



吴敬琏做客金融家沙龙，谈改革路线图 CLIF Finance Salon: Prof Wu Jinglian Examines China's Economic Reform

4月10日，中欧国际工商学院宝钢经济学教席教授吴敬琏做客第56期中欧陆家嘴金融家沙龙，发表了题为“重启改革：路线图和时间表”的主题演讲。他在演讲中指出，改革方案的核心目标应该是建立竞争性的市场体系；围绕改革的核心目标，应该辅之以四个方面的配套改革：财税体制改革、金融体制改革、社会保障体系建设、国有经济改革等。此前，吴敬琏教授出版了新作《重启改革议程》，以对话的形式深入阐述了他对深化改革的系统思考。

吴敬琏教授认为现代市场经济是一个复杂、巨大而精巧的系统，不能“边设计、边施工”，也不能由各个部门和各个地方各自按照自己的意图进行设计、然后拼凑成一个体系，而是必须由一个超脱于局部利益的高层权威机构在下层创新的支持下，进行自上而下的规

划并监督规划的执行。

对于如何进行总体规划的制定，吴教授认为，要在社会广泛参与下分析当前各个社会领域存在的突出矛盾，找出造成问题的体制性原因，提出需要改革的项目和方向；然后再进行梳理，按照体制领域开列出下一阶段的改革清单。为了避免四面出击，还需要权衡轻重缓急，挑选出关系最为密切的改革项目，形成“最小一揽子”的配套改革方案。

吴敬琏教授强调，“设计好总体方案固然不易，实施总体方案更是一场硬仗”，而要打赢这场硬仗还需要注意创造和维护较为宽松的宏观经济环境。

来自政府监管部门、金融机构、大型企业和教育机构的逾120位代表出席了本次沙龙，其中包括：上海市金融服务办公室主任方星海博士、中欧国际工商学院会计学教授丁远博士、上海市静安区人民政府副区长巢克俭博士、上

海国盛集团有限公司总裁池洪（EMBA 1997）校友、中国外汇交易中心研究部总经理张生举先生、BP中国区总裁陈黎明先生、麦肯锡全球董事张海蒙先生等。中欧陆家嘴国际金融研究院执行副院长刘胜军博士主持了本期沙龙。

CEIBS Baosteel Chair Professor of Economics Prof Wu Jinglian delivered a keynote speech entitled “Restarting the Reform: Road Map and Time Table” during the 56th CLIF Finance Salon at CEIBS Lujiazui Institute of International Finance (CLIF). His April 10 address comes on the heels of the January 2013 release of his book *Twenty Lectures on China's Economic Reform: Relaunching the Reform Project* in which he presented his thoughts on how to deepen China's reform.

In his speech, Prof Wu stressed that establishing a competitive market system should be the main goal of the reform process, supported by reforms in four related areas: the fiscal and taxation system, the financial system, social security, and the state-owned economy.

He envisions the modern market-oriented economy as a sophisticated, huge-but-subtle grid system, which cannot be “constructed while being designed” and cannot be designed simply based on the willingness of a single ministry or local government. Instead, he said, it must be planned and supervised by a high-level authority that is free from partisan interests, with the innovative input of those from the lower levels.



朱晓明院长做客《海评面》博鳌论坛特别节目 Prof Zhu Participates in Boao Show on Hainan

4月19日，应海南省广播电视总台之邀，中欧国际工商学院院长、中天集团管理学教席教授朱晓明做客高端对话节目《海评面》博鳌论坛特别节目，与海南省省长助理陆志远先生一道作为特邀嘉宾，围绕“海南国际旅游岛的品牌建设与推广”这一主题展开了高端对话。

《海评面》博鳌特别节目以海南省建省二十五周年的经济回顾与展望为大背景，在节目的录制中，两位嘉宾就海南国际旅游岛的品牌建设、国际化的实施途径、人才培养等热点问题进行了交流。中欧校友、海南省各界企业家以及社会各界精英约400余人参与了节目录制。

节目录制当天，海南省广播电视总台党委书记、总编辑尹婕妤女士，副台长叶明先生，海南省交通投资控股有限公司党委书记兼董事长温国明（EMBA 2013）同学，中欧深圳代表处首席代表梅文珏先生和副首席代表孔飙先生均赴

