



中欧合力成长公益基金会玉树助学行 Alumni Charity Trip



7月19-21日，中欧EMBA 2009级北京4班合力成长公益基金会代表一行10人来到青海玉树传递爱心。活动期间，基金会代表在玉树州民族中学向学生们讲述了自己的成长经历与人生体会，希望在物质之外，也能为当地同学带来精神财富，代表们还与学生们进行座谈，切实了解他们的实际困难，以期开展更具针对性的助学活动。

合力成长公益协会由EMBA 2009级北京4班全体同学发起，以“全员参与公益，热情奉献社会，促进共同成长，加深同学友谊”为宗旨，积极开展教育公益活动。

Ten alumni from the CEIBS EMBA 2009 Class 4 (BJ) Heli Growth Charity Foundation visited with middle school students in Yushu in Qinghai Province from July 19 to 21. Hoping to provide the students with more than just financial support, the alumni shared stories of their own life experiences. They also sought more details about the needs of the students in order to further develop the charity programme to fit their needs. Founded by the CEIBS EMBA 2009 Class 4 (BJ), the Heli Growth Charity Foundation is dedicated to promoting social responsibility in public education.



EMBA北京学员探望“珍珠生”爱心之旅 High School Visit



9月6日，EMBA 2012级北京一班学生代表带着全班同学的嘱托和期望，奔赴河北平泉，去看望受助的“珍珠生”（指那些学习优异，但由于家庭经济困难，难以完成学业的学生，寓意他们像珍珠一样隐藏在贝壳里，等待被人发现）。此次探望的主题为“做最好的自己”，同学们拒绝悲观，强调无论境遇如何，孩子们首先要做最好的自己，增强信心和能力，与过去赛跑，为未来加油。

Representatives of EMBA 2012 Beijing Class 1 visited with students at Hebei Pingquan No. 1 High School on September 6, in an effort to bolster the confidence of those from impoverished families, and encourage them to succeed despite their difficult circumstances. This group of students are referred to as Pearls, meaning that despite their poor circumstances they are excellent students, just as pearls are hidden in their shells, waiting to be discovered. The theme of this CEIBS alumni visit was “Being Your Best Self”.



2006级 EMBA 毕业五周年返校 活动 EMBA 2006 Gathers for 5-Year Reunion

9月上旬，来自北京、上海、深圳的300多名中欧2006级EMBA校友相约母校，以“五爱中欧”为主题，举办了内容丰富的毕业五周年返校活动。

9月7日，校友们在上海校园石化演讲厅欢聚一堂。中欧副院长兼中方教务长张维炯教授致欢迎辞，副教务长、EMBA课程主任陈杰平教授与大家分享了中欧EMBA课程的新成绩和新发展，中欧校友关系事务部王庆江主任介绍了校友会的各项活动和服務。随后，班级代表们讲述五年来的经历和感悟：朱演铭先生以“无住而生其心”为题，讲述了自己的成就

和困惑，呼吁校友捐助中欧，与母校共同成长；梁七华先生诙谐幽默、妙语连珠，与大家探讨“中国人的信仰”；须峰先生分享了身边平凡“花匠”温暖人心的故事；张大鹏先生、罗贯华先生、郭俊光先生的演讲都以爱为主题，从同窗情谊，公益活动等角度出发，令人感动；陈玲玲女士、唐忠先生则讲述了各自的创业历程。

次日上午，同学们发起了精彩纷呈、涉猎广泛的论坛活动，不仅涉及品牌、营销、创业、管理等话题，也包括人生感悟和心灵对话。通过两天的返校活动，校友们追忆往昔、翘首未来，延续了友谊，分享了喜悦。





CEIBS EMBA alumni from the class of 2006 travelled from across China to gather in Shanghai September 7 & 8 to celebrate the fifth anniversary of their graduation. The school hosted a series of alumni activities under the theme “We Love CEIBS” which gave everyone the chance to reconnect and renew their ties with fellow classmates and their alma mater. CEIBS Executive President and Zhongtian Chair in Management Prof Zhu Xiaoming led the long list of CEIBS Management Committee members and faculty who participated in the festivities.

