



翁铁慧副市长前来中欧国际工商学院调研 Shanghai Vice Mayor Visits, CEIBS Launches Two Major Initiatives

7月18日，上海市副市长翁铁慧率市政府副秘书长宗明、市教委副主任李瑞阳等一行来到中欧国际工商学院调研办学情况，参加“上海MBA课程案例库开发共享平台建设项目”启动仪式，并为“中欧艺术人文研究中心”成立揭牌。上海交通大学常务副校长林忠钦教授，中欧院长朱晓明教授、名誉院长刘吉教授、副院长兼中方教务长张维炯教授、副教务长梁能教授等学院领导，以及教授和部门负责人代表参加了调研座谈会。

在启动仪式上，朱晓明院长表示，“案例库”项目的启动对推进上海乃至全国的经济转型发展具有里程碑意义。张维炯副院长指出，由该平台所开发与共享的案例将聚焦本土管理经验，充分利用中欧资源，体现新兴经济体的发展趋势与实践。翁铁慧副市长提出，中国企业的案例可以做成一套体系，商学院的理论研究应当立足于案例，从中找寻企业发展规律。

随后，翁铁慧副市长、宗明副秘书

长、朱晓明院长、刘吉名誉院长共同为“中欧艺术人文研究中心”揭牌。翁副市长表示，成立“艺术人文研究中心”很有远见，艺术人文素养是企业家精神不可或缺的组成部分。中欧今后可以考虑开设艺术MBA课程，培养文化产业的经营管理人才。翁副市长强调，上海市政府将继续给予中欧有力支持。

Vice Mayor of Shanghai Madame Weng Tiehui made her first official visit to CEIBS on July 18 as the school launched two important initiatives: the “Shanghai MBA Case Development and Sharing Platform” and “CEIBS Center for Arts & Cultural Studies”. This was Madame Weng’s first visit to CEIBS since becoming Vice Mayor, with education among her portfolio of responsibilities.

With the Vice Mayor’s support, the Shanghai Government designated CEIBS as a key platform for b-school

case development and sharing, with substantial financial support from the government. This milestone in the school’s development is expected to generate momentum that will foster case development at CEIBS. The new platform will complement an on-going drive to boost the quality and quantity of research generated by the school’s faculty. CEIBS Executive President Zhu Xiaoming explained that the case development platform will also benefit the wider field of management education, the city of Shanghai’s and China’s economic development.

In giving a brief overview of the platform’s goals, CEIBS Vice President and Co-Dean Prof Zhang Weijiong explained that it would play a significant role in providing an accurate and useful synopsis of the development of Chinese enterprises. The Vice Mayor expressed the hope that the platform will serve to strengthen CEIBS’ ability to provide world class research and management education.

Promoting art and cultural appreciation is also another initiative being undertaken by the school in an effort to educate well-rounded business leaders. The day’s launch of the CEIBS Center for Arts & Cultural Studies during Madame Weng’s visit was a continuation of this effort. Madame Weng suggested that CEIBS, with its appreciation for the arts and culture, could explore the possibility of adding art-related courses to its MBA programme to meet the global need for talent in the booming cultural/creative industries. She also reiterated the Shanghai government’s commitment to provide CEIBS with guidance and support in the years ahead.



台北市长郝龙斌中欧EMBA行知讲堂论“城市治理”

Taipei Mayor Hau Lung-bin Addresses CEIBS EMBA Master Class

7月4日，应上海市委副书记、市长杨雄先生之邀，台北市市长郝龙斌博士来沪出席“双城论坛”。在此期间，郝龙斌市长专程到访中欧国际工商学院，为EMBA行知讲堂做题为“城市治理——政府与企业的合作、竞争与挑战”的精彩演讲。这是他首次在中国内地的商学院向EMBA学生发表演说。

在演讲中，郝龙斌市长以台北城市治理为例，讲述了如何将企业管理融入到城市治理之中。政府犹如企业，企业要将满足客户需求放在首位，政府则以满足市民的需求为第一要务。政府也要降低服务成本，以政企合作的方式，精简人力、物力。如果企业不能很好地服务市民，政府要以竞争者的身份向企业施加压力。

基于这些城市治理政策，郝市长分别以台北火车站“轴线翻转”、台北101大楼、“小小黄”公共自行车等项目案

例，生动地介绍了台北城市治理近况。

演讲结束后，中欧EMBA校友围绕着食品安全、环境治理、产业转型等问题向郝龙斌市长提出问题。郝市长掏出了台北环境治理的经验之谈：“在经济发展与环境保护起冲突时，经济发展就该让位于环境保护。”

最后，朱晓明院长向郝龙斌市长赠送了中欧教授著作和中欧EMBA校服。郝市长欣然接受，并当即穿上这身校服与在座嘉宾合影。

On July 4, Taipei Mayor Hau Lung-bin delivered his first-ever address to EMBA students in mainland China during a visit to CEIBS Shanghai Campus, part of his official visit to the city. During a CEIBS EMBA Master Class, Mayor Hau spoke on “Urban Governance – Cooperation, Competition and Challenges between

Government and Enterprises”.

