



中欧举行第四届中印合作论坛 4th India-China Cooperation Forum

10月16日，中欧国际工商学院携手印度驻上海总领事馆共同举办第四届中印合作论坛。本次论坛旨在探讨两大新兴经济体——中国和印度之间的双边贸易与投资问题，并向“圣雄甘地”诞辰暨联合国“国际非暴力日”献礼。中欧战略学及创业学系系主任方睿哲(Ramakrishna Velamuri)教授、畅销书作家莎美智(Mishi Saran)女士主持了活动。

中欧副院长兼教务长苏理达(Hellmut Schütte)教授致开幕词。印度驻上海总领事馆总领事史耐恩(Naveen Srivastava)先生就中印关系现状发表演讲，他认为在李克强总理访印之后，两国未来必将在外交、经济和文化等领域进一步加强合作。塔塔集团执行委员会成员木孔德·加温·拉詹(Mukund G. Rajan)先生、华为技术有限公司高级副总裁姚卫民先生和中国工商银行孟买分行总经理孙翔先生作为中印企业界高层代表，分别就“企业的社会责任、道德、品牌——塔塔集团的发展历程”、

“中印合作：商业视角透析与华为的真实案例”以及“印度金融业的机遇与挑战”等话题发表演讲。塔塔集团是本次活动的赞助商。

此外，复旦大学中国经济研究中心主任张军教授，宁波诺丁汉大学国际商务与管理学客座副教授维诺德·贾殷(Vinod Jain)先生，剑桥大学贾吉商学院研究员、世界经济论坛成员纳维·拉乔乌(Navi Radjou)先生和马凯集团合伙人茹欣桦先生等知名学者和业内专家也出席论坛，从不同角度剖析了中印两国在各领域的竞争与合作。

The CEIBS 4th India-China Cooperation Forum, co-organized with the Consulate General of India in Shanghai and sponsored by the Tata Group, was held at the school's Shanghai Campus on October 16. The forum focused on the prospects for bilateral trade and

investment between China and India, the two largest emerging economies in the world. CEIBS Professor of Entrepreneurship Ramakrishna Velamuri and Ms Mishi Saran, author of the best-selling book *Chasing the Monk's Shadow*, served as moderators.

Read on for excerpts from the first session:

- CEIBS Dean and Vice President Hellmut Schütte (left) noted that despite their differences the two countries share many common characteristics. “We are interested in what's happening in other emerging markets,” he said. “India makes us not only focus on China and think it is unique”.

- The Consul General of India in Shanghai Mr Naveen Srivastava (right) spoke about the current state of India-China relations. In his view, there has been tremendous progress in stabilizing bilateral relations, which has facilitated the establishment of Indian companies in China and Chinese companies in India. He also expressed the hope that both countries will continue to make progress “as partners and not as rivals”.

- Mr Mukund G. Rajan, a member of the Tata Group Executive Council, spoke about Tata's performance in China, where it has more than 10 companies employing 4,000 people, and in 2012 saw overall sales volume of US\$ 9.2 billion.

- Huawei Technologies Senior Vice President Mr Yao Weimin also emphasized the importance of building trust, particularly in regards to China-India business relations.

- Mr Sun Xiang, ICBC India CEO, admitted entering the Indian market has not been easy.



曼德尔森爵士讲述亚洲时代下的欧洲抉择 Lord Mandelson Explores “Europe’s Choices in the Asian Century”

9月18日，原英国布朗首相内阁第一国务大臣兼枢密院议长曼德尔森爵士以“亚洲时代下欧洲所面临的选择”为题发表演讲，与中欧教授、学生和受邀嘉宾分享了他对于当前欧洲全球地位的深刻思考。

曼德尔森爵士在演讲中广泛涉猎他在政界和私人领域多年来的经验。2009年6月至2010年5月，曼德尔森爵士曾担任英国布朗首相内阁第一国务大臣兼枢密院议长。他还曾在英国布莱尔首相内阁担任其他重要职务。2004-2008年，他担任欧盟贸易专员。目前曼德尔森爵士是全球顾问公司（Global Counsel LLP）主席、拉扎德公司（Lazard Ltd）资深顾问。

在演讲中，曼德尔森爵士分析了当前欧洲所面临的选择，并指出这些选择所带来的结果将“对欧洲和包括中国在内的世界其他国家产生重大意义”。他强调，亚洲时代并非只关乎亚洲的选择，亚洲的发展也会对欧洲的抉择产生影响。