Throughout the day, representatives from each class shared their stories of personal and career success and growth including:

- Mr Edward Zhu from Shanghai Class 1 called on his classmates to give back to the school and grow with the community.
- Mr Qihua Liang from Shanghai Class 2 gave a humorous talk about “Faith of the Chinese”.
- Mr Xu Feng shared a touching story about an

ordinary gardener.

- Mr Songwen Xue from Shanghai Class 4 shared his feelings in an address entitled, “Love Gave Me Rebirth”.

- Mr Dapeng Zhang spoke on “Paving the Road of Hope with Love”.

- Mr Guanhua Luo gave a speech entitled “Quest in The Name of Love”.

- Mr Junguang Guo from Beijing Class 1 gave a speech titled “Dedication for Love”.

- Ms Lingling Chen shared the challenges she faced as an entrepreneur.

- Shenzhen Class 3’s Tang Zhong inspired everyone with his experiences of starting three different businesses.

On the second day, alumni had a chance to experience the newly-opened Shanghai Campus Phase III, as its Academic Building IV was the venue for a series of forums organized by fellow EMBA alumni.



10th Anniversary

相识十周年 课堂重相聚 10-Year Reunion



9月7日，中欧EMBA 2003级北京班“相识十周年”特设课程在北京校区举办。110多位EMBA 2003级校友再次相聚，重温学习时光，共叙同窗情谊。

活动在2003级北京班三位班主任张茜、吴晓松和马米的点名声中拉开序幕，大屏幕上播放回顾短片，带领校友们追忆往日时光。中欧院长助理、北京校区首席代表马遇生先生随后致辞。在“走过十年·分享会”环节中，校友代表分别从职业、创业、生活三个不同视角分享了各自的收获和感悟。

当天下午，中国社会科学院世界经济与政治研究所所长张宇燕教授作了题为“新型大国关系：中国与美国”的演讲。中欧北京校区运营主任萧斌老师向张宇燕教授赠送纪念品，并感谢他为校友们带来了内容深刻又不失幽默的一堂课。

More than 110 EMBA 2003 alumni gathered at the CEIBS Beijing Campus on September 7 to celebrate the 10th anniversary of their graduation. The festivities got underway with a roll call of those present followed by a video which highlighted moments from the alumni's study at CEIBS. Assistant President Mr Ma Yusheng and Operations Director of the Beijing Campus Ms Catherine Xiao also attended. During the morning, alumni had the chance to share their personal and professional achievements of the past decade. In the afternoon, everyone enjoyed a lecture from the Director of the Institute of World Economics and Politics at the Chinese Academy of Social Sciences Dr Zhang Yuyan entitled "New Relations Between Powers: China & the US".

深刻影响中国消费者的生活与观点

整合至高平台的注意力与至强平台的影响力

成就品牌传奇

CCTV 品牌传播的至高平台

31个国内记者站、3000人海外报道团队、70个海外记者站、2个海外分台、
2013年市场份额占有率32.36%、95%的体育节目市场份额、81%财经节目
市场份额，63%青少节目市场份额、新闻节目市场份额66%.....



中国中央电视台广告经营管理中心
CHINA CENTRAL TELEVISION ADVERTISING CENTER

成就传奇
BUILDING THE LEGEND



1 | 2
3

1. 陈丹青先生做客中欧人文艺术讲坛：8月18日，著名画家、作家、文艺评论家陈丹青先生来到中欧人文艺术讲坛，就时代环境、价值观、当代艺术和中国传统艺术等话题与300多位中欧学员展开热烈互动。

Chen Danqing Lecture - On August 18, Chen Danqing, famed Chinese artist and highly regarded intellectual, shared his thoughts on a wide range of topics including Chinese traditional art and modern art with more than 300 CEIBS students in Shanghai.