现场。海口市市委常委、副市长巴特尔（EMBA 2013）同学和海口市市委常委、市委秘书长吴川祝（EMBA 2011）校友也分别致电表达了对本期节目的关心。

当晚，朱院长还与中欧海南校友进行了座谈。校友们纷纷建言献策，希望母校对海南这块热土给予持续关注，并积极推进中欧在海南的品牌推广。朱院长赞扬了校友们对母校的关心与热爱，并表示母校将为校友事业发展提供更多助力。

CEIBS President & Zhongtian Chair in Management Professor Zhu Xiaoming was among the invited guests who participated in an April 19 Boao Forum special edition of the high-end talk show ‘Hainan Commentary’. Assistant Governor of Hainan Province Lu Zhiyuan was also among the

participants who discussed ‘Branding and Marketing of Hainan International Tourism Island’.

The programme was an economic retrospection and commemoration of the 25th anniversary of the founding of Hainan Province. Prof Zhu and Assistant Governor Lu explored topics such as the branding of Hainan, globalisation efforts, talent cultivation, etc. More than 400 people participated in the show’s recording, including CEIBS alumni, entrepreneurs and other social elites in Hainan.

Later in the evening, Prof Zhu met with CEIBS alumni in Hainan who urged the school to promote the school brand in the province. Prof Zhu praised the alumni for their passion about their alma mater and promised that CEIBS will make every effort to foster their growth.



中美经济学家举办“上海研讨会” Chinese & American Economists at “Shanghai Seminar”

4月8日，中欧陆家嘴国际金融研究院与美国顶尖智库彼得森国际经济研究所（Peterson Institute）联合举办了“中美经济学家上海研讨会”。中欧国际工商学院教育发展基金会是本次研讨会的战略合作伙伴。

研讨会主题为“中国新时期的新改革”。中美经济学家就“改革顶层设计的优先问题”、“中国的金融自由化改革进程”、“中国城镇化模式的再思考”、“欧债危机演进的本质”、“国际货币体系改革”和“日本经济是否会成为下一个麻烦制造者”等问题进行了深入的讨论。

彼得森国际经济研究所成立于1981年，是非营利、无党派在美国两大智库机构之一。出席本期研讨会的代表团成员包括哈佛大学教授理查德·库帕（Richard Cooper）、著名中国问题专

家尼古拉斯·拉迪（Nicholas Lardy）等十余位学者。

中欧国际工商学院院长、中欧陆家嘴国际金融研究院理事长朱晓明教授在致辞中指出：“与彼得森国际经济研究所的合作，是研究院发展历史上一次重要的事件。中美政府之间建立了战略对话机制，两国的智库机构也应建立对话机制，促进两国学界对重大问题的理解和交流。”

中欧国际工商学院宝钢经济学教席教授吴敬琏在研讨会上发表了他对“最小一揽子总体改革方案”的设想：一个核心目标，加上四个配套方面的改革。全国人大常委会、财经委副主任委员、中欧陆家嘴国际金融研究院院长吴晓灵女士就金融市场化进程中的价格问题和市场主体行为问题进行了分析。随后，中欧国际工商学院西班牙国际银行经济学

与金融学教席教授许小年主持了圆桌讨论并做了总结发言。

中欧陆家嘴国际金融研究院执行副院长刘胜军博士主持了本次研讨会。

On April 8, CEIBS Lujiazui Institute of International Finance (CLIIF) and the Peterson Institute jointly hosted the “Chinese & American Economists’ Shanghai Seminar”. The CEIBS Education Foundation was the strategic partner for the event and its theme was “New Reforms in China’s New Era”.

Scholars at the seminar included Professor Richard Cooper from Harvard University and China expert Nicholas Lardy. Participants explored topics such as “Priority Issues of the Reform”, “The Process of China’s Financial Liberalisation Reform”, “Rethinking China’s Urbanisation Models”, “Essence of Europe’s Debt Crisis”, and “Reforms of International Currency System”.