他还深入探讨了目前欧洲所面临的问题，提供了各种可能的解决途径，特别讨论了欧元区的各种问题，以及欧元区在推动商业和贸易合作方面的关键

性作用。“单个国家的困难也是欧元区的困难。这是金钱分配问题，我们必须去选择解决之道。”他表示，“欧元区的挑战在于如何平衡各成员国的国家利益。”

曼德尔森爵士认为，欧洲在社会和经济模式方面也需要作出选择，尽管“欧洲已经创造出了高福利和经济安全的平等社会”，但是在公共开支领域仍需要进行改革，不过他强调，“这些调整不应损害欧洲模式的概念和竞争力。”

Lord Mandelson gave a lecture entitled “Europe’s Choices in the Asian Century” at CEIBS Shanghai Campus on September 18, in which he shared with the school’s faculty, students and invited guests his thoughts on the role Europe plays within the world.

His wide-ranging address drew on his years of experience in the British government and the private sector. Lord Mandelson was British First Secretary of State and Lord President

of the Council from June 2009 to May 2010, under Prime Minister Gordon Brown. He also served in a number of other Cabinet positions under Prime Minister Tony Blair. In addition, he was European Commissioner for Trade between 2004 and 2008.

During his speech, Lord Mandelson analysed the choices Europe currently faces, pointing out that the consequences of these choices “matter for both Europe and the rest of the world, including China.” Although the Asian century is not exclusively about Asian choices, European choices are affected by what is happening in Asia, he stressed.

He also explored the difficulties Europe is currently facing and provided possible options for addressing them, paying special attention to the problems of the euro area and its crucial role in facilitating trade and business collaboration. “The problems of a country are the problems of the eurozone. There is a money distribution problem and we should choose how to fix it,” he said. The union’s challenge is how to take a decision that is aligned with the national interests of its individual member states, he added.

Choices also need to be taken regarding Europe’s social and economic model, he said. He noted that despite the fact that “Europe has created equal societies that generate high value and economic security,” reforms are needed when it comes to public spending. However, “none of the adjustments should undermine the concept of the European model and its competitiveness,” he stressed.



2013夏季达沃斯论坛“中欧之夜”成功举行 CEIBS at Summer Davos 2013

9月中旬，2013夏季达沃斯论坛成功举办。中欧副院长兼教务长、国际管理学特聘教授苏理达（Hellmut Schütte）先生，中欧副教授、会计学教授许定波先生，中欧中国创新研究中心联合主任、管理学教授叶恩华先生，运营及供应链管理教授赵先德先生，中欧中国创新研究中心联合主任、管理学副教授韩践女士等来到大连，与全球思想领袖共襄盛会。一同出席论坛的还有中欧院长助理、中欧基金会秘书长葛俊先生，中欧陆家嘴国际金融研究院执行副院长刘胜军博士。

9月10日，中欧教育发展基金会和杭州市政府联合主办了达沃斯论坛“中欧之夜”活动。今年是中欧第三次举办此项活动，吸引了近200名中外政府官员、企业家、知名学者、中欧大连校友和媒体朋友前来参加。赵先德教授首先围绕着“网络环境下的服务创新”作主题演讲。苏理达教授随后致辞，介绍了中欧与世界经济论坛之间的多年合作。杭州市人民政府副市长谢双成先生作为特邀嘉宾，阐述了杭州建设创新型城市

的发展思路。

嘉宾讨论围绕“新形势下的应对之策”这个话题展开。永隆银行董事长、原招商银行行长、中欧国际顾问委员会中方主席马蔚华先生发表主旨演讲。熙可集团董事长朱演铭先生，科尔尼咨询公司大中华总裁庄瑞豪先生，浙江宝利德控股集团董事长余海军先生等各抒己见，表达了精彩的观点。

Five CEIBS professors were among the 1,500 global thought leaders who attended Summer Davos in Dalian from September 10 - 13. The faculty included Dean and Vice President Hellmut Schütte, Associate Dean and Professor of Accounting Xu Dingbo, Professor of Management and Co-Director of the CEIBS Centre on China Innovation George Yip, Professor of Operations and Supply Chain Management Zhao Xiande, and Associate Professor of Management and Co-Director of the CEIBS Centre

on China Innovation Han Jian.

Assistant President and Director of the CEIBS Foundation Mr Ge Jun, Executive Deputy Director of the CEIBS Lujiuzui Institute of International Finance (CLIIF) Dr Gary Liu as well as EMBA alumnus Edward Zhu, CEO of CHIC Group, also attended.

Billed as the foremost global business gathering in Asia, Summer Davos brings together leaders from business, government, media, academia and civil society to discuss the leading actors and drivers of growth. Some of the participants were among the 200+ guests that attended the CEIBS Night Reception on September 10, which was co-organized by the CEIBS Education Foundation and the Hangzhou Municipal Government.