Using Taipei as an example, the mayor shared his views on how to incorporate business management into urban governance. He gave an overview of the situation in Taiwan by drawing on examples of projects including the Taipei Railway Station, Taipei 101 (a landmark skyscraper), public bicycles, etc.

In the Q&A that followed his speech, CEIBS EMBA students mostly raised questions about food safety, environmental management, and industrial transformation. On the issue of environmental management, Mayor Hau responded that if there is a conflict between economic development and environmental protection, Taipei has learnt from experience that it is best to forgo economic growth.



中欧参与承办陆家嘴论坛 朱晓明院长发表精彩演讲 CEIBS Co-organizes 6th Lujiazui Forum

6月27-29日，2013陆家嘴论坛在浦东香格里拉大酒店举行。陆家嘴论坛由上海市政府、一行三会联合举办，已成为金融领域的顶级盛会，吸引了国内外金融界精英人士的关注和参与。中欧国际工商学院参加了历届论坛的承办工作。

今年举办的第六届陆家嘴论坛，恰逢本届政府任期第一年，论坛以“金融改革开放新布局”为主题，与新一届领导人推动改革的努力相呼应。上海市市长杨雄、中国人民银行行长周小川、中国银监会主席尚福林、保监会主席项俊波、证监会副主席庄心一等出席了本届陆家嘴论坛。

在6月29日的互联网金融分论坛

上，中欧院长朱晓明教授发表了题为“数字化金融：精心开拓，用心立法，需求为金”的演讲。朱院长在发言中指出，如今银行的前台、中台、后台，每一个环节都离不开数字化。大数据、云计算、平台、移动互联网，都与数据紧密相连。但海量数据必须通过数据挖掘才能成为有用的财富。对此金融机构应给予足够重视。

出席本届陆家嘴论坛的还有中欧国际工商学院副院长兼中方教务长张维炯教授、管理委员会成员兼院长助理刘涌洁先生、院长助理兼中欧教育发展基金会秘书长葛俊先生、EMBA课程副主任赵筱蕾女士、中欧陆家嘴国际金融研究院执行副院长刘胜军博士等。

As it has done in previous years, CEIBS co-organized the 6th Lujiazui Forum 2013, hosted by the Shanghai Municipal Government, the Central Bank of China, the China Banking Regulatory Commission (CBRC), the China Insurance Regulatory Commission and the China Securities Regulatory Commission. The forum ran from June 27-29.

The theme was “A New Vision for Financial Reform and Opening Up”, echoing the efforts of the country's new leaders to promote reform. Many top government officials and business leaders participated, including Shanghai Mayor Yang Xiong, People's Bank of China Governor Zhou Xiaochuan, Chairman of the CBRC Shang Fulin, China Insurance Regulatory Commission Chairman Xiang Junbo and China Securities Regulatory Commission Vice Chairman Zhuang Xinyi.

CEIBS Executive President and Director of the Shanghai Institute of Digitalization and Internet Finance Professor Zhu Xiaoming gave a speech during the session on “Prospects for Internet Finance” in which he explained the future importance of big data to the financial sector.

CEIBS Vice President and Co-Dean Professor Zhang Weijiong, Assistant President and Executive Director for Executive Education Hobbs Liu, Assistant President and Secretary General of the CEIBS Foundation Ge Jun, and EMBA Programme Deputy Director Zhao Xiaolei also attended the Forum.



中国人民银行金融消费者权益保护局局长焦瑾璞
Mr Jiao Jinpu, Consumer Finance Protection
Secretary, People's Bank of China



中欧陆家嘴国际金融研究院院长吴晓灵
Ms Wu Xiaoling, Director of CLIIF



东方证券资产管理有限公司董事长王国斌
Mr Wang Guobin, President of Orient
Securities Company Limited

中欧陆家嘴金融消费者保护基金成立 CEIBS Lujiazui Consumer Finance Protection Foundation Launched

7月1日，“中欧陆家嘴金融消费者保护基金”启动仪式在上海举行。该基金由中欧陆家嘴国际金融研究院和东方证券资产管理有限公司联合设立，成立的主旨在于开展金融消费者保护相关理论研究，完善金融消费者保护法治环境，推动金融消费者保护体系的构建，实现金融体系的健康发展，服务于上海国际金融中心建设。

