

# Milestones of 2013

## 2013中欧年度回顾特辑

光阴荏苒，中欧国际工商学院走过了难忘的2013年。在这一年中，中欧举办了很多盛大活动，广泛探讨了从顶级品牌到女性创业等诸多议题；参与了夏季和冬季的世界经济论坛，展现出日益显著的国际影响力。此外，中欧启动了若干新的研究项目，科研实力进一步增强。中欧的教授、学员和校友们也以不凡实力赢得了诸多荣誉。

A nostalgic backward glance at some of the memorable moments from 2013 including spectacular events that have provided platforms for discussing everything from luxury brands to the role of female entrepreneurs; CEIBS' increasingly prominent presence at the World Economic Forum's Summer and Winter events; research-related launches and awards; as well as the accomplishments of our faculty, students and alumni.



# 成功

癸巳年冬  
四寫

到功成



# 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行知课堂上发表了题为“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.







# Knowledge Source 知识平台

在过去一年中,作为传播知识的平台,中欧举办了许多影响深远的论坛,其中包括:

CEIBS continued to host major forums this past year, part of its role of knowledge dissemination. A few highlights:



11月2日,中欧国际工商学院校庆论坛在北京校园成功举办。中欧宝钢经济学教席教授吴敬琏、清华大学公共管理学院院长薛澜、中欧经济学与金融学教授许小年和清华大学社会学系教授孙立平参与盛会,以“转·变:下一个十年的改革红利”为主题,从“政府-市场-社会”相结合的视角,全面剖析中国改革。

The Beijing Campus hosted “Transformation and Change: the Reform Dividend in the Next Decade” to mark the school’s 19th anniversary. The November 2 event brought together leading scholars who shared their views on China’s economic reform process. Speakers included: CEIBS’ renowned economics professors Wu Jinglian and Xu Xiaonian along with Xue Lan, Dean of the School of Public Policy and Management at Tsinghua University; and Sun Liping, Professor of Sociology at Tsinghua University.

6月1日,第二届中国家族传承论坛在中欧上海校园成功举办,来自全球大型家族企业的重要嘉宾齐聚一堂,共同探讨“家族财富·家族企业的情理和治理”。

During CEIBS 2nd China Family Heritage Forum, held on June 1 at the school’s Shanghai Campus, key players from global family businesses joined academics to explore the theme of “Social Emotional Wealth and Family Governance”.

9月14日,第七届中国银行家高峰论坛在中欧北京校园举行,与会嘉宾共同探讨了“商业银行的变革和创新”。

“The Reform and Innovation of Commercial Banks” was explored during the 7th Annual Bankers Forum, held on September 14 at CEIBS Beijing Campus.



6月22日,第六届中欧校友创业论坛女性创业专场在上海校园举行,一群事业有成的女性创业者向到场嘉宾讲述了她们创业、守业的励志故事。

An impressive group of successful women shared their inspirational stories of starting and running their own businesses at the 6th CEIBS Alumni Entrepreneur Forum held in Shanghai on June 22.



6月25日,首届中欧供应链整合与服务创新高峰论坛在上海校园举行,多位业内专家、学者探讨了当前十分热门的话题——“供应链网络中的服务创新与合作”。

Industry experts and academics who have an interest in supply chain management gathered in Shanghai for CEIBS 1st Supply Chain Integration & Service Innovation Forum on June 25. They explored the timely and relevant issue of “Service & Innovation in Supply Chain Networks”.



**研究进展:**2013年,中欧有多个新研究中心和研究项目投入运作。7月18日,分管教育、文化等领域的上海市副市长翁铁慧女士履新后首度正式访问中欧上海校园,并参与“上海MBA课程案例库开发共享平台建设项目”启动仪式,该项目由上海市人民政府委托中欧主导开发,聚焦中国环境下的管理案例。其他科研方面的重大事件有:2月18日,中欧中国企业全球化研究中心成立(图);7月11日,中欧新兴市场研究中心由安永会计师事务所赞助成立。

**Research Focus** – Several new research centres and initiatives came on-stream in 2013, including the Shanghai Government’s commissioning of CEIBS to lead the development of the Shanghai MBA Case Development and Sharing Platform that focuses on management in the Chinese context. The announcement was made on July 18 during Vice Mayor of Shanghai Madame Weng Tiehui’s first official visit to CEIBS Shanghai Campus since becoming Vice Mayor. Education is among her portfolio of responsibilities. Other research related news: CEIBS Research Centre on Globalization of Chinese Firms (left) was launched on February 18, and the Research Centre for Emerging Market Studies – supported by Ernst & Young – was opened on July 11.