CEIBS has had a steady presence at WEF events over the years. In January 2012 it became the first Asian business school to do an Ideas Lab session at Winter Davos and at this year's Summer Davos CEIBS developed its first Work Space Session with WEF organizers, entitled "Achieving Global Success in a Chinese Way".

CEIBS' presence at Summer Davos was complemented by the CEIBS-Davos Forum Global China Programme held at the Shanghai Campus from September 14-17. Entitled "Engaging Constituents in China", the course allowed the Fellows and Directors of the WEF to gain theoretical and practical insights into Chinese business through a combination of company visits and classroom lectures.



《中欧国际工商学院2013 MBA就业报告》 正式发布

Impressive MBA Career Report

8月31日，《中欧国际工商学院2013 MBA就业报告》正式发布，内容涵盖195名2011级MBA毕业生暑期实习和全职工作的数据信息、2013-2014年招聘日历以及部分中欧合作项目。

2012-2013年招聘季中，共有337家公司通过中欧职业发展中心发布了1088个职位。90.1%的中欧MBA在毕业3个月内找到了工作，平均年薪（基本工资+固定奖金）为473,006元人民币，83.4%的学生成功实现职业转型。今年19%的毕业生赴中国大陆以外地区工作，包括亚太、欧洲和美洲；51.3%的海外学生留在中国工作，主要集中在北京、上海、苏州和武汉等地。与往年一样，最受毕业生欢迎的前五大行业依次为金融服务（25.6%）、信息通讯（23.3%）、工业产品（14.0%）、咨询（11.6%）、生物科技与医疗保健（9.3%）。

今年共有55家公司向中欧学生提供了64个“领导力发展项目（LDP）”职位，其中有30个职位是首次落户中欧。LDP招聘企业在选择合作商学院方面非常严格，中欧以其国际声誉和在就业市场

的良好口碑成为众多LDP项目在亚洲的少数几个合作伙伴之一。近7成学生通过学院资源找到工作。招聘企业中不乏各行各业的领军者，如埃森哲、亚马逊、阿斯利康、嘉吉、中信产业投资基金、陶氏化学、杜邦、易贝、复星集团、IBM、艾美仕、微软、罗兰贝格、三星、上海文广集团、软银中国及渣打银行等。

The MBA Office released the CEIBS MBA Career Report on September 1, providing a detailed picture of the full-time employment and summer internships for the 195 students of MBA 2011. It also includes the recruiting calendar and potential engagement opportunities, offering a complete overview of recruiting at CEIBS.

The report shows that during the recruitment season, 337 companies made 1,088 positions available to CEIBS MBA students through the school's Career Development Centre (CDC). An impressive 90.1% of MBA 2011

graduates found jobs within three months of leaving school, with an average annual salary of RMB 473,006 (base + guaranteed allowances and bonuses), and 83.5% of students successfully undertook a career switch.

The geographic locations in which graduates found jobs is interesting to note; 19% of the class now works outside mainland China in areas such as Asia Pacific, Europe and North and South America. Among overseas students, nearly 51.3% have remained in China and are now working in Shanghai, Beijing, Suzhou and Wuhan. As in past years, the top five industries that attracted graduates are Financial Services (25.6%), IT/Telecommunications (23.3%), Industrial Products (14.0%), Consulting Services (11.6%) and Healthcare (9.3%).

Fifty-five companies released 64 leadership development programme (LDP) opportunities to CEIBS graduates this year, among which 30 are new programmes. Many LDP recruiters cooperate with CEIBS as their exclusive partner, or as one of a handful of partners in Asia.

Salaries have also been impressive this year, with more than half of the graduates landing jobs with annual salaries ranging from RMB300,000 to RMB500,000. School resources were the source of 65.1% of the student job opportunities. Accenture, Amazon, AstraZeneca, Cargill, CITIC PE, Dow Chemical, DuPont, eBay, Fosun Group, IBM, IMS Consulting, Microsoft, Novartis, Roland Berger, Samsung, SMG, Softbank China Venture Capital, and Standard Chartered are among the recruiters.



