感谢。

On February 4, CEIBS Executive President Prof Zhu Xiaoming visited Cathay Capital, the first alumni enterprise to endow a Chair at the school. He was accompanied by leaders of CEIBS Education Foundation

and Alumni Relations Department. Cathay Capital Chairman Cai Mingpo (CEO 2009, EMBA 2004) and Partner Duan Lanchun (EMBA 2008) warmly welcomed the CEIBS delegation. Cai briefed the visitors on the company's history, future plans, social responsibility efforts, and thanked CEIBS and President Zhu for the school's constant support to alumni enterprises.



## 汇聚顶尖师资 研究前沿课题 中欧首个跨学科研究中心成立

### CEIBS Launches Research Centre on Globalization of Chinese Firms



2月18日，中欧国际工商学院中国企业全球化研究中心成立仪式在中欧上海校园举行。作为中欧首个由多学科教授联合组建的研究中心，其汇聚了来自人力资源、营销、管理、金融和战略等学科的顶尖师资。该研究中心由飞利浦人力资源管理教席教授杨国安担任学术主任，由营销学教授王高担任联席学术主任，聘请了副教授长、拜耳领导力教席教授忻榕，金融学 and 会计学系系主任、法国凯辉会计学教席教授丁远以及战略学副教授陈威如组建学术委员会，并将招募研究人员组建专业团队。

中心将从全球战略、收购兼并、治理架构、人力资源、公司财务、市场营销以及地域文化等多方面切入，以多角度的方式研究中国企业全球化课题，帮助中国企业克服来自国内外的诸多挑战，成为真正具备全球视野、创新意识和全能驾驭复杂全球管理架构的跨国企业。

作为产学研结合的典范，研究中心邀请了五家全球化发展卓越、最

具代表性的校友企业成立公司顾问委员会，推动实践与研究强强联合。四维—约翰逊股份有限公司、中国航空技术国际控股有限公司、春和集团、TCL集团和金昇集团将在未来三年内共同出资1000余万元，支持中心的学术研究并参与学习及知识传播。据介绍，随着研究中心今后的课题研究及教学发展，中心还将逐步考虑吸收更多优秀的全球化中国企业作为理事单位。

学院院长朱晓明教授、副院长兼教务长苏理达（Hellmut Schütte）教授、副院长兼中方教务长张维炯教授、研究中心教授代表以及校友企业代表——四维—约翰逊集团董事长王埏（EMBA 2000）校友、春和集团董事长梁小雷（CEO 2004）校友和中航国际集团总裁吴光权（CEO 2003）校友等出席了研究中心成立仪式。

CEIBS announced the launch of the Research Centre on Globalization of Chinese firms (RCGCF) and hosted the Centre's

first roundtable on February 18. The RCGCF was established with the aim of contributing to the integration of Chinese companies into foreign markets. As CEIBS Vice President and Co-Dean Prof Zhang Weijiong noted while delivering the welcome address, the RCGCF “will provide support and insight for Chinese companies to go abroad”.

The Centre, the brainchild of FD Johnson President Wang Yan (EMBA 2000), aims to foster discussions about globalization in CEIBS' academic environment. In addition to FD Johnson, it has the support of many leading Chinese companies such as Jinsheng Group, Evergreen Holding Group, Chunhe Group, TCL Group and AVIC International. These enterprises will provide financial support and collaborate with CEIBS faculty who are doing research for the Centre. Among these faculty members is RCGCF Director, Philips Chair Professor of HR Management Arthur Yeung who explained – while giving an overview of the project – that the results of the Centre's research “will help many Chinese companies, not only the ones participating in the project”.

The launch was also attended by CEIBS Vice President & Dean Hellmut Schütte, directors from various school departments, as well as representatives from the companies that are partnering with CEIBS in the work being conducted by the Centre. It ended with a group photo to commemorate the event, and select participants then engaged in the roundtable talks.

