

中欧与西门子医疗建立战略合作伙伴关系

8月28日，中欧国际工商学院与全球领先医疗解决方案提供商西门子医疗在中欧北京校园签订了为期三年的战略合作协议。中欧院长、成为基金创业学教席教授佩德罗·雷诺（Pedro Nueno）先生，西门子医疗全球首席执行官荣怀德（Hermann Requardt）博士，中欧院长助理马遇生先生和西门子东北亚区医疗业务领域总裁吴文辉先生出席了本次活动。

雷诺教授致欢迎辞，他代表中欧对西门子长期以来的支持表示感谢。中欧与西门子的合作可以追溯到学院创办初期，当时西门子为中欧在北京开设的EMBA课程提供免费教学场所。自2010年起，西门子为中欧可持续发展及供应链管理提供支持。中欧一直非常关注中国的健康产业发展，已成立中欧卫生管理与政策中心，并自2005年起举办年度健康产业高峰论坛。此次与西门子医疗的合作，将有助于中欧在健康产业领域继续开展研究工作。

吴文辉先生代表西门子医疗与中欧签署合作协议。他认为中欧与西门子的合作乃是水到渠成，并将为在中国从事健康产业的公司了解国际上最先进的理念和技术提供重要平台。

签字仪式后，荣怀德博士发表演讲，介绍了健康产业的观念转变，以及这如何推动西门子医疗进行创新。活动在现场问答环节中圆满落幕。

SIEMENS

Renewed Strategic Partnership with Siemens Healthcare

CEIBS and Siemens Healthcare, the world's leading healthcare



solutions provider, signed a three-year strategic partnership agreement to strengthen their collaboration in the healthcare area during a signing ceremony held at the school's Beijing Campus on August 8. The more than 40 alumni who attended also enjoyed a lecture by Siemens Healthcare CEO Dr Hermann Requardt, who spoke about some of the key innovations in healthcare. CEIBS President and Chengwei Ventures Chair Professor of Entrepreneurship Pedro Nueno, CEIBS Assistant President Ma Yusheng, Operations Director of CEIBS Beijing Campus Ms Catherine Hsiao and Mr Frank Wu, President of Siemens Healthcare Sector North East Asia (NEA), also participated in the event.

In his welcoming remarks, President Nueno expressed appreciation for the longstanding collaboration with Siemens, which dates back to the school's early days when the company offered its Beijing office to host the CEIBS EMBA

programme. Since 2010 Siemens Group has been the sponsor of the CEIBS Centre for Sustainability and Supply Chain Management. CEIBS has demonstrated its commitment to developing China's healthcare industry in a variety of ways, including the establishment of the CEIBS Centre for Healthcare Management and Policy, and since 2005 through hosting annual forums on healthcare. This new three-year partnership with Siemens Healthcare will help enable CEIBS to continue its research and development in the healthcare sector.

Before signing the partnership agreement on behalf of Siemens Healthcare, Mr Wu, who is a CEIBS EMBA alumnus, expressed appreciation for the collaboration, which he noted has developed organically. He said the partnership has provided an important platform for companies in the Chinese healthcare sector to learn about the latest international management concepts

and innovative technologies.

Following the signing ceremony, Dr Requardt gave a lecture on the paradigm shift that is underway in the healthcare sector, explaining how it drives innovation in companies like Siemens Healthcare. The event ended with a lively Q&A session.

中欧凯风家族传承研究中心圆桌研讨会走进山城

8月31日，中欧凯风家族传承研究中心走进山城重庆，面向中欧重庆校友及当地家族企业举办了2013年第二期家族企业圆桌研讨会。本次研讨会由中欧重庆校友分会承办，邀请到重庆当地家族企业第一代创始人和第二代接班人近20位嘉宾出席。研讨会延续“家族传承”这一核心主题，聚焦于“传承与创新——家族两代人眼中的对方”。中欧凯风家族传承研究中心联席主任芮萌教授、台湾董事学会发起人蔡鸿青博士担任主讲嘉宾，中欧重庆校友分会秘书长许凤女士主持了研讨会。

芮萌教授首先发表了题为“接班”的演讲，以多组详实数据描述了接班的迫切性、重要性和艰巨性，并强调家族企业领导人有必要通过理论框架来思考传承问题，并参考相对量化科学的传承模式。

随后，来自中国台湾的蔡鸿青博士作了题为“家族治理初探”的演讲。蔡博士在分析比较欧美家族企业治理模式后，提出了适应华人世界的FGS三元家族治理系统，来解决两代人在家族传承和治理中遇到的一系列问题。同时，台湾家族企业在传承上的经验值得大陆家族企业借鉴。

企业家研讨环节由芮萌教授主持。讨论话题围绕着“两代人眼中的



对方”展开，两代人争相发言、气氛热烈。随着教授的精彩点评和引导，探讨的内容也不断深入，引发了与会嘉宾的思索和共鸣。

CEIBS Kaifeng Centre for Family Heritage Holds Chongqing Roundtable

The CEIBS Kaifeng Centre for Family Heritage held its second roundtable on August 31. Organized by the CEIBS Chongqing Alumni Association, the event's theme was “Heritage and Innovation: Two Generations Through Each Other's Eyes” and many local first- and second-generation entrepreneurs attended. Hosted by Ms Xu Feng, General Secretary of the CEIBS Alumni Association Chongqing Chapter, keynote speakers included Co-director of the CEIBS Kaifeng Centre for Family Heritage and Professor of Finance and Accounting Oliver Rui and Dr Cai Hongqing, founder and Executive Director of the Taiwan

Institute of Directors.

Prof Rui began the first half of the roundtable with a lecture entitled “Succession” in which he illustrated the urgency, importance and difficulty of succession in a family business. He also introduced some common aspects of family business succession that have been studied by scholars. He stressed that entrepreneurs running family businesses should think about the succession issue systematically, using theoretical frameworks as a tool for overall guidance.

Dr Cai Hongqing then spoke about “Family Business Governance”. In his lecture, he shared a comparison of European and American family enterprises. He suggested that Chinese family businesses would benefit from adopting Family Governance System practices to address both the transfer of power and inheritance to the second generation, and issues of corporate governance. He also suggested that Taiwan's multigenerational family



Schneider Electric Invests in CEIBS' "Green Campus"

CEIBS President and Chengwei Ventures Chair Professor of Entrepreneurship Pedro Nueno visited Schneider Electric China's head office in Beijing on August 28th, where he met with Schneider Electric China CEO and CEIBS EMBA alumnus Mr Zhu Hai. The pair discussed the company's business and talent development strategies. Mr Zhu also gave a demonstration of the Schneider EMS (energy management system), which the school is utilizing in the Shanghai Campus Phase III expansion to help fulfil its commitment to maximizing energy efficiency. In thanking the company for its investment in CEIBS' "Green Campus" efforts, President Nueno noted that this cooperation with Schneider exemplifies the innovative ways that management education extends beyond knowledge creation and dissemination. The investment demonstrates Schneider Electric China's commitment to social responsibility.

"As a long-term strategic partner of CEIBS, we are very proud to be able to leverage our expertise to contribute to the school's energy efficiency initiatives," said Mr Zhu. He also emphasized the importance of increasing public awareness of energy conservation in China. Schneider Electric is a global provider of integrated energy efficiency management platforms for enterprises. The company has been a long-term partner of CEIBS, particularly in the area of Executive Education.

businesses could serve as a good example for mainland Chinese family enterprises.

The second half of the roundtable featured a lively closed-door discussion on the topic "Heritage and Innovation: Two Generations Through Each Other's Eyes" in which the professors helped guide the entrepreneurs and their children in a productive exchange on the challenges and potential solutions for the unique succession and inheritance issues faced by family enterprises.

施耐德助力中欧打造绿色校园

8月29日，中欧国际工商学院欧方院长、成为基金创业学教授佩德罗·雷诺（Pedro Nueno）先生访问了全球能效管理专家施耐德电气的中国总部。施耐德电气中国区首席执行官朱海先生与雷诺教授畅谈了在中欧上海扩建校园中应用施耐德能源管理系统（EMS）的意义。

雷诺教授代表中欧对施耐德电气

的慷慨捐赠表示感谢。为帮助中欧打造绿色校园，施耐德电气提供了一套EMS系统，目前该系统已进入实时测试阶段。朱海先生向雷诺教授演示了EMS系统如何对新校园的能源消耗进行管理。通过管理系统的电脑界面，管理人员可以按照功能区域、时段对每个电能计量表进行查看，汇总报表，并发现异常情况；还可以分时期进行比较，与世界领先公司对标，设立目标能耗、进行成本管理等。

雷诺教授表示，中欧在上海校园扩建之初，就自觉承担起节能减排的责任。学院集思广益，在合作企业和校友们的热心襄助下，将循环使用、清洁能源、环保材料、降低排放等先进理念和技术融合于校园环境之中，并潜移默化地影响企业家和学者。雷诺教授认为，管理教育的创新要力图超越知识的创造和传播，追求知行合一，而施耐德和中欧之间的合作就是一次很好的实践。