# Accomplished Alumni, Stellar Students 璀璨星光

让我们来共同回顾中欧校友和学生们在2013年取得的一些辉煌成就。

**These are only a few of the remarkable achievements by CEIBS alumni and students who continued to impress in 2013.**

## 中流砥柱:

五位中欧EMBA校友入选《财富》杂志(中文版)“中国40位40岁以下的商业精英”:

第1名, 刘强东(EMBA 2009), 京东商城首席执行官

第3名, 张邦鑫(EMBA 2007), 北京学而思教育集团董事长兼首席执行官

第5名, 汪海兵(EMBA 2012), 上海淘米网络科技有限公司创始人

第6名, 李明远(EMBA 2010), 百度移动云事业部总经理

第37名, 叶海峰(EMBA 2010), 麦包包创始人、首席执行官

## Chart toppers:

Five EMBA alumni made *Fortune* China's list of Top 40 Chinese Entrepreneurs Under 40:

-#1 Liu Qiangdong (EMBA 2009), CEO of jd.com

-#3 Zhang Bangxin (EMBA 2007), Chairman & CEO of TAL Education Group

-#5 Wang Haibing (EMBA 2012), Founder of Taomee Technology

-#6 Li Mingyuan (EMBA 2010), General Manager, Mobile and Cloud Computing Division, Baidu

-#37 Ye Haifeng (EMBA 2010), Founder and CEO of Maibaobao.

## 职场精英:

陆兆禧(EMBA 2007)被任命为阿里巴巴首席执行官

刘伟(EMBA 2004)被任命为巨人网络首席执行官

李明远(EMBA 2010)于2004年以实习生的身份来到百度工作,如今年仅29岁的他已成为百度最年轻的副总裁

陈其华(GEMBA 1997)被任命为卡特彼勒全球副总裁、卡特彼勒(中国)投资有限公司董事长

陈豪(EMBA 2001)当选全国总工会书记处第一书记

王兵(EMBA 2003)在《中华儿女》杂志社、人民网、中国青年网、中国周刊等机构的联合评选中荣膺“2012中华儿女年度人物”称号

## Movers & Shakers:

Lu Zhaoxi (EMBA 2007) named Alibaba's CEO.

Liu Wei (EMBA 2004) appointed CEO of Giant Interactive Group.

Eric Li Mingyuan (EMBA 2010), who first joined Baidu as an intern in 2004, was made the company's youngest vice president ever at age 29.

Chen Qihua (GEMBA 1997) appointed Global Vice President, Caterpillar and President of Caterpillar in China.

Chen Hao (EMBA 2001) elected First Secretary of the All-China Federation of Trade Unions.

Wang Bing (EMBA 2003) appointed “2012 *China Profiles* Annual Character” during an election hosted by *China Profiles*, the official publication of the Chinese Communist League.

### 媒体领袖:

三位中欧校友在上海新闻出版业走上新的领导岗位。

10月25日,徐炯(EMBA 2002)被任命为上海市新闻出版局局长兼党组书记,上海市版权局局长。

10月28日,上海文汇新民和解放日报两大集团整合重组为新的上海报业集团。裘新(EMBA 2002)担任上海报业集团党委书记、社长;高韵斐(EMBA 2001)担任上海报业集团党委副书记、总经理和副社长。

### Media Moguls:

Three CEIBS alumni were named to new leadership positions in Shanghai's media industry.

Xu Jiong (EMBA 2002) was appointed Secretary and Bureau Chief of the CPC Branch of the Shanghai Press & Publication Bureau, and on October 25 he was also appointed Director of the Shanghai Copyright Administration.

Qiu Xin (EMBA 2002) was named President and Party Chief of Shanghai Media Group, the new media company that resulted from the October 28 merger of Wenhui & Xinmin United Press Group and Jiefang Daily Press Group. Gao Yunfei (EMBA 2001) was appointed Deputy Party Secretary, General Manager and Vice President at the new company.

### 明日之星:

### Born to Lead:



“2012 MBA学生领袖奖”的获得者为李逸石、Vijay Kumar Nadipineni 和张哲铭。该年度评奖活动由学生们投票选出对学院社区做出最杰出贡献的三位MBA学生。

The winners of the MBA 2012 Student Leader Award were Yishi Li, Vijay Kumar Nadipineni and Bob Zhang. This annual award, based on students' votes, recognizes up to three MBA students who have made an outstanding contribution to the school community.



中欧2015级MBA学生委员会的十名成员。

CEIBS MBA Class of 2015's 10-member Student Committee.



从左至右: 徐炯、裘新、高韵斐

From left: Xu Jiong, Qiu Xin and Gao Yunfei.