## 新城地产冠名支持“2013中欧大讲坛”

### Jiangsu Future Land Sponsors “2013 CEIBS Master Class” Project

1月25日，中欧国际工商学院教育发展基金会与校友企业新城地产签订了战略合作备忘录，并正式宣布由新城地产冠名赞助中欧校友会主办的“2013中欧大讲坛”系列活动。新城地产总裁吕小平（EMBA 2009）校友出席了在中欧上海校园举行的签约仪式。

中欧教育发展基金会理事长、中欧名誉院长刘吉教授对新城地产予以“2013中欧大讲坛”的鼎力支持表示衷心感谢，对企业主动承担社会责任、为支持工商管理教育所做的

积极贡献给予了高度评价，并用“志存高远、脚踏实地、百折不挠、抓住机遇、感恩回报”这20字精辟地总结了当代企业家精神。

中欧校友关系事务部王庆江主任随后介绍了“中欧大讲坛”活动。作为中欧校友会面向校友提供持续教育服务的重要载体，该讲坛已连续举办三年，近20位中欧优秀教授曾在这个平台上陆续开坛论道。2013年，它将以更加开放的形式、更加新颖的主题为全国乃至世界各地的校友呈现更多精彩。



Under a memorandum of strategic cooperation signed between CEIBS Education Foundation and Jiangsu Future Land Company Limited on January 25, the company will be the title sponsor for the “2013 CEIBS Master Class”.

The signing ceremony, which took place in the Shanghai Campus’ Spanish Centre, was attended by Future Land President Lv Xiaoping (EMBA 2009). During

the ceremony, CEIBS Honorary President Liu Ji thanked Future Land for its support of the class, and lauded the company’s efforts in CSR and business management education. Director of CEIBS Alumni Relations Office Wang Qingjiang also gave an overview of the project. Organized by CEIBS Alumni Office, the Master Class project is in its third year. To date, 20 of CEIBS excellent professors have lectured during the series.

## 中欧国际工商学院东渡国际奖学金捐赠仪式成功举行 DDI-Shanghai Town & Country Club Partners with CEIBS

3月20日，东渡国际·上海城市&乡村俱乐部—中欧奖学金捐赠仪式在中欧国际工商学院上海校园西班牙中心成功举行。该奖学金是东渡国际集团为支持中欧在读MBA学生而特别设立的。自2013年起，该集团将连续10年为中欧全日制MBA学生提供总计300万元人民币的奖学金。

东渡国际集团董事长兼CEO李海林（EMBA 2003，CEO 2003）校友代表集团在仪式上向中欧副院长兼中方教务长张维炯教授递赠了捐款支票。随后，上海城市乡村俱乐部总经理兼首席运营官彼得·伍德（Peter Wood）先生发表了捐赠感言。

中欧名誉院长兼中欧教育发展基金会理事长刘吉教授、副院长兼教务长苏理达（Hellmut Schütte）教授在代表院方所致的答谢辞中，感谢李海林先生慷慨解囊回馈母校，赞赏他积

极承担社会责任的精神，并希望今后有更多志存高远的校友一起为支持中欧的发展而贡献力量。

东渡国际集团成立于1989年，总部位于上海，目前在中国上海、南京、苏州、成都、香港等城市以及美国等地拥有全资子公司和合资公司。20多年来，集团专注于青年人居产品研发，已成为国内青年人居文化领跑者。东渡国际集团旗下的上海城市乡村俱乐部将于2014年夏季正式开放。该俱乐部将适用于举办商业活动、家庭聚会、体育赛事等。

DDI Group and its subsidiary Shanghai Town & Country Club joined CEIBS' already impressive list of corporate sponsors with a March

20 signing ceremony and launch of the DDI-Shanghai Town & Country Club CEIBS Scholarship. Over the next ten years, the company will invest a total of RMB 3 million to provide scholarships for CEIBS MBA students. President and CEO of DDI Group Li Hailin (EMBA 2003) made the scholarship investment at the ceremony on behalf of the group. General Manager and COO of DDI Group and Shanghai Town & Country Club Peter Wood was also present while the CEIBS side saw participation from CEIBS Honorary President and Chairman of the CEIBS Foundation Liu Ji, CEIBS Vice President and Dean Hellmut Schütte, as well as CEIBS Vice President and Co-Dean Zhang Weijiong.