李秀娟教授走进合肥分享家族企业传承之道

Prof Jean Lee Headlines Family Business Forum in Hefei

9月1日，受凯旋商学院及中欧校友会安徽分会之邀，中欧米其林人力资源与领导力教席教授、凯风家族传承研究中心学术主任、管理学教授李秀娟女士来到合肥，向近200位企业家发表了题为“家族企业传承与发展——情理，管理，治理”的演讲，并和当地企业家展开热烈讨论。

安徽校友会副会长曹杰先生首先致欢迎辞。随后李秀娟教授发表主题演讲，她认为家庭和企业两大系统的并存，是家族企业的特点和根基所在，二者之间的重叠和差异直接影响着家族企业的发展路径。只有做到情、理、法的平衡，才能把握家族企业发展过程中至关重要的命脉。李秀娟教授还向企业家们介绍了“社会情感财富（SEW）”这一概念，认为家族精神和情感是一把双刃剑，只有合理地引导、树立和利用，才能发挥家族优于其他企业的合力。

论坛对话阶段的主题为“家族企业

传承过程中的困境”，与会嘉宾各抒己见，分享了宝贵的现实经验。活动结束后，李秀娟教授寄语家族企业，希望他们能够坚持打造家族品牌、传承企业家精神，让更多的“企二代”在接力跑中展现出年轻的风采。

Academic Director of the CEIBS Kaifeng Family Heritage Centre, Michelin Chair Professor in Leadership & HR and Professor of Management Jean Lee gave a keynote speech on September 1 entitled “Heritage and Governance of Family Businesses: Emotional Bonds, Management, Governance”. She was speaking at a forum on family business sponsored by Noble Club, a subsidiary of China Resources Land (Hefei) Co. More than 200 entrepreneurs and senior business executives turned out

for the forum, which was co-organized by the CEIBS Alumni Association Anhui Chapter, the University of Science and Technology of China’s EDP President Federation, and Xinhua Net. The forum was entitled “The Development of Family Business in China: Three Dimensional Analysis”.

Deputy Director of the CEIBS Alumni Association Anhui Chapter Cao Jie gave the welcome address. In her keynote speech, Prof Lee introduced the concept of Social Emotional Wealth (SEW) and spoke about why family businesses must establish clear roles and responsibilities for family members who are involved in the enterprise. She also spoke about the importance of establishing corporate governance best practices in a family business.



中欧创业营公开课暨2014招生宣讲会在三地成功举办 Entrepreneurial Leadership Camp Info Sessions

8、9月间，中欧创业营公开课暨2014招生宣讲会先后在北京、上海、深圳三地成功举办。中欧创业与投资中心执行主任、创业学兼职教授李善友先生出席了三场宣讲会，中欧创业营项目副总监李青阳女士担任了主持工作。

8月19日，北京招生宣讲会以“移动互联网企业如何快速野蛮生长”为主题在中欧北京校园拉开帷幕。李善友教授、飞拓无限信息技术（北京）有限公司CEO陈昶先生、美丽说创始人兼CEO徐易容先生担任创业营公开课第一讲的导师。中欧北京创业者俱乐部秘书长张燕女士、副秘书长炎炎女士出席了活动。

8月28日上海宣讲会的主题为“移动互联网时代的颠覆式创新”。李善友教授以独特视角分析了初创企业如

何利用颠覆式创新在与巨头的竞争中获胜。中欧高层经理培训部副主任高效云先生介绍了新生代创业领袖成长营的项目内容。

在9月18日举行的深圳宣讲会上，深圳代表处首席代表梅文珏先生、深圳分享投资合伙人白文涛（EMBA 2002）先生分别致欢迎辞。李善友教授发表主题演讲并作项目介绍。

中欧创业营的核心价值是“小公司如何打败大公司”，内容围绕着创新而展开，具有严谨的授课体系。教学涵盖7个必修模块与6个选修模块，每个模块均邀请中欧知名教授、著名企业家及资深投资人共同授课，并选取北京、上海及美国硅谷作为授课地点，帮助学员领略世界名企的产品创新、技术创新以及商业模式创新，推动中国未来创业领袖成长。

Information sessions for the CEIBS China Entrepreneurial Leadership Camp (CELC) 2014 were held in Beijing, Shanghai and Shenzhen in August and September. Executive Director of the Centre for Entrepreneurship and Investment & Adjunct Professor of Entrepreneurship, Kevin Li and Ms Christine Li, Deputy Director of the CELC managed the three sessions.

“How Mobile Internet Enterprises Can Achieve Fast and Aggressive Growth” was the lecture topic for the August 19 session at the CEIBS Beijing Campus. Mr Chen Chang, CEO of Fractalist (Beijing), Mr Xu Yirong, Founder and CEO of Meilishuo, and Adjunct Professor Kevin Li were on hand as mentors. Special guests included Ms Zhang Yan, Secretary-General of CEIBS Beijing Entrepreneur Club, and Ms Yan Yan, the club’s Deputy Secretary-General.

