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我们总是选择最好的合作伙伴。我们选择中欧，
正是因为它是中国最顶尖的商学院。

We always choose the best. We chose CEIBS
because it is the top business school in China.”

朱美玲 Choo May Ling

雀巢（中国）有限公司 集团学习及发展总监

Head of Corp. Learning & Development, Nestlé China Ltd

雀巢中国在过去两年中获得了长足的发展，而这样的飞速成长促使我们更为迫切地需要建设自己的领导团队。即是说，我们希望培养对中国市场具备深刻洞察力的管理人员。他们需要充分关注及了解公司外部的市场动态。只有这样，他们才能学习到符合中国的商业模式，并更加切合实际地了解在中国开展商业活动的意义。我们希望他们能够学以致用，帮助公司更好地发展。

中欧国际工商学院“中国深度，全球广度（China Depth, Global Breadth）”的定位与雀巢的理念十分契合。我们希望中欧能够帮助我们打开通往中国市场各业务领域的一扇扇大门，加强我们与各方面的联系，同时加深我们对新时代中国的理解。雀巢是全球最大的食品企业，当然，我们总是选择最好的合作伙伴。我们选择中欧，正是因为它是中国最顶尖的商学院。

Nestlé China has grown incredibly in the last two years and because of this fast growth we need to develop our leadership pipeline. To put it simply, we want to produce excellent Nestlé leaders with great insight into the China reality. We want them to get connected to what is happening outside Nestlé, so that they learn about Chinese business models, and get a more realistic view of what doing business in China means. Hopefully what they have learnt will then be put into practice in the workplace, which is a fundamental part of the learning. CEIBS' mission statement – China Depth, Global Breadth – fits in well with our view. We hope CEIBS will help us open doors to a whole network of businesses in China, connect externally, and speed up our understanding of the new China. Nestlé is the biggest food company in the world and, of course, we always choose the best. We chose CEIBS because it is the top business school in China.





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在中欧的学习让我们‘复星人’开拓了眼界，与中欧的合作也使公司的人才战略布局实现了充分优化。

Studying at CEIBS broadens our employees’ perspectives, and our cooperation with the school also helps us optimize our talent strategy.”

周文岳 Zhou Wenyue (EMBA 1995)

上海复星医药(集团)股份有限公司高级副总裁

Senior Vice-President, Shanghai Fosun Pharmaceutical (Group)

复星医药非常重视人才的储备与培养，长期与中欧国际工商学院开展广泛深入的合作。迄今为止，公司已有几十位高层管理人士参加过中欧的EMBA课程学习，并派送了公司总部和下属企业的一大批中高层管理者参加中欧的多个高层经理培训短期课程。近年来，公司更招募了一些中欧MBA的优秀毕业生。此外，复星医药也经常邀请中欧的教授为管理层开展专题培训。

在中欧的学习让我们“复星人”开拓了眼界，与中欧的合作也使公司的人才战略布局实现了充分优化。中欧有许多国际一流的著名教授，也有众多来自各行各业的优秀校友。通过与他们的交流学习，我们可以学到优秀企业的管理方法，看到自己企业的不足和改进空间。在此基础上，复星医药也更好地对人才需求及引进工作进行了规划和实施，为公司的长远发展奠定了良好基础。

未来复星医药与中欧的合作还会进一步深入。我们计划针对企业发展中遇到的关键问题，与中欧合作设计特设课程，培训范围也会向中层和基层人员进一步延伸扩展。

值得一提的是，在复星集团内，复星医药与中欧率先合作，其对人才培养的重视颇受复星集团及各成员企业的关注和赞誉。因此，复星医药与中欧的合作方式今后也将推广到集团当中，进一步助力复星集团的人才建设。

How we collaborate: Fosun Pharma (FP), which places great emphasis on attracting and cultivating talent, has had extensive long-term collaboration with CEIBS. Over the years, dozens of FP’s high-ranking executives have participated in CEIBS EMBA programme. The company has also enrolled quite a lot of middle and top managers – both from our headquarters and our subsidiaries – in various short-term executive education courses. In recent years, we have also recruited a number of excellent CEIBS MBA graduates, and invited CEIBS professors to conduct special training sessions for our management board.