启动仪式由中欧陆家嘴国际金融研究院执行副院长刘胜军主持，参加成立仪式并发表演讲的嘉宾包括：全国人大常委、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，中国人民银行金融消费者权益保护局局长焦瑾璞，东方证券资产管理有限公司董事长王国斌，华东政法大学经济法学院院长吴弘，上海市高级人民法院金融庭庭长杨路。

为宣传和奖励积极保护金融消费者的行为，基金将每年评选“金融消费者保护最佳案例”，可参加提名的案例包括：1）与金融消费者保护相关的政策与法规创新；2）金融监管机构、金融自律机构、金融机构为保护消费者权益做出的创新与改进；3）律师为金融消费者维权的案例；4）媒体、研究机构等在金融消费者保护方面的宣传、教育、研究

成果；5）维权组织对金融消费者维权的支持行动；6）金融消费者自发的维权行动；7）其他促进金融消费者保护的行为。

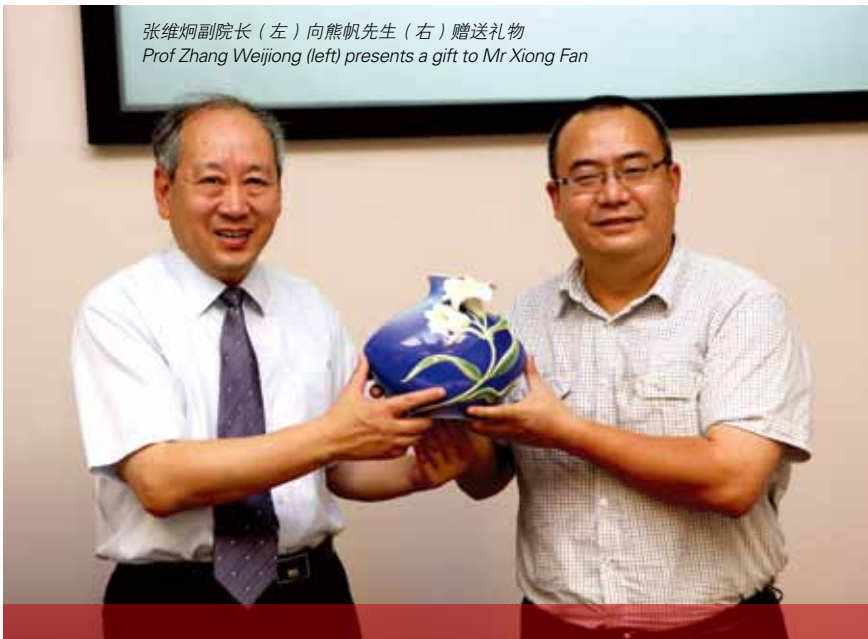
The CEIBS Lujiazui Institute of International Finance (CLIIF) together with Orient Securities Company Limited announced the launch of the CEIBS Lujiazui Consumer Finance Protection Foundation with a ceremony at the CLIIF on July 1. The Foundation aims to facilitate the healthy development of China's financial system through the establishment of a legal framework for wealth management products and services as well as other finance and investment vehicles aimed at individual investors. It will also conduct research that helps develop and share best practices in this area.

The ceremony was moderated by Executive Deputy Director of CLIIF Dr Gary Liu, and attended by leading executives in the finance sector, including: Wu Xiaoling, Director of CLIIF, Member of the Standing

Committee and Vice Chairman of the Financial and Economic Committee of the National People's Congress; Jiao Jinpu, the People's Bank of China's Consumer Finance Protection Secretary; Wang Guobin, President of Orient Securities Company Limited; Wu Hong, Dean of Economic Law School of East China University of Politics & Law; and Yang Lu, Presiding Judge of the Finance Court of Shanghai People's High Court.

In order to promote and reward best practices, the Foundation will host an annual case competition. The cases should focus on at least one of the following areas related to protecting consumers of financial products and services: Innovations in policies and regulations; Innovation in financial supervision practices by regulators, organizations or financial institutions; Legal cases; Publicity, education and research achievements; Activities by consumer rights protection organizations; Proactive actions by consumers to protect their rights; Other activities related to promoting consumer rights.

张维炯副院长（左）向熊帆先生（右）赠送礼物
Prof Zhang Weijiong (left) presents a gift to Mr Xiong Fan



葛俊先生（左）和熊帆先生（右）在签约仪式上握手
Mr Ge Jun (left) and Mr Xiong Fan seal the agreement with a handshake

重庆校友熊帆捐赠媒体资源 “中欧-重庆唐码传媒项目” 签约 Chongqing Tom Media Joins CEIBS' Corporate Sponsors

7月10日，“中欧-重庆唐码传媒项目捐赠签约仪式”在中欧上海校园西班牙中心举行。重庆唐码传媒有限公司董事长、重庆校友会会长熊帆（EMBA 2003）向母校慷慨捐赠价值2500万元的媒体资源（包括西南地区的机场、户外广告等），为中欧在西南地区的品牌宣传与课程推广助一臂之力。