“Disruptive Innovation in the Mobile Internet Era” was the topic of the August 28 session at the CEIBS Shanghai Campus, during which Professor Li shared his insights on how start-ups can triumph over established giants through disruptive innovations. Deputy Director of the CEIBS Executive Development Programme Mr Gordon Gao gave an introduction to the CELC. Warren Mei, CEIBS Shenzhen Office Chief Representative, and Bai Wentao (EMBA 2002), Partner of Share Capital, were on hand for the September 18 session in Shenzhen.



2013中欧EMBA秋季班全新启航 Fresh Start: EMBA 2013 Autumn Class

9月14日，中欧上海三期校园迎来了2013级EMBA秋季班新生。在玻璃金字塔旁，碧波池畔，近400名来自全国各地的优秀企业家和政府官员加入中欧，为EMBA注入了新的力量。

中欧院长朱晓明教授、副院长兼教务长苏理达（Hellmut Schütte）教授、米其林领导力和人力资源管理教席教授李秀娟女士等出席开学典礼并致辞。副教授、EMBA课程主任陈杰平教授主持开学典礼。2012级EMBA王旭阳同学和2013级EMBA吕克同学分别作为学长和新生代表发言。

典礼结束时举行了隆重的授旗仪式。来自2011级和2012级的四位同学将象征中欧精神的旗帜交到新生代表手中，寓意中欧精神将继续发扬光大。

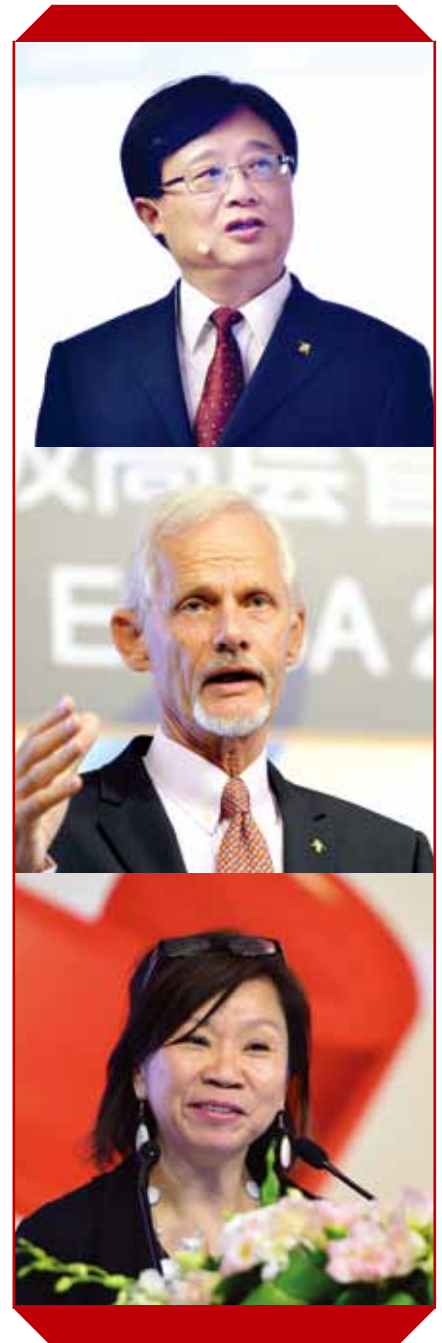
On September 14, the CEIBS EMBA Programme welcomed nearly 400 outstanding business executives, entrepreneurs and government officials as they began their studies at CEIBS.

Executive President Prof Zhu Xiaoming, Dean and Vice President Prof Hellmut Schütte, and Michelin Chair Professor in Leadership and HR and Professor of Management Jean Lee were among the school officials who attended the opening ceremony, which was hosted by CEIBS Associate Dean and EMBA Director Prof Charles Chen.

During the ceremony, Mr Wang Xuyang spoke on behalf of the EMBA 2012 class, and Mr Lv Ke spoke on

behalf of the EMBA Class 2013.

A flag-passing rite marked the end of the ceremony with new student representatives receiving the school flag from four students from EMBA Class 2011 & 2012, as a symbol of their pledge to carry forward the CEIBS spirit.





2013中欧在职金融MBA开学典礼隆重举行 Finance MBA 2013 Begins

9月4日，中欧国际工商学院在职金融MBA（FMBA）课程迎来了120位2013级新生。他们相聚中欧，探索金融之路，研习管理之道，为共同的梦想启航。

中欧院长朱晓明教授，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，副教授、中欧经济学与金融学许斌教授，金融学和会计学系主任、金融学张逸民教授出席开学典礼。副教授、在职金融MBA课程主任赵欣舸教授主持了典礼。

东方证券资产管理有限公司董事长王国斌先生代表中欧校友发表演讲。来自平安数据科技有限公司的陈登访同学、2013级FMBA陈蓁蓁同学分别作为学长和新生代表发言。

The CEIBS Part-time Finance MBA (FMBA) welcomed 120 new students on September 4. These outstanding representatives

from China's finance industry see the 21-month programme as the pathway to a successful career in the sector.

Executive President Prof Zhu Xiaoming, Dean and Vice President Prof Hellmut Schütte, Vice President and Co-Dean Prof Zhang Weijiong, Professor of Economics and Finance Xu Bin, as well as Professor of Finance Zhang Yimin attended the opening ceremony. Associate Dean & FMBA Director Prof Zhao Xin'ge hosted the event.

CEIBS Alumnus Mr Wang Guobin, President of Orient Securities Asset Management Company Limited, was the day's keynote speaker. Mr Chen Dengfang of Ping An Technology Co spoke on behalf of the FMBA 2012 class. He said he looked forward to working with his classmates and alumni to further develop the new programme's brand.





房地产行业金牌分析师讲座成功举办

Alumni Finance & Investment Club Hosts Real Estate Lecture

9月15日，中欧校友金融与投资俱乐部系列活动之“房地产行业金牌分析师讲座”在中欧陆家嘴国际金融研究院成功举办。国泰君安研究所副所长及房地产行业首席分析师孙建平先生担任主讲，中欧校友金融与投资俱乐部秘书长文武（EMBA 2004）先生主持了活动。

孙建平先生在市场回顾时指出，目前住宅、土地市场景气度有所不同。住宅市场总体销售量上升，房价有所回落，区域分化尤其严重；土地市场总体景气，但城市之间、开发商之间差别明显。随后，孙建平先生详细解读了目前房地产行业的资金状况，认为地产企业今年融资成本略有下降，自有资金比重增强，中小型房企资金流状况不容乐观。

孙建平先生重点阐述了他关于未来房地产政策长效机制的构想：1.需求的长效机制：制度控制多套房需求、制度控制两外需求、大力支持首套房需求、开拓证券化等新投资渠道；2.供给的长效机制：关注土地供应源头、土地出让后开竣工管理、开发商白名单。最后，他认为交易税可以有效地控制投机。

More than 80 alumni turned out on September 15 to attend the Gold Real Estate Analyst Lecture given by Mr Sun Jianping, Deputy Director and Chief Real Estate Analyst for Guotai Jun'an Research Institute. Mr Wen Wu (EMBA 2004) hosted the event, which was organized by the CEIBS Alumni Finance & Investment Club and held at the CEIBS Lujiazui Institute of International Finance (CLIIF).

Mr Sun began his lecture by pointing out that there is not one combined housing and land market in China. While home sales are rising overall, there are significant regional differences in housing prices and sales momentum. Similarly, though land sales are generally booming, developers clearly prefer certain locations in certain cities. Mr Sun also shared his view on capital availability in the sector. He said that this year, real estate companies have seen lower

financing costs and their cash holdings have increased. However some small- and medium-sized real estate companies have struggled with cash flow.

At the close of the lecture, Mr Sun offered his suggestions for future real estate policy measures. He stressed that demand must be managed over the long term. Effective tools, he suggested, could include special consideration for home buyers, as they have different needs from foreign buyers and those owning more than one property. New investment channels should also be considered, said Mr Sun. He also emphasised that supply must be managed over the long term. A system for managing available land and land transactions, and a white list of developers should be considered, he urged. He also suggested that a transaction tax may be an effective means of discouraging speculation.



拉里·文卡特山讲述如何在新兴市场取得成功 Ravi Venkatesan on How to Succeed in Emerging Markets

10月11日，微软印度区前任总裁拉里·文卡特山（Ravi Venkatesan）先生在中欧上海校园发表演讲，着重以印度为例探讨了新兴市场中的机遇与挑战。文卡特山先生曾担任康明斯印度公司总裁，也为跨国公司如何在富于挑战的印度市场取得成功提供咨询。

On October 11, former Chairman of Microsoft India Mr Ravi Venkatesan explored the opportunities and challenges of emerging markets, with particular emphasis on India. Mr Venkatesan, who is also former Chairman of Cummins India, offered advice on how multinational companies can succeed in the country's challenging market.

朱晓明院长为上海市教育委员会授课 Digital Teaching

8月20日，上海市教育委员会教研员一行120余人来到中欧，聆听中欧院长朱晓明教授所做的题为“数字化教学与创新型人才”的讲座。上海市教委教学研究室徐定芳主任担任主持，上海市教委基础教育处倪闽景处长出席了讲座。

CEIBS Executive President Prof Zhu Xiaoming gave a lecture entitled “Digital Teaching and Innovative Talents” to the Shanghai Municipal Education Commission (SMEC) on August 20. More than 120 SMEC instructors and teachers attended.



朱晓明院长担任《头脑风暴》节目评论员 Brainstorm on Internet Challenges

8月25日，在“第一财经”频道晚十点档播出的《头脑风暴》节目中，多位行业专家就“互联网金融挑战银行”这一话题展开热烈讨论。中欧院长朱晓明教授作为风暴评论员，客观、科学地分析了大数据带来的金融业革命、传统银行服务面临的新要求，以及新兴的互联网金融需留意的问题。中欧陆家嘴国际金融研究院执行副院长刘胜军博士也参与了讨论。

CEIBS Executive President Prof Zhu Xiaoming shared his views on “Challenge from the Internet”, during the popular TV programme “Brainstorm”. Dr Gary Liu, Executive Deputy Director of CEIBS Lujiazui Institute of International Finance, also participated. The programme was broadcast on CBN at 10pm on August 25.

中欧非洲项目迁入新址 CEIBS Africa Programme Has a New Home

9月23日，中欧副院长兼教务长苏理达（Hellmut Schütte）教授在中欧非洲项目的新办公场所与工作人员会面，并探讨了近期中欧在中国的各项活动，中欧非洲项目对于在全球范围内推广中欧品牌的意义，以及未来几年的发展计划。今年8月底，中欧非洲项目团队迁入新址。

On September 23, Dean & Vice President Hellmut Schütte had his first meeting with the CEIBS Africa team since they moved into new facilities at the end of August. Discussions included an update on activities at CEIBS China locations, the role the Africa Programme can play in enhancing the school's global brand and plans for the years ahead.



中欧三学者入选“中国青年经济学者” Young Chinese Economists

7月24日，首届“中国青年经济学者”论坛在北京举行。中欧共有三位学者参与论坛，并入选本次由新京报发起的“中国青年经济学者”报道计划，他们分别是：金融与会计学教授、中欧凯风家族传承研究中心联席主任芮萌，金融学助理教授余方，中欧陆家嘴国际金融研究院执行副院长刘胜军。

Three CEIBS scholars are among the intellectuals who made the list of Young Chinese Economists. They are Professor of Finance and Accounting Oliver Rui, Associate Professor of Finance Frank Yu, and Executive Deputy Director of CEIBS

Lujiazui Institute of International Finance Dr Gary Liu. The announcement was made in Beijing on July 24, during the 1st Annual Young Chinese Economists Forum, launched by *Beijing News*.



中欧2013第七届中国银行家高峰论坛成功举办 CEIBS 7th China Bankers Forum

9月14日，2013第七届中国银行家高峰论坛在中欧北京校区成功举办。该论坛由中欧国际工商学院与《财经》杂志社联合举办，中欧陆家嘴国际金融研究院与上海市银行同业公会协办。论坛以“商业银行的变革与创新”为主题，吸引了200多位银行业专业人士和60多家主流媒体参加。

On September 14, more than 200 banking experts and 60-plus media attended CEIBS' 7th China Bankers Forum in Beijing. Organized by CEIBS and *Caijing Magazine* and co-organized by CEIBS Lujiazui Institute of International Finance and the Shanghai Banking Association, the forum was entitled "The Reform and Innovation of Commercial Banks".

中欧首席营销官论坛在沪成功举办 Chief Marketing Officer Forum

8月31日，由中欧国际工商学院高层经理培训部与《IT经理世界》杂志社联合主办的首席营销官论坛在上海校园举办。论坛以“高度互联时代的营销创新”为主题，吸引了近200名企业高管及营销精英前来参加。

"Marketing Innovation in a Highly-interconnected Era" was the topic explored on August 31 during the Chief Marketing Officer (CMO) Forum held at CEIBS Shanghai Campus. The school's Executive Education Department and *IT Manager World* magazine co-hosted the event, which attracted nearly 200 senior executives and marketing experts.



中欧教授巡回演讲在呼市成功举办 Hohhot Events

8月17日，中欧教授巡回演讲暨EMBA管理论坛在呼和浩特市成功举办。呼和浩特市政协主席、呼和浩特校友会张彭慧会长与中欧校友关系事务部王庆江主任出席并致辞，中欧战略学副教授陈威如先生发表了有关“平台战略”的精彩演讲。次日，校友们畅游希拉穆仁大草原，并拜访了中欧校友企业——伊利集团。

On August 17, Professor Chen Weiru gave a lecture entitled "Platform Strategy – The Thinking and Challenges of Business Innovation" at the 2013 CEIBS EMBA Management Forum & Professor Speaking Tour in Hohhot. Chairman of Hohhot CPPCC Zhang Penghui and Wang Qingjiang, Head of CEIBS Alumni Relations Office, also gave brief speeches. The next day, Yili Group's Vice President Hu Liping gave CEIBS alumni a company tour.

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中欧MBA举办医药行业讲座 MBA 2013 Healthcare Industry Workshop

9月11日，受中欧MBA医疗健康产业俱乐部之邀，中欧卫生管理与政策研究中心主任蔡江南教授、上海市食品药品监督管理局认证审评中心王方敏部长，为50多位MBA学生带来了一场“打开医药行业潘多拉盒子”的主题演讲。

On September 11, more than 50 MBA students turned out for a workshop entitled "Opening the Pandora's Box of China's Healthcare Industry". Organized by the CEIBS MBA Healthcare Club, the workshop featured presentations from Director of the CEIBS Centre for Healthcare Management and Policy Prof John Cai, and Ms Wang Fangmin, Head of the Drug Approval Department of the Shanghai Food and Drug Administration.



温铁军教授做客“高朋满座”论坛 Global Crisis & Localized Development

9月15日，中国人民大学农业与农村发展学院院长温铁军教授做客中欧北京校园“高朋满座”论坛，向近百名中欧学生发表了题为“全球危机与地方化发展”的演讲。中欧副教务长、管理委员会成员许定波教授出席活动并致辞。

Prof Wen Tiejun, Dean of the School of Agricultural Economics and Rural Development at Renmin University of China, gave a speech entitled "Global Crisis and Localized Development" to nearly 100 CEIBS students in Beijing on September 15.



中欧“文明的地图”系列课程圆满结束 CEIBS-Beijing Benz Class

8月23-24日，“2013中欧-北京奔驰相聚课堂”在北京校园举行，香港城市大学前校长张信刚教授讲述了“文明的地图”的第三部分“商贸与文化的全球化过程”；9月14-15日，张信刚教授以一席演讲“文明的交往与更迭”圆满结束了该系列课程。

Former President of City University of Hong Kong Prof Zhang Xingang was the lecturer during the third and fourth sessions of CEIBS-Beijing Benz Joint Class. The third session, entitled “The Globalization of Trade and Culture”, was delivered on August 23 & 24. The fourth session on “The Exchange and Shift of Civilization”, delivered on September 14 & 15, was the final one of the series.

中欧2013级MBA学生会选举圆满收官 MBA 2015 Elects Student Committee Members

9月13日，经过了几周激烈但友好的竞选活动，中欧2013级MBA学生会的10位成员终于从30多位竞选者中脱颖而出。

After several weeks of fun and friendly yet highly competitive campaigning, the CEIBS MBA Class of 2015 elected its ten-member Student Committee on September 13. This year, more than 30 highly motivated candidates competed.



中欧2013级MBA迎来“职业探索日” Career Exploration Day

9月15日，中欧职业发展中心为在校MBA学生精心组织了“职业探索日”活动，旨在通过介绍各行业发展和人才需求状况，帮助学生们明确职业发展目标。活动期间，来自各领域的专家和校友发表演讲，分享了宝贵的经验。

Senior-level executives from a broad range of industries shared their career experiences and advice with the MBA 2015 Class during the “Career Exploration Day” event organized by the CEIBS Career Development Centre on September 15.

新生代创业领袖成长营开启第三模块学习 Entrepreneurial Leadership Camp: 3rd Round

8月17日，56位创业精英投入新生代创业领袖成长营第三模块“定位与商业模式创新”的学习之中。知名中欧教授、投资人和企业家从不同视角出发，阐述了“定位”理念在创业中的重要性，以及商业模式创新的精髓。

Fifty-six participants attended the third session of the 2013 CEIBS Entrepreneurial Leadership Camp, focusing on “Positioning and Business Model Innovation”. CEIBS faculty, investors and entrepreneurs shared their thoughts on the importance of “positioning” for start-up companies and the essence of business model innovation.



“中欧·克莱斯勒创业点将台”活动成功举行 CEIBS & Chrysler Explore Enterprise Innovation

9月23日，“中欧·克莱斯勒创业点将台”活动在中欧上海校园举行。本次活动由中欧创业与投资中心举办，围绕“颠覆式创新”的主题展开，通过嘉宾对话、教授点评的方式拓宽创业者思路，为创业项目提供新平台。

The CEIBS-Chrysler Entrepreneurship Show was held in Shanghai on September 23 under the theme of “Disruptive Innovation”. The event provided new ideas and a platform for entrepreneurs to interact with investment experts and professors. It was organized by CEIBS Entrepreneurship and Investment Centre.