How we benefit: Studying at CEIBS broadens our employees’ perspectives, and our cooperation with the school also helps us optimize our talent strategy. CEIBS has many well-known world-class professors, and outstanding alumni from a wide variety of industries. Through our interactions with the school’s faculty and alumni, we have had an opportunity to learn management methods from other excellent enterprises, pinpoint our shortcomings, and identify ways in which we can improve. Based on the lessons learned, we have strengthened the planning and implementation of our talent strategy – a move which has laid a solid foundation for our long-term development.

Looking ahead: In the future, Fosun Pharma will further deepen its cooperation with CEIBS. We will work with the school to co-design Company Specific Programmes that are based on the key challenges our company has encountered during its development. Course participants will include mid-level and even junior staff members.

It is worth noting that within the entire Fosun Group, it has been Fosun Pharma that has taken the lead to collaborate with CEIBS. The great importance that FP attaches to talent cultivation has not gone unnoticed: our efforts have been lauded by Fosun Group, and other member companies. We anticipate that the collaboration between Fosun Pharma and CEIBS will eventually extend to include the entire group. This will be highly beneficial for the Group’s on-going talent development efforts.





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到中欧之后，我是‘一只脚在企业里，另一只脚在企业外’，换一个角度来看企业，战略思考更具有前瞻性。

I learned to see things from a different point of view and this has helped me become more strategic and insightful in my thinking.”

徐斌 Xu Bin (AMP 2006, SEPC 2011, LCP 2012)

江苏迈安德食品机械有限公司董事长

President of Jiangsu Myande Food Machinery Co Ltd

我非常喜欢中欧的“书卷气”和学习氛围，参加中欧的课程学习已成为我生活中一种快乐的休闲方式。

2006年，我选择入读中欧的总经理课程，主要是受两方面因素的推动。一是我当时所在的股份制公司在治理中出现了一些新问题；二是我个人投资创办的新公司迈安德在运营中也面临着许多挑战，我发觉自己在实际操作和运营方面迫切需要充电。中欧总经理课程的系统学习让我受益颇丰。之后，随着企业的发展壮大，我又陆续就读了中欧高级经理人课程、中国CEO领导力课程以及公司治理和董事会课程。这对我本人及企业的稳健成长带来了很大帮助。

在与老师、同学和校友们的交流中，我更为深刻地理解了创办企业的意义。如今我认识到，做企业不只是为了自己的成功，更是为了实现员工团队的价值和客户的价值，回馈社会。这是中欧对我价值观方面的提升。同时，中欧开放式的学习方式和中西文化交融的环境，使我的视野更加开阔。以前我是“两只脚都在企业里”，到中欧之后，我是“一只脚在企业里，另一只脚在企业外”，换一个角度来看企业，战略思考更具有前瞻性。

近年来，我们公司的总经理和一些高管也陆续就读了中欧的课程。今后我本人以及公司高管也会继续参与中欧的课程和校友活动。这能让公司高管之间拥有一个共同的价值观，形成良好的氛围，或是培养一种共同的兴趣；对公司的长远发展而言是非常重要的。

I really enjoy CEIBS' academic atmosphere and the environment of learning. Attending CEIBS courses has become a pleasure; it's one of the ways I relax.

There were two main reasons that I decided, in 2006, to participate in the CEIBS AMP (Advanced Management Programme): First, a number of new problems began to emerge during the governance of the joint-stock company I worked for at the time. Second, my newly-founded company Myande, was facing a lot of challenges. I felt that I needed more knowledge about how to run a business. The systematic education provided by CEIBS AMP was quite beneficial. After that, as my business began to prosper, I joined CEIBS SEPC [Senior Executive Programme for China], LCP [Leadership for CEOs Programme] and other courses. These programmes, which I did one after another, have been rather helpful to my company and also to me as an individual.