During the event, CEIBS Baosteel Chair Professor Wu Jinglian unveiled his “Minimum Package Reform” which consists of one core objective and four supporting steps. In addition, Member of the Standing Committee of the National People’s Congress (NPC), Vice Director of the Financial and Economic Committee of the NPC and President of CLIIF Wu Xiaoling did an analysis of the price issue and market entity behaviour in the marketisation of China’s finance. CEIBS Banco Santander Economics and Finance Professor Xu Xiaonian hosted the roundtable discussions while CLIIF Executive Deputy Director Dr Gary Liu hosted the seminar.



5位中欧校友及学生荣登“中国40位40岁以下的商界精英”排行榜

Five EMBA Alumni on *Fortune China's* List of Top 40 Entrepreneurs Under 40

4月底，在《财富》（中文版）杂志最新公布的“中国40位40岁以下的商界精英”排行榜中，中欧国际工商学院共有5位EMBA校友及学生光荣入榜。

其中，京东商城CEO刘强东（左一，EMBA 2009）校友力压群雄，再度位居榜首。

其他上榜校友分别是：

北京学而思教育集团董事长张邦鑫（左二，EMBA 2007）校友，居第3位；

上海淘米网络科技有限公司CEO汪海兵（左三，EMBA 2012）同学，居第5位；

百度移动云事业部总经理李明远（右二，EMBA 2010）校友，居第6位；

麦包包董事长叶海峰（右一，EMBA 2010）校友，居第37位。

这是《财富》（中文版）杂志连续第三年发布“中国40位40岁以下的商界精英”排行榜。其甄选出的每位上榜人物均是各自行业内的明星，他们不仅在较短时间里创造了眩目的商业奇迹，并且打造了稳健的创业根基，建立了可持续的商业模式。

Five CEIBS EMBA alumni made this year's *Fortune China* list of Top 40 Chinese Entrepreneurs Under 40. They are: Liu Qiangdong (EMBA 2009, left), CEO of jd.com, who topped the list; Zhang Bangxin (EMBA 2007, second left), Chairman & CEO of TAL Education Group who was third; Wang Haibing (EMBA 2012, centre), Founder of Taomee Technology Ltd placed fifth; Li Mingyuan (EMBA 2010, second right), General Manager, Mobile and Cloud Computing Division, Baidu was sixth; and Ye Haifeng (EMBA 2010, right), Founder and CEO of Maibaobao was thirty-seventh.

The five are excellent examples of the calibre of CEIBS graduates. Their businesses span the areas of e-commerce, entertainment, education, luxury goods and technology.

This is the third year that *Fortune China* has released a “40 Under 40” list, which aims to showcase the business accomplishments of the best “mature” entrepreneurs in China. Those who made the list have demonstrated their potential to change the world, and make up the core talent needed to lead Chinese businesses into the future.



第三期卫生政策上海圆桌会议成功举办 3rd Shanghai Healthcare Policy Roundtable

3月30日，第三期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办。本次会议的主题是“老年护理”，聚焦老年护理的筹资、供给及创新等三方面开展深入探讨。本次会议由中欧国际工商学院与上海财经大学联合主办，吸引了包括各界专家和十余家知名媒体在内的百余名与会者。在四个小时的会议中，四位演讲人分别从理论和实践角度进行了精彩阐述，引发现场热烈讨论。

首先，上海市医院协会副会长金其林先生就老龄化社会及老年护理策略做了发言，并介绍了其课题研究成果“介护式居家互利模式”。

其后，上海市卫生发展研究中心副主任丁汉升博士介绍了老年护理需求分级的意义、国际经验和上海市民政局的尝试。丁汉升副主任建议，在现有医保的医疗数据库基础上，建立一个老年护理数据库。此外，他也建

议老年护理服务管理部门去碎片化，加强老年人群的护理分级管理，加强老年护理服务的成本核算，适时推出上海老年护理保险制度。

关于居家养老怎样落实的问题，上海财经大学公共经济与管理学院院长俞卫教授认为，老年护理应该走社区支持的护理供给模式，但前提是社区护理、医疗要跟上需求。

来自护理工作第一线的王燕妮是青松居家康复护理机构创始人CEO，她就“模式创新与可持续老年护理服务”为题，分享了自己的理念和成功经验。

最后，在上海社科院经济所所长左学金博士主持的问答环节中，嘉宾和与会者展开了热烈讨论。

More than 100 people, including scholars, medical practitioners, government officials and journalists,

attended the 3rd Shanghai Healthcare Policy Roundtable at the CEIBS Lujiazui Institute of International Finance (CLIIF). “Elderly Long-term Care” was the theme of the March 30 meeting, which was co-organised by CEIBS and the Shanghai University of Finance and Economics. Discussions covered various aspects of long-term care for the elderly, including supply, financing and innovation.

In his welcome address, Director of the CEIBS Centre for Health Care Management and Policy Prof John Cai noted that the roundtable had attracted a wide range of executives in the medical sector, including insurers, pharmaceutical companies, and consulting firms. He expressed his hope that more organisations will get involved with the event in the future so that even more ideas will be generated.



迈向“大农时代” 实现创新与高效管理 International Agri-Business Forum

5月11日，第二届中国国际农商高峰论坛在中欧国际工商学院北京校园成功举办。本次论坛的主题为“农业新阶段：赢在产业链的价值创造和定价权争夺”，聚焦迈向“大农时代”期间的工业化之路、食品安全管理、农业服务业等热点话题。近400名嘉宾及多家媒体参加了本次论坛。

“Value Creation and Pricing Power along the Industrial Chain: The Key to Success in a New Era of Agricultural Development” was the topic of the 2nd China International Agri-Business Forum, held in Beijing on May 11. It was organised by CEIBS and UNESCO-CHIC Harmony along with co-organisers China Agriculture Industry Chamber of Commerce (CAICC) and China Good Agri-Products Development & Service Association.

MBA雇主答谢工作坊成功举办深圳专场 MBA Recruiters Honoured

由中欧国际工商学院MBA职业发展中心主办的“2013雇主答谢工作坊”于5月10日在深圳万豪酒店成功举办。本次活动邀请到了来自高露洁、同创伟业、礼来等30余家知名企业的人力资源专业人士。

Senior HR executives from over 30 renowned enterprises, including Colgate, Lilly and Co-win Venture, attended the 2013 MBA Recruiters' Appreciation Workshop in Shenzhen on May 10. The event was hosted by the CEIBS MBA Career Development Centre.



大卫·德克莱默教授将任《管理学会纪事》副主编 Prof David De Cremer is *Annals* Associate Editor

日前，中欧国际工商学院管理学教授大卫·德克莱默（David De Cremer）获邀担任《管理学会纪事》期刊副主编一职，任期从2014年至2016年。《管理学会纪事》由全球最大的管理学学者协会——美国管理学会出版，致力于全面反映管理学各领域的最新发展，是国际上五大最具影响力及最常被引用的管理学期刊之一。

CEIBS Professor of Management David De Cremer has been named Associate Editor of the *Academy of Management Annals*. Published by the world-renowned Academy of Management, the largest global association for management scholars, the *Annals* is ranked among the top five most influential and frequently cited management journals in the world.

中欧举办第二届健康产业研讨会 Healthcare Industry Seminar

5月6日，中欧国际工商学院在上海顺利举办健康产业研讨会。多名来自医疗行业领袖企业的资深人力资源专家参与了小组讨论，与中欧MBA学生分享专业见解。此次研讨会由中欧卫生管理与政策中心、医疗健康产业俱乐部及MBA职业发展中心联合主办，光辉人才咨询公司协办，爱克发（Agfa）医疗公司提供赞助。

Senior HR executives from multinational companies in the healthcare sector joined a panel discussion on May 6 to share their insights with CEIBS MBA students on career opportunities. The event was organised by the CEIBS Centre for Health Care Management and Policy, the Health Care Club, and the MBA Career Development Centre. It was co-organised by Korn/Ferry and sponsored by Agfa Healthcare.





全球企业社会责任论坛顺利举办 Being Globally Responsible Conference

5月4日，由中欧国际工商学院MBA学生筹办的2013年第八届中欧企业社会责任全球论坛在上海校园顺利举办。本届论坛以“教育促进可持续发展——创造共享价值”为主题，详细探讨在当今中国经济高速发展的大环境中，教育领域所面临的新机遇与新挑战、非营利性机构的可持续发展等，并深入探索政府、社会、企业、商学院等各个层面在“教育促进可持续发展”方面的未来发展方向。

Around 400 business leaders, social entrepreneurs, NGO executives and students turned out on May 4 for the 8th Annual Being Globally Responsible Conference (BGRC) which explored the topic “Building Sustainability in Education”.

中欧2011级MBA毕业典礼隆重举行 MBA Class of 2011 Graduates

4月28日，中欧国际工商学院2011级工商管理硕士研究生（MBA）毕业典礼于上海校园石化厅隆重举行。195名2011级MBA毕业生为他们18个月的中欧之旅画上圆满句号，并开启新的征程。

Students from the MBA Class of 2011 celebrated joining CEIBS' 13,000-plus alumni network during a graduation ceremony in the school's auditorium on April 28.



第五届顶级品牌高峰论坛顺利举办 Prestige Brands Forum

4月27日，第五届顶级品牌高峰论坛在中欧国际工商学院上海校园盛大开幕。本次论坛由中欧国际工商学院和上海市静安区人民政府携手举办，以“顶级品牌 回归本源”为主题，吸引了近400位嘉宾和70余家媒体。

“Prestige Brands – Back to the Roots” was the theme of the 5th Prestige Brands Forum, held April 17 and organised by CEIBS and the Government of Jing'an District in Shanghai.

中欧教授南昌解惑“人才战略如何帮助企业持续发展” EMBA Executive Forum in Nanchang

4月25日，中欧国际工商学院EMBA管理论坛在南昌举办。中欧副教务长、拜耳领导力教授、管理学教授忻榕博士发表了题为“促进企业持续发展的人才战略”的演讲，吸引了近500名当地知名企业家、中欧校友和数家当地主流媒体。

More than 500 entrepreneurs and CEIBS alumni gathered in Nanchang on April 25 for the CEIBS EMBA Executive Forum. CEIBS Associate Dean, Bayer Chair in Leadership and Professor of Management Katherine Xin gave a lecture entitled “Talent Strategy for the Sustainable Development of Enterprises”.



《重启改革议程——中国经济改革二十讲》获第八届文津图书奖 Prof Wu Jinglian's Book Wins National Award

4月23日，第八届文津图书奖的获奖榜单正式揭晓。中欧国际工商学院宝钢经济学教授吴敬琏与马国川先生合著的《重启改革议程——中国经济改革二十讲》一书在社科类获奖图书榜单中排名第一。

Twenty Lectures on China's Economic Reform: Relaunching the Reform Project, co-authored by Prof Wu Jinglian and Ma Guochuan, was among the 8th Wenjin Book Award winners announced by the National Library of China on April 23, World Book Day.



中欧师生员工为雅安灾区人民积极捐款 CEIBS Community Aids Quake-struck Area

4月22日，雅安地震灾害发生后的第一个工作日，在院长朱晓明教授提议下，中欧国际工商学院全体师生员工在中欧上海校区、北京校区以及中欧深圳代表处举办了救灾款募捐活动，为灾区人民献出一份爱心。

On April 22 CEIBS Executive President Zhu Xiaoming led the students, faculty and staff at CEIBS Shanghai and Beijing campuses as well as the school's Shenzhen Representative Office in making donations to the victims of the earthquake in Ya'an City, Sichuan Province.

俞敏洪做客EMBA行知讲坛 Dialogue with Yu Minhong

4月19日，作为中欧国际工商学院“EMBA行知讲堂”的特邀嘉宾，新东方教育科技集团创始人、董事长兼首席执行官俞敏洪先生亲临上海校园，为EMBA同学们带来了以“新东方管理之道和当前教育热点”为题的演讲。

Yu Minhong, Founder, Chairman and CEO of New Oriental Education & Technology Group Inc gave EMBA students in Shanghai a lecture, on April 19, entitled “The Management of New Oriental and Current Hot Topics in Education”.



“企业、社会与环境”项目完美收官 High Marks for CEIBS MBA 2013 BSE

4月19日，中欧国际工商学院多位教授、合作企业高管和MBA课程部团队等齐聚中欧陆家嘴国际金融研究院，共贺中欧MBA课程2013年度“企业、社会与环境”项目完美收官。

CEIBS professors and MBA directors gathered at the CEIBS Lujiazui Institute of International Finance on April 19 to reflect on the accomplishments of the CEIBS MBA 2013 Business Society & Environment (BSE) project which wrapped up earlier in the month.



黄明教授剖析“全球经济金融形势与中国资本市场” Finance Management Salon

4月19日，近百名来自全国各地的金融才俊齐聚中欧国际工商学院，参加由在职金融MBA课程主办的“中欧金融管理沙龙暨2013级在职金融MBA招生咨询会”。中欧金融学教授、西班牙巴塞罗那储蓄银行金融学教席教授黄明博士分享了自己对全球经济金融形势与中国资本市场的深刻洞见。

Almost 100 financial professionals from across China turned out for the CEIBS Finance Management Salon and 2013 Part-time Finance MBA (FMBA) Information Session on April 19. la Caixa Chair in Finance Professor Huang Ming gave a lecture on the current trends in world finance and China's capital markets.





中欧EMBA管理论坛登陆青岛 EMBA Executive Forum in Qingdao

4月18日，中欧国际工商学院EMBA管理论坛在青岛成功举办。中欧金融学教授黄明博士以“国内外经济金融形势及中国股票市场发展”为题发表了演讲，与800余位青岛各界嘉宾及中欧校友进行深入交流。

“Current Trends in Finance and Economy and the Development of China's Stock Market” was the topic explored on April 18 by la Caixa Chair in Finance Professor Huang Ming. He spoke in front of more than 800 prominent guests and CEIBS alumni who attended the EMBA Executive Forum in Qingdao.

伊比利亚美洲国家商业领袖做客中欧 Iberoamerica – China Connection

4月18日，75位来自西语、葡语国家的商业领袖齐聚中欧陆家嘴国际金融研究院，参加第十届“伊比利亚美洲与中国”的交流交流活动。

More than 75 Spanish and Portuguese-speaking business leaders attended the 10th ‘Iberoamerica – China Connection’ event on April 18 at the CEIBS Lujiazui Institute of International Finance.



中欧与福布斯携手举办“移动互联网沙龙” Mobile Internet Salon

4月19日，由中欧国际工商学院上海数字化与互联网金融研究中心与《福布斯》杂志联合主办的“移动互联网沙龙”在中欧陆家嘴国际金融研究院举行。上海数字化与互联网金融研究中心主任、中欧院长朱晓明教授，《福布斯》中文版总编辑周健工先生，上海数字化与互联网金融研究中心副主任、中欧陆家嘴国际金融研究院执行副院长刘胜军博士等出席了沙龙。

CEIBS Shanghai Institute of Digitalisation and Internet Finance (SIDIF) and *Forbes China* co-hosted a Mobile Internet Salon on April 19 at the CEIBS Lujiazui Institute of International Finance (CLIF). Attendees included CEIBS Executive President and SIDIF Director Prof Zhu Xiaoming, *Forbes China* Editor-in-Chief Zhou Jianguo, and CLIF Executive Deputy Director & SIDIF Deputy Director Dr Gary Liu.

朱晓明院长出席首届“浦东年度经济人物”颁奖典礼 Pudong Heavyweights Lauded

4月18日，首届“浦东年度经济人物”颁奖典礼在中国浦东干部学院报告厅隆重举行。作为本届评选活动的评委会主席，中欧国际工商学院院长朱晓明教授出席颁奖典礼，并发表了致辞。欧普照明股份有限公司总裁马秀慧（AMP 2005）校友跻身“浦东年度经济人物”十强，上海万得信息技术股份有限公司董事长陆风（EMBA 2002）校友则荣获“创业创新奖”。

CEIBS Executive President Prof Zhu Xiaoming, in his capacity as jury chairman, delivered a speech during the April 18 Awards Ceremony of the 1st Annual Economic Figures of Pudong. President of OPPL Lighting Ma Xiuhui (AMP 2005) was among the Top 10 while Chairman of Wind Information Lu Feng (EMBA 2002) was awarded the “Entrepreneurial Innovation Prize”.





中欧EMBA课程顺利开学 EMBA Programmes Begin

4月17日，中欧国际工商学院上海校园迎来了2013级EMBA国际班新生。来自全球10余个国家、不同种族和不同文化的商业精英们汇聚于此，开启了为期20个月的中欧之旅。

4月20日，中欧2013级EMBA北京春季班开学典礼在北京校园吕志和演讲厅隆重举行。

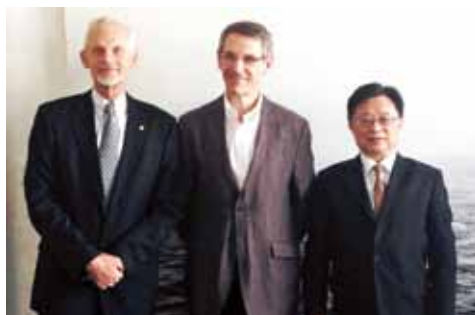
4月13日，在为EMBA2011级上海班举办的增修课中，中欧宝钢经济学教席教授吴敬琏和中欧院长、中天集团管理学教席教授朱晓明分别为学生们授课。

On April 17 Global EMBA 2013 students from more than 10 countries began their 20-month study journey at CEIBS. Three days later, there was an opening ceremony for the newly-enrolled EMBA Spring Class in Beijing. Then on April 13, Baosteel Chair of Economics Prof Wu Jinglian and Executive President & Zhongtian Chair in Management Prof Zhu Xiaoming gave lectures to students of the EMBA 2011 Shanghai Class.

中欧首席营销官论坛走进成都 CMO Forum in Chengdu

4月13日，由中欧国际工商学院高层经理培训部主办、以“数字时代的创新营销”为主题的首席营销官论坛在成都香格里拉酒店顺利举办。

CEIBS Executive Education held a Chief Marketing Officer (CMO) Forum on April 13 in Chengdu, which was themed “Marketing Innovation in the Digital Age”.



法国依视路集团一行到访中欧 Essilor Group Executives Visit

4月12日，法国依视路集团董事长兼首席执行官孙余沛（Hubert Sagnières，居中）先生及依视路（中国）投资有限公司主席何毅（CEO 2009）校友一行到访中欧国际工商学院。院长朱晓明教授、副院长兼教务长苏理达（Hellmut Schütte）教授与来访代表们进行了友好交流。

During a visit to the CEIBS Shanghai Campus on April 12, Chairman & CEO of Essilor Hubert Sagnières (centre) and Chairman of Essilor Holding Company (China) He Yi (CEO 2009) discussed future cooperation opportunities with Executive President Prof Zhu Xiaoming, Vice President and Dean Prof Hellmut Schütte, and Assistant President and Secretary General of the CEIBS Foundation Ge Jun.

许小年教授深度剖析全球经济走向 EMBA Executive Forum in Wuhan

4月10日，中欧国际工商学院EMBA管理论坛在武汉举行。中欧经济学和金融学教授许小年博士与现场观众共同探讨了“二度松宽，三次探底”的全球经济走向。论坛吸引了近千名当地企业家、中欧校友和十余家当地主流媒体。

Nearly a thousand business leaders, CEIBS alumni and media turned out for the EMBA Executive Forum in Wuhan on April 10. CEIBS Professor of Economics and Finance Xu Xiaonian shared his insights on current global economic trends.





中欧韩国公开课程第二期在首尔成功开课 Open Course in South Korea

4月2日，“CEIBS—KMA韩国企业CEO中国课程”在韩国首尔再次开课。这是由中欧国际工商学院高层经理培训部携手韩国管理者协会（KMA）、针对韩国企业CEO推出的公开课程。

CEIBS Executive Education held its second open course on “South Korean CEOs’ Chinese Strategy” on April 2. The venue was Seoul. Co-organised with the Korea Management Association, the programme is specially designed for CEOs from Korean companies.

中欧总经理论坛首次走进中山 AMP Forum in Zhongshan

4月2日，由中欧国际工商学院高层经理培训部主办的中欧总经理论坛首次走进广东省中山市。中欧飞利浦人力资源管理教席教授杨国安博士为现场600余名企业家发表了题为“突破企业成长瓶颈”的演讲。

Nearly 600 entrepreneurs gathered in Zhongshan, Guangdong on April 2 for the first CEIBS AMP Forum organised by the Executive Education department. CEIBS Philips Chair Professor of Human Resource Management Arthur Yeung spoke on how companies can overcome bottlenecks and ensure sustainable business success.



2008级MBA校友温情返校 MBA 2008 Class Reunion

3月30日，中欧国际工商学院上海校园充满欢声笑语，2008级MBA校友返校日活动在此温情举行。120多位校友参加了本次活动，部分校友甚至专程从国外赶到上海，叙别情、聊发展。

More than 120 CEIBS MBA 2008 alumni, including some who travelled from overseas, gathered on March 30 at the Shanghai Campus to reconnect with classmates and CEIBS faculty, and share stories of personal and career successes they have enjoyed since graduating.

罗大伦博士漫谈中医育儿智慧 Wisdom of TCM

3月30日，中欧国际工商学院上海校区本年度首场EMBA人文艺术系列讲座成功举办。中央电视台《百家讲坛》嘉宾、北京中医药大学诊断学博士罗大伦医师应邀开讲，漫谈中医育儿智慧。当天的讲座吸引了百余位中欧EMBA学生和校友。

Dr Luo Dalun, a popular speaker on CCTV Lecture Room and PhD in Diagnostics, gave a March 30 lecture on how traditional Chinese medicine can be applied in parenting. The lecture was part of an EMBA Forum on Culture and Arts, which drew more than 100 EMBA students and alumni.





中欧首席营销官论坛探讨数字时代的营销创新 Digital Innovation

3月30日，中欧国际工商学院高层经理培训部携手中欧“博闻课堂”，在北京校园共同举办以“数字时代的营销创新”为主题的首席营销官论坛，吸引了300多名企业高管。

More than 300 senior executives attended the Chief Marketing Officer Forum on March 30, which was themed 'Marketing Innovation in the Digital Age'. It was organised by the CEIBS Executive Education Programme.

中欧MBA学生及校友与知名猎头企业专场交流 MBA Networking with Executive Search Firms

3月30日，第三届“MBA在校学生及校友与知名猎头企业专场交流活动”在中欧国际工商学院上海校园成功举行。此次活动旨在加强学院与MBA学生及校友之间的沟通，同时在职业发展方面为他们提供长期而切实的支持和帮助。

More than 100 representatives from 30 renowned executive search firms attended the 2013 CEIBS MBA-Executive Search Firms Networking event organised by the CEIBS Career Development Centre. The March 30 event drew 300 CEIBS MBA students and alumni.



朱晓明院长“文汇讲堂”演讲引共鸣 Prof Zhu Xiaoming Speaks at Wenhui Forum

3月23日，第60期“文汇讲堂”主讲嘉宾、中欧国际工商学院院长朱晓明教授针对第三次工业革命中的创新等问题发表了演讲，引发了听众们的深思和共鸣。

On March 23, CEIBS Executive President Prof Zhu Xiaoming gave a keynote speech at the 60th Wenhui Forum, the largest public lecture platform in Shanghai. Prof Zhu spoke about innovation and the Third Industrial Revolution.

电商创新开辟蓝海 资本追捧精品项目 Exploring E-commerce

3月20日，“Face Time中欧创业星期三”——电商创业专场交流活动在中欧国际工商学院上海校园举办。活动围绕“电商创业”主题，通过“商业计划咨询”、“创业大讲堂”和“项目资本对接会”三个板块，深入探讨了当下电子商务企业的创新商业模式以及潜在的蓝海机会。

CEIBS hosted a programme at the Shanghai Campus on March 20 that explored innovative business models and Blue Oceans in today's e-commerce sector. It included three parts: Business Plan Consulting, Entrepreneurship Classroom and Connecting with Investors.