副院长兼中方教务长张维炯教授、院长助理兼中欧教育发展基金会秘书长葛俊先生、校友关系事务部主任王庆江先生、各部门市场经理，市场公关部与校友会同事出席了签约仪式。

签约仪式上，张维炯副院长和熊帆总经理分别代表中欧国际工商学院和重庆唐码传媒致辞。张维炯副院

长对熊帆校友心系母校、回馈母校、大力推广中欧品牌的行动表示赞赏。他表示，重庆是西南重镇，经济蓬勃发展，中欧在西南地区的品牌推广十分重要，熊帆校友的捐赠正与学院的发展需求相契合。王庆江主任介绍了“中欧-重庆唐码传媒项目”背景和主要内容。

在签约环节，中欧基金会秘书长葛俊先生和唐码传媒董事长熊帆先生作为双方代表签署了捐赠协议。张维炯副院长向熊帆校友赠送了礼物。

With a RMB 25 million investment of media resources to promote

CEIBS, Chongqing Tom Media Company Limited joined the school's already impressive list of corporate sponsors during a July 10 signing ceremony. Led by Chairman Xiong Fan (EMBA 2003 and President of CEIBS Chongqing Alumni Association) the company has 15 branches in China, and is one of the largest media enterprises in the country's south-west. The investment will see CEIBS ads posted in airports and other outdoor media locations in the south-west.

CEIBS Vice President and Co-Dean Prof Zhang Weijiong, CEIBS Assistant President and Director of the CEIBS Foundation Ge Jun, and CEIBS Alumni Relations Office Director Wang Qingjiang attended the signing ceremony.

Prof Zhang expressed appreciation, on behalf of CEIBS, for Xiong's continuous support to his alma mater and his efforts to help promote the CEIBS brand. He also noted that as one of China's rapidly developing cities Chongqing, and the wider south-western region, is an important area for increasing awareness of the school.



西班牙政府代表团圆桌会议在中欧举行 CEIBS Roundtable with Spanish Government Delegation

6月27日，在中国与西班牙建交40周年之际，中欧国际工商学院特邀西班牙驻华大使曼诺尔·瓦伦西亚（Manuel Valencia）先生及西班牙外交部国际经济关系总干事费尔南多·埃吉达苏（Fernando Eguidazu）先生一行在中欧上海校园举行圆桌会议，集中讨论了西班牙与中国目前的宏观经济形势及两国的双边经济关系。

本次圆桌会议题为“中国与西班牙是全球化世界中的友好伙伴”，由西班牙外交部总干事费尔南多·埃吉达苏先生和中欧国际工商学院经济学教授兼经济学和决策科学系主任朱天发起。

费尔南多·埃吉达苏先生就“西班牙当前经济形势”做主题演讲，解释了经济危机如何蔓延至西班牙国民经济多个部门，如房地产业、银行业等。埃吉达苏先生还指出，由于僵化的法规和政策，这场危机对西班牙经济的破坏性极强。埃吉达苏先生随后提出，西班牙政府已经采取措施以应对经济危机所带来

的一系列问题，例如高失业率、GDP下降以及过分依赖于房地产业的银行体系所带来的危机。

之后，中欧朱天教授通过一组数据介绍了中国与世界其他地区的贸易和投资的增长情况。他强调，“中国的经济增长是由出口带动的”，并详细解释了出口的分布情况以及中国的外商直接投资来源地和目的地。

在闭幕致辞中，雷诺院长引用费尔南多·埃吉达苏先生的话，指出西班牙正从金融危机中复苏，这将为外商赢得更好的投资环境，“西班牙经济已经准备好迎接世界各国的投资者，许多西班牙企业都需要伙伴关系，机遇遍地，这是一个非常开放的国家。”

In commemoration of the 40th anniversary of Sino-Spanish diplomatic relations, CEIBS hosted a June 27 roundtable discussion focused on bilateral economic relations between the two countries.

Ambassador of Spain Manuel Valencia was among the participants.

The discussion, entitled “China and Spain as Partners in a Globalized World”, was led by Fernando Eguidazu, Director General of International Economic Relations of the Spanish Ministry of Foreign Affairs, and Zhu Tian, CEIBS Professor of Economics and Chair of the Department of Economics and Decision Sciences.

Director General Eguidazu’s speech focused on the current situation of the Spanish economy, the impact of the economic crisis and measures that the Spanish government has put in place in an attempt to battle its effects: high unemployment, the falling GDP and challenges within the banking system because of its dependence on the real estate sector.

During his data-packed presentation on “Growth of Trade and Investment between China and the Rest of the World”, Prof Zhu Tian spoke about China’s reliance on exports, how these exports are distributed, as well as the sources and destinations of China’s FDI.