The interaction with CEIBS professors, classmates and alumni gave me a better understanding of what it takes to establish an enterprise. Now I realize that running a business is not only for achieving personal success, but also about the needs of my staff and customers. This is one significant way in which CEIBS has changed me. CEIBS' open learning style and the blending of Chinese and western cultures also helped me broaden my horizons. I used to be limited within the boundaries of my own enterprise, but while taking CEIBS courses, I was able to take a step outside Myande. I learned to see things from a different point of view and this has helped me become more strategic and insightful in my thinking.

Our general manager and other senior executives have also joined CEIBS courses in recent years. Our management team – and this includes me as well – will continue to attend CEIBS courses and alumni activities. Through these experiences, we can develop shared values, create a positive atmosphere, and even cultivate a common hobby. This is very important for the future development of our company.





中欧国际工商学院
第二届中国家族传承论坛
CEIBS 2nd China Family Heritage Forum 2013

家族财富·家族企业的情理和治理

6月1日(星期六), 上海

中国大陆的现代家族企业历史只有短短30年, 企业创始者们更多聚焦于企业自身的转型升级和持续经营, 以及家族物质财富的积累、保全和传承。随着越来越多的财富家族逐渐形成并发展壮大, 他们将同时面临家族企业经营、家族事业传承、家族财富管理三位一体的综合难题, 并由此衍生出家族社会地位维护、家族社会责任践行、家族荣誉彰显、家族财富保全、家族成员和谐等一系列物质、社会和精神诉求。这都需要当今中国乃至全球家族企业领域的顶尖研究学者、专业人士和企业家族成员各方共同关注并探讨解决。华人世界具有悠久的家族情理传统, 注重亲情与家风, 但现代社会更需要理性科学的家族治理体系。唯有处理好家族企业和家族财富的情理与治理, 实现家族精神财富与物质财富的和谐统一, 才是家族成功的标志, 才有可能泽被子孙, 进而能兼济天下, 以实现中国人期盼的修身、齐家, 立功、立德的人文关怀和终极追求。

本届论坛将秉持2012首届论坛的精神, 延续家族企业和家族财富的核心主题, 凭借中欧国际工商学院“中国深度, 全球广度”的学术研究和高端网络优势, 首次在国内引入“社会情感财富(SEW)”这一国际家族企业学术最前沿的研究成果, 邀请来自欧美及华人世界家族企业领域学术大师、专业精英和家族领袖参与本届盛会, 共同从“情理”、“治理”二维角度重新审视家族企业财富内涵, 建立彼此间紧密而持久的沟通纽带, 并基于华人世界的文化背景及思维方式交流和探寻家族企业长青、家族事业传承、家族财富昌盛的东方之道。

拟邀演讲嘉宾 (按姓氏字母排序)

葛永彬	中伦律师事务所合伙人
何仁华	新加坡悦榕集团助理副总裁、中国区负责人
金乐琦	香港科技大学亚洲家族企业与创业研究中心主任
李惠民	香港李锦记有限公司主席
李秀娟	中欧国际工商学院管理学教授、米其林领导力和人力资源管理教席教授、中欧领导行为实验中心主任
林印孙	正邦集团董事长
刘永好	新希望集团总裁
吕慧瑜	嘉华国际集团有限公司执行董事
邱士楷	和成卫浴(中国)董事长
郑志刚	新世界百货中国有限公司执行董事
del Aguila, Raúl	西班牙雄鹰家族继承人
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Koh, Annie	新加坡管理大学金融学教授、家族企业学院学术主任
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学术支持:

中欧凯风家族传承
研究中心

论坛指定用车:



论坛协办:



特别支持:

