



# Global Reach 全球影响

**中欧与世界经济论坛:** 过去一年中, 中欧在世界经济论坛上举办了两次“中欧之夜”活动, 中欧教授与全球思想领袖共襄盛会, 碰撞出智慧的火花, 并在中欧校园举办了后续讲座, 巩固了中欧在此全球经济盛会中的地位。9月12日, 中欧首度与世界经济论坛组织方共同主办了“以中国方式赢得全球成功”工作空间研讨会。

**CEIBS & WEF - Two CEIBS Night receptions, two teams of faculty participating in the discussions among global thought leaders and follow up classes on CEIBS Campuses over the past year have solidified the school's presence at the prestigious World Economic Forum. A September 12 WorkSpace Session entitled “Achieving Global Success in a Chinese Way” was the first session of this kind that the school has developed with WEF organizers.**



**市长调研:** 7月18日, 上海市副市长翁铁慧女士履新后首度前来中欧上海校园调研, 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。

**Shanghai Research - Vice Mayor of Shanghai Madame Weng Tiehui made her first official visit to CEIBS Shanghai Campus on July 18 as the school launched two important initiatives: the “Shanghai MBA Case Development and Sharing Platform” and “CEIBS Centre for Arts & Cultural Studies”.**



**两岸交流:** 7月4日, 台北市市长郝龙斌先生在访沪期间参观了中欧上海校园, 并在中欧EMBA行知讲堂上发表了题为“城市治理——政府与企业的合作、竞争与挑战”的精彩演讲, 这是郝龙斌市长首次向中国大陆的EMBA学员发表演说。

**Taiwan Ties - Taipei Mayor Hau Lung-bin delivered his first-ever address to EMBA students in mainland China during a visit to CEIBS Shanghai Campus on July 4, 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”.**



**中西对话:** 6月27日, 为了纪念中国与西班牙建交40周年, 中欧国际工商学院举办了有关两国双边经济关系的圆桌研讨会, 西班牙驻华大使曼诺尔·瓦伦西亚(Manuel Valencia)先生等出席会议。

**Sino-Spanish Dialogue - In commemoration of the 40th anniversary of Sino-Spanish diplomatic relations, CEIBS hosted a roundtable discussion on June 27 which focused on bilateral economic relations between the two countries. Among the guests was Ambassador of Spain Mr Manuel Valencia.**

**非洲事务:** 10月16日, 中欧非洲项目举办高管论坛, 欧洲各国大使和全球资深商业高管莅临会议, 中欧国际工商学院中欧对话教席教授罗马诺·普罗迪先生做主旨演讲。罗马诺·普罗迪教授曾担任意大利总理、欧盟委员会主席, 目前是联合国驻非洲萨赫勒地区特使。

**African Affairs** – Several European Ambassadors and senior business executives from around the world attended an Executive Forum hosted by the CEIBS Africa Programme on October 16, where CEIBS Sino-Europe Dialogue Chair Professor Romano Prodi gave the keynote address. Prof Prodi is former Prime Minister of Italy, former President of the European Commission and UN Special Envoy to the Sahel.



**美国分会:** 7月28日, 中欧校友会美国分会在纽约成立, 注册校友逾120人, 成为中欧最大的海外校友分会。

**US Entry** – CEIBS Alumni Association USA Chapter (CAA-USA) was launched in New York City on July 28 with more than 120 alumni registered, making it the largest of CEIBS' overseas Alumni Associations.

**圆桌会议:** 1月21日, 中欧校友会瑞士分会与瑞银集团在瑞士苏黎世联合主办了“中国的下一个五年对于世界的意义”圆桌会议, 演讲者们就这一引人深思的话题各抒己见, 有140多位嘉宾到场聆听。时任中欧副院长兼教务长的约翰·奎尔奇教授, 中欧副教务长、管理委员会成员许定波教授, 中欧经济学和金融学许小年教授, 中欧管理学韩践副教授, 北京大学经济学李玲教授和瑞银财富管理副主席阿兰·罗伯特先生出席了会议。

**Zurich Roundtable** – The CEIBS Alumni Switzerland Chapter (CASA) and UBS hosted a roundtable on the topic of “China in the next five years: what it means for the rest of the world”. More than 140 guests made their way to the Grünenh in Zurich on January 21 to hear the speakers' views on the thought provoking topic. Participants included then CEIBS Dean and Vice President John A Quelch; CEIBS Associate Dean & member of the Management Committee Prof Xu Dingbo, CEIBS Professor of Economics and Finance Xu Xiaonian, CEIBS Professor of Management Han Jian, Peking University Professor of Economics Li Ling and UBS Vice-Chairman Wealth Management Alain Robert.