In his closing speech, CEIBS President Prof Pedro Nuevo echoed Mr Eguidazu’s earlier comments that Spain is recovering from the financial crisis, which makes it a good location for foreign investment. “The Spanish economy is in a good position to welcome investors. There are opportunities, many Spanish companies need partnerships, and Spain is a very open country,” he said.



学术界与企业界共同探讨“供应链网络中的合作创新与服务”

CEIBS Hosts 1st Supply Chain Integration & Service Innovation Forum



6月25日，2013首届中欧供应链管理和服务创新高峰论坛在中欧国际工商学院上海校区举办。论坛以“供应链网络中的合作创新和服务”为主题，邀请了包括中欧教授在内的近40位业内专家、学者和企业高管出席，并分享他们的经验与洞见。

中欧国际工商学院副院长兼教务长苏理达（Hellmut Schütte）教授致欢迎辞。随后，中欧院长朱晓明教授、平安银行总行副行长胡跃飞先生和中国物流协会常务副会长戴定一先生的主题演讲逐一展开。

朱晓明院长演讲的主题为“谁是改变产业链、供应链的推手？”他指出，企业家、数字化、服务化、需求链将是改变供应链和产业链的四大推手。

胡跃飞副行长在题为“（供应链）电子商务与金融的创新”的演讲中，提出了在供应链电子商务与金融创新背景下对银行服务的新要求：协同化、精益化和可视化。

戴副会长演讲的主题为“从物流到供应链”。他认为供应链市场具有巨大发展空间，但首先要解决两大困难——传统物流企业转型的难度和客户对供应链价值的认同。

论坛还呈现了六场精彩的对话：一场高峰对话、四场平行论坛和一场圆桌讨论。围绕“全球供应链管理的机遇和挑战”、“六西格玛/精益六西格玛的研究和应用”、“网络环境中的服务创新与设计”、“中国物流行业的创新与转型”、“供应链金融”、“中国服务管理的重要研究课题”等话题，各领域的专家、学者与实践者共聚一堂，互相探讨，碰撞出智慧的火花。

The CEIBS auditorium was packed, on the morning of June 25, with industry experts and academics with an interest in supply chain management.

They had gathered for CEIBS 1st Supply Chain Integration & Service Innovation Forum, during which they explored the timely and relevant issue of “Service & Innovation in Supply Chain Networks”.

The forum was held against the backdrop of Chinese enterprises’ need to rely on innovation to compete globally. This innovation, which spans everything from products, services, processes and business models, also has implications for the supply chain. The forum provided an opportunity to discuss challenges and opportunities in global supply chain management. Participants also formulated plans for research and implementation of best practices to help companies make improvements in their supply chains to achieve competitive advantages in the global market.

中欧2013级MBA开学典礼隆重举行 Welcome MBA 2013!

7月15日，在美丽的中欧上海校园，2013级MBA开学典礼在石化厅隆重举行。随着庄严的中国国歌和欧盟盟歌响起，来自21个国家和地区的192名学生开始了紧张而充实的中欧MBA旅程。2013级MBA首次招收来自捷克和波兰的学生，女生比例首次超过40%，近10%的新生有着创业经历，来自咨询、能源行业和非政府组织（NGO）的学生进一步增加，背景更加多元化。

中欧院长朱晓明教授、副院长兼中方教务长张维炯教授、副教务长兼MBA课程主任陈世敏教授等学院及各部门领导代表出席典礼，多位教授、奖学金赞助企业及校友代表也应邀参加。

得益于教授、校友及企业的大力支持，今年中欧MBA奖学金种类大幅增加，新增教授奖学金、校友奖学金、企业奖学金等10种奖项。在颁奖仪式上，近60名获奖新生一一登台，接受荣誉。来自晨兴创投公司的三位MBA校友现场签署了中欧MBA奖学金捐赠书，在未来三年，将每年全奖资助一名中欧MBA学生。

陈世敏教授、MBA课程招生及职业发展主任李瑗瑗女士和MBA教务副主任马宁女士分别就班级情况、课程学习和职业发展作了简要介绍，鼓励同学们设立清晰目标，充分利用学校丰富资源实现梦想。



朱晓明院长致欢迎辞
CEIBS Executive President Prof. Zhu Xiaoming

On July 15, CEIBS welcomed 192 students for the MBA 2013 Class in a ceremony aimed at providing these newcomers with valuable information about the school through inspirational speeches.

The new class includes students from 21 countries, among them the Czech Republic and Poland from which students have enrolled at CEIBS for the first time.

Also noteworthy is that, for the first time ever, women account for more than 40% of the class; nearly 10% of students have entrepreneurial experience; and compared to previous years there are more students from both the consulting industry and energy sector, as well as from NGOs.



张维炯副院长（中）与部分奖学金获得者合影
CEIBS Vice President & Co-Dean Zhang Weijiong with scholarship recipients



罗马诺·普罗迪释疑欧洲经济 Romano Prodi on Why Europe Isn't Recovering

7月22日，中欧国际工商学院欧盟联席教授罗马诺·普罗迪先生在中欧上海校区发表演说，探讨危机之后，欧洲经济为何迟迟未能复苏。普罗迪教授曾两度出任意大利总理，也曾担任欧盟委员会主席。On July 22, former two-time Italian Prime Minister Romano Prodi explored why economic recovery remains elusive for Europe more than five years after the crisis began. Prof Prodi, who is Sino-Europe Dialogue Chair at CEIBS, was speaking at an evening event at the school's Shanghai Campus.

诺奖得主默顿教授做客中欧陆家嘴国际金融研究院 Nobel Laureate's Visit

7月18日，诺贝尔经济学奖得主罗伯特·默顿教授做客中欧陆家嘴国际金融研究院，发表题为“资产管理中的风险与业绩衡量”的演讲。此次活动由中欧陆家嘴国际金融研究院主办，Dimensional Fund Advisors公司协办。

On July 18, Nobel Laureate in Economics Prof Robert Carhart Merton visited CEIBS Lujiazui Institute of International Finance (CLIIF) and gave a speech entitled "Risk and Performance Measurement in Asset Management".



朱晓明院长为“全球艺术市场：艺术品收藏与投资”授课 Course on Art Collection and Investment

5月7-9日，中欧-佳士得美术学院合作课程在京举行，讲授“全球艺术市场：艺术品收藏与投资”模块一：“中国传统艺术集大成之地”。中欧朱晓明院长亲自担任课程主任，并教授第一单元，开启了八位专家联合授课的精彩之旅。

The "Global Art Market: Artwork Collection & Investment" course offered by CEIBS and Christie's Education began in May. CEIBS Executive President Prof Zhu Xiaoming is Course Director and in the first module lectured about artistic culture among entrepreneurs and CEOs.

张维炯副院长深度剖析“市场竞争中的战略定位” EMBA Management Forum in Urumqi

7月4日，在新疆乌鲁木齐市，中欧副院长兼中方教务长、战略学教授张维炯在“中欧教授巡回演讲暨EMBA管理论坛”上表示：企业进行产业升级与市场调整需要依靠精准的战略定位，实现可持续健康发展。

More than 300 participants, including CEIBS alumni and journalists, turned out for the EMBA Management Forum held in Urumqi on July 4. CEIBS Vice President and Co-Dean Prof Zhang Weijiong gave a lecture entitled "Strategic Positioning in Market Competition".



蔡洪平先生做客行知讲堂 Banking Exec Speaks at CEIBS EMBA Master Class

6月8日，德意志银行亚太区投资银行执行主席蔡洪平先生做客中欧EMBA行知讲堂，发表题为“中国经济转型和周期应对”的演讲，分享了对于当前经济改革与转型，以及企业家社会责任的深入思考。

Chairman of Deutsche Bank A-Pac Investment Banking Cai Hongping gave a keynote speech entitled "Response to China's Economic Transformation and Economic Cycle" during a CEIBS EMBA Master Class at the Shanghai Campus on June 8.



中欧CEO校友再启领导力巅峰之旅 3rd CEO Leadership Programme Begins

7月4日，50余位行业领袖、精英学员齐聚一堂，共同参加中欧“中国CEO领导力课程：领导力巅峰之旅”。课程学术主任、中欧管理学忻榕教授介绍了课程设置。

More than 50 CEOs, most of whom are alumni of the CEIBS EMBA, AMP and Global EMBA Programmes, are participating in the 3rd CEO Leadership Programme. The programme's Academic Director and Professor of Management Katherine Xin gave attendees an overview of the 4-module course during the opening ceremony on July 4.

第九届中国健康产业高峰论坛圆满举行 9th Annual China Health Care Forum

6月22日，由中欧主办的“第九届中国健康产业高峰论坛”在深圳举行，400余名国内外医疗卫生领域的专家、学者、医药企业高管从体制改革、企业战略、技术创新等多个维度探讨了中国医药卫生行业的未来航向与格局。

More than 400 domestic and overseas experts in healthcare participated in the 9th Annual China Health Care Forum held on June 22 in Shenzhen with the theme, “Healthcare Innovation: Reform and Development”. Speakers included Shenzhen Vice Mayor Wu Yihuan (right).



“中欧-成为”第六届校友创业论坛女性创业专场成功举办 Women Entrepreneurs Alumni Forum

6月22日，“创业那些事儿”“中欧-成为”第六届校友创业论坛女性创业专场于上海校园隆重举行。论坛由中欧校友会、中欧创业与投资中心、中欧校友创业协会主办，中欧成为创业基金赞助支持，中欧校友女性领导力联盟协办。

Women entrepreneurs were in the spotlight at the 6th CEIBS Alumni Entrepreneur Forum held in Shanghai on June 22. It was sponsored by the CEIBS-Chengwei Venture Capital Fund, and organized by the CEIBS Alumni Relations Office, the CEIBS Centre for Entrepreneurship and Investment, the CEIBS Alumni Entrepreneur Club and co-organized by CEIBS Alumni Women Leadership Union.

《现代企业社会责任》新书分享会 CSR Seminar

5月25日，中欧国际工商学院、上海公益人才学院、上海青年管理干部学院联合举办《现代企业社会责任》新书理念分享暨CSR（企业社会责任）实践研讨会。专著作者、德籍专家孙继荣教授在会上发表公益性演讲。

Jirong Sun, author of the book *Modern Corporate Social Responsibility*, was the keynote speaker at a May 25 seminar on CSR. The event was jointly organized by CEIBS, the Shanghai Youth Philanthropy Academy (SYPA) and the Shanghai College for Youth Administrators (SCYA).



中欧教授巡回演讲暨EMBA管理论坛 EMBA Management Forums

5月24日，中欧教授巡回演讲暨EMBA管理论坛在西安成功举办。中欧国际工商学院经济学与金融学许小年教授以“中国经济：二度松宽，三次探底”为题发表演讲，与千余位各界嘉宾及中欧校友进行深入探讨。7月9日，中欧战略学副教授陈威如分享了他对于“做垂直？还是做平台？商业模式创新的思路与挑战”这一主题的深刻思考。

CEIBS Santander Chair in Economics and Finance Professor Xu Xiaonian on May 24 gave a lecture entitled “Chinese Economy: Loose Twice, Triple Dip” at the 2013 CEIBS EMBA Management Forum & Professor Speaking Tour in Xi'an. Then on July 9, CEIBS Prof Chen Weiru shared his thoughts on “Platform Strategy – the Thinking and Challenges of Business Innovation”.



华强森博士做客“高朋满座” Executive Forum on Urbanization

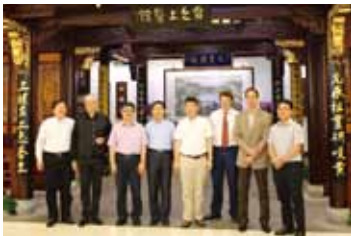
6月16日，麦肯锡咨询公司资深董事、城镇化研究学者华强森博士做客中欧北京校区“高朋满座”论坛，以“城市可持续发展的制胜方略”为题发表演讲。中欧副教务长许定波教授，高层经理培训部副主任陈玲珍女士亲临出席。

More than 100 CEIBS students, alumni and staff turned out to hear Dr Jonathan Woetzel, Senior Director of McKinsey & Company, give a lecture entitled “New Urbanization” in which he explored the economic, social and environmental dimensions of urbanization in China. The event was held at the Beijing Campus on June 16.

杰弗里·桑普勒博士在总理论坛发表演讲 Prof Jeffrey Sampler Headlines CEIBS General Manager Forums

5月31日和6月2日，中欧总理论坛在深圳、郑州两地举办。中欧管理学兼职教授杰弗里·L·桑普勒博士从独特视角出发，引发听众深度思考“如何在动荡时代保持竞争优势”。

“How to Keep Your Competitive Edge in the Age of Turbulence” was the topic of the lecture given by CEIBS Adjunct Professor of Management Jeffrey Sampler at CEIBS General Manager Forums held May 31 in Shenzhen and June 2 in Zhengzhou.



中欧教授访问雷允上药城、中国工商银行总行 TCM & Bank Visits

6月24日，中欧卫生管理与政策研究中心主任、经济学兼职教授蔡江南，工商管理学访问助理教授阿瑟·达姆利奇，金融与会计学教授芮萌，战略与国际商务教授麦克罗，市场营销学兼职教授米歇尔·古泽兹，以及EMBA 2012级学生一行25人，在EMBA课程部副主任赖卫东老师的带领下，参观访问了位于华山路雷允上药城。次日，中欧中国企业全球化研究中心三位教授——人力资源与组织管理研究中心主任、管理学教授杨国安，副教务长、管理学教授忻榕，会计学教授丁远在京拜访了中国工商银行总行。

A group of CEIBS faculty and EMBA students visited Leiyunshang Traditional Chinese Medicine Pharmacy & Clinic on June 24, one of many company visits organized by the school's Centre for Teaching and Learning, EMBA Programme and Alumni Office. The next day, three professors from CEIBS Research Centre on Globalization of Chinese Firms – Arthur Yeung, Katherine Xin and Ding Yuan – visited the Beijing headquarters of Industrial and Commercial Bank of China.