2. 周鸿祎先生与媒体高层分享创新感悟：8月23日，由中欧国际工商学院、奇虎360科技有限公司和中欧传媒业同学会共同策划的媒体高层分享会在中欧北京校园举行。奇虎360公司董事长周鸿祎先生、中欧创业与投资中心主任李善友教授作为特邀嘉宾与参会的传媒业校友及媒体高层分享了创新感悟。

Qihoo 360 Chairman Visits CEIBS - CEIBS alumni working in the media industry turned out on August 23 to hear Qihoo 360 Chairman Zhou Hongyi speak on innovation. The venue was CEIBS Beijing Campus. Executive Director of the Centre for Entrepreneurship and Investment and Adjunct Professor of Entrepreneurship Kevin Li also spoke at the event, which was co-organized by the CEIBS Media Industry Alumni Club.

3. 2013中美投资论坛成功举办：9月17日，2013中美投资论坛在中欧上海校园举行，该论坛由中欧校友国际贸易和知识产权保护协会、中欧校友会美国分会联合主办，金诚同达律师事务所、新通出入境服务有限公司承办。中欧校友国际贸易和知识产权保护协会秘书长赵平（EMBA 2006）先生主持了活动。

China & US Investment Forum - More than 100 students and guests attended the 2013 China and US Investment Forum in Shanghai on September 17. It was jointly organized by CEIBS International Trade and IPR Association and CEIBS Alumni Association USA Chapter, and co-organized by JT&T Law Firm and Xintong Overseas Affair Company.



1



2



3

1
2 | 3

1. MBA 2006级校友毕业五周年聚会：7月12日，MBA 2006级70多位校友在毕业五周年之后相聚中欧，共叙同窗情谊。中欧副院长兼中方教务长张维炯教授，副教务长、MBA课程主任陈世敏教授，MBA招生与职业发展主任李媛媛女士，校友关系事务部傅丹阳女士及中欧基金会李晓舟先生出席了欢迎晚宴。

MBA 2006 Gathers for 5-Year Reunion - On July 12 more than 70 CEIBS MBA 2006 alumni gathered at CEIBS Shanghai Campus to mark the 5th anniversary of their graduation. CEIBS Vice President and Co-Dean Prof Zhang Weijiong, Associate Dean and MBA Programme Director Prof Chen Shimin, MBA Director for Admissions and Career Services, Yvonne Li, along with Tanya Fu from Alumni Relations office, and David Lee from Foundation attended the welcome banquet.

2. 王春年校友向中欧捐赠法律书籍：9月6日，无锡市滨湖区人民法院院长王春年（EMBA 2011）先生向校友捐赠了5000本法律专业书籍《法官商谏——企业法律风险应对》，该书由中欧院长朱晓明教授作序。校友关系事务部主任王庆江先生、EMBA课程主任陈杰平教授和EMBA课程部副主任赖卫东先生出席捐书仪式并致辞。

Book Donation - Wang Chunnian (EMBA 2011, Shanghai, Class 4) donated 5,000 copies of his book *Judge's Business Advice – Solutions to Corporate Legal Risks* to the school on September 6. Prof Zhu Xiaoming wrote the preface. Head of CEIBS Alumni Relations Office Wang Qiangjiang, Director of EMBA Programme Charles Chen and Deputy Director Weldon Lai gave speeches during the donation ceremony.

3. 中欧校友会山西联络处正式成立：8月27日，中欧校友会山西联络处在太原正式成立。中欧校友关系事务部王庆江主任与13位山西校友齐聚一堂，共同见证了中欧校友会第54个校友组织的诞生。

Shanxi Alumni Pre-Chapter - On August 27, CEIBS Shanxi Alumni Association Pre-Chapter was launched in Taiyuan. Wang Qingjiang, Head of CEIBS Alumni Relations Office, and 13 Shanxi alumni attended the ceremony. Pre-Chapters provide small groups of alumni with an opportunity to interact. Once the number of alumni grows, formal Chapters are launched.