**设计大师:**中欧国际工商学院2012级EMBA学员赵牧桓再度入选安德鲁马丁国际室内设计师年奖,这是他继2010年首度入选后再次赢得该荣誉。安德鲁马丁国际室内设计师年奖被英国《星期日泰晤士报》誉为“室内设计界的奥斯卡”。图为赵牧桓设计作品。

**Excellence in Design -** Hank M. Chao (EMBA 2012) was again given the prestigious Andrew Martin International Interior Design Award, described by the *Sunday Times* as "the Oscars of the interior design world".

**戈壁劲旅:**5月下旬,在第八届“玄奘之路”商学院戈壁挑战赛中,中欧国际工商学院代表队以9小时14分11秒的总成绩赢得亚军。图为比赛第一天中欧A队冲刺情景,队员从左到右依次为:钱意、曾姝娟、钟瑾、曹翠丽、高四海、冯煊。

**CEIBS Team in 8th Annual Gobi Challenge -** The CEIBS team completed the course for the 8th Annual Gobi Desert Challenge in nine hours, fourteen minutes and eleven seconds, which was good enough to earn the school a second place finish in the event. The contest began on May 20 at Dunhuang, Gansu and finished May 22 at Ta'er Temple in Guazhou. Pictured here is CEIBS A Team in their final dash to the first day's finish. Qian Yi, Zeng Shujuan, Zhong Jin, Cao Cuili, Gao Sihai, and Feng Xuan.



# Supporting CEIBS 捐资助教

2013年,中欧与商界增进联系,巩固了已有的长期伙伴关系,并建立了新的合作。

Long-time partnerships were strengthened and new ones forged as we cemented our ties with the business community.



左上:10月29日,黄怒波(EMBA 1996)先生和北京中坤投资集团向中欧捐助1000万元人民币以增设一个教席。

右上:中欧与赢创工业集团续签合作伙伴协议。

On October 29 a signing ceremony was held to mark CEIBS EMBA 1996 alumnus Huang Nubo's Zhongkun Real Estate Group's RMB 10 million investment to establish a new chair professorship at CEIBS (above left). Above right: Evonik renewal.

东渡国际集团(左)与德国默克集团(右)。中欧最新合作伙伴详见我刊“公司机构伙伴”栏目。

Below from left: DDI Group and Merck KGaA. See our Corporate Sponsor section for the most up to date list of CEIBS partners.





# Programme Updates 课程发展

2013年,中欧MBA课程新设立了多个奖学金,在学生就业方面得到了更广泛的支持;在职金融MBA(FMBA)课程推出了精彩的伦敦修学模块;EMBA非洲项目在中国和阿克拉(加纳首都)展开社交活动;高层经理培训部也为韩国高管开设了培训课程。

**New scholarships and expanded career support for our MBAs, an exciting London module for our FMBAs, networking opportunities for our EMBA in China and Accra and educating Korean executives through our Exec Ed programme.**

## MBA课程 MBA

2013年,中欧MBA课程取得丰硕成果,他们首次举办了夏令营,设立了总额高达百万美元的奖学金,还为毕业生提供了一份数据详尽的就业报告。Its first ever summer school, millions of dollars available in scholarships, and an impressive career report for graduates have all made 2013 a fruitful year for the MBA Programme.

**夏令营:**7月3日,中欧首个MBA夏令营正式开学,来自亚洲、欧洲、北美洲和中美洲的20多名学生参与为期5天的全日制训练营中,体验了中国一流商学院的MBA生活。

**Summertime Classes** – CEIBS MBA's first ever Summer School got underway on July 3 with more than 20 participants from Asia, Europe, as well as North and Central America. The five-day full-immersion boot camp gave participants a taste of what it is like to do an MBA at China's leading international business school.

**新设奖学金:**东渡国际及其下属企业——上海城市和乡村俱乐部将在未来十年向中欧捐款共计人民币300万元,为MBA学生提供奖学金(图);龙旗控股集团将于今后五年向中欧捐款共计人民币200万元,即每年为两位MBA学生支付半额学费。下一届中欧MBA学生将享有高达1200万元人民币的奖学金,这意味着70%的学生将有机会得到资助。

**New Scholarships** – Over the next ten years, DDI Group and its subsidiary Shanghai Town & Country Club will invest a total of RMB 3 million to provide scholarships for CEIBS MBA students. And over the next five year, Longcheer Holdings Limited will finance 50% of the tuition for two CEIBS MBA students with a total investment of about RMB 2 million. About RMB 12 million in scholarships is available to the incoming class, ensuring that 70% of students can