第四届中欧非洲项目毕业典礼 CEIBS Africa Graduation

7月13日，400多位嘉宾欢聚在加纳内外医科学院，参加第四届中欧国际工商学院非洲项目毕业典礼，28名来自非洲的EMBA学员顺利完成学业，获授证书。

More than 400 guests gathered at the Ghana College of Physicians and Surgeons on July 13 for the CEIBS Africa Programme's 4th Graduation Ceremony. It was a festive event that signalled the transformation of 28 EMBA students into members of CEIBS' extensive global alumni network.



中欧举行MBA夏令营活动 1st Pre-MBA Summer Boot Camp

7月3日，中欧国际工商学院MBA夏令营开课，来自全球7个国家和地区的23名学员开启了中欧MBA生活初体验。夏令营不仅开设金融、市场、创业等基础课程，也增加了文化交流活动，课余时间组织访问国际名企，观光上海景点。

The CEIBS MBA Programme's first ever Summer School began July 3 and drew 23 participants from Asia, Europe, and North and Central America. The full-immersion 5-day boot camp offered classroom lectures, company visits, insight into career opportunities in China and the country's culture, as well as a chance to interact with CEIBS students and alumni.



两位助理教授加盟中欧 New Faculty

创业学和市场营销学迎来了两位新员工。龚焱教授是中欧国际工商学院创业学助理教授，目前正在研究用动态方法去探索新公司如何发展惯例与能力，以及他们在创业过程中对突发事件的反应。朴炫熒博士是中欧国际工商学院市场营销学助理教授，她的研究着眼于道德和感情如何影响判断与决策。

Entrepreneurship and Marketing are the latest areas of study at CEIBS to welcome new faculty. Dr Gong Yan joins as Assistant Professor of Entrepreneurship at CEIBS. His research explores how new firms develop routines and capabilities and respond to surprise events in entrepreneurial processes. Dr

Hyun Young Park is Assistant Professor of Marketing. Her research focuses on how morality and emotion influence judgment and decision making.

首届中国开发区人才战略高峰论坛举行 Talent Strategy

7月13日，2013首届中国开发区人才战略高峰论坛在中欧上海校区举行。论坛由中欧国际工商学院和博尔捷人力资源集团共同举办，主题为“借鉴硅谷人才战略实现开发区转型”。

More than 300 entrepreneurs, experts in talent strategy, and development park executives attended the 1st Forum on Talent Strategy for Chinese Development Parks co-hosted by CEIBS and BRIDGE HR Consulting. Entitled “Applying Talent Strategies from Silicon Valley to Transform Development Parks”, the event was held on July 13.



中欧“良师益友”项目导师答谢会圆满举行 Mentors Thanked

7月11日，中欧“良师益友”项目导师答谢会圆满举行。中欧副教务长、MBA课程主任陈世敏教授，MBA课程招生与职业发展主任李媛媛，MBA课程副主任马宁及EMBA课程副主任赖卫东出席活动并分别致辞。导师们获授年度导师证书，并聆听了帕布罗·卡多纳教授关于职业发展的演讲。

Mentor Appreciation Night, featuring a lecture on career management by Adjunct Professor of Management Pablo Cardona, was held at the CEIBS Lujiazui Institute of International Finance on July 11. Organized by the CEIBS Mentoring Programme, the evening included a ceremony in which each mentor was presented with a certificate to honour his efforts of the past year.

中欧在职金融MBA报名截止 张逸民教授解析中国经济结构 Final FMBA 2013 Info Session

5月18日，中欧上海校园内举办了中欧2013级在职金融MBA报名截止前的最后一场招生咨询，百余名金融才俊前来参加。中欧金融学教授张逸民博士现场发表了“中国经济发展与经济结构”主题演讲。

Nearly 100 financial professionals from across China turned out on May 18 for the final CEIBS Part-time Finance MBA (FMBA) 2013 Information Session. Professor of Finance Dr Zhang Yimin gave a lecture entitled “China’s Economic Development and Economic Structure”.



丁学良教授畅谈“中国转型的痛与乐” HKUST Prof Ding Xueliang Addresses CEIBS EMBA Students

7月6日，香港科技大学社会科学系丁学良教授做客中欧EMBA人文艺术讲座。作为研究中国社会转型问题的国际学术权威，丁教授在演讲之中分析了“中国模式”的独特之处，并表达了对于中国未来的乐观展望。

As part of the CEIBS EMBA Arts and Humanities Lecture Series, Prof Ding Xueliang of the Hong Kong University of Science and Technology gave a July 6 lecture at CEIBS Shanghai Campus entitled “The Happiness and Pain of Transformation in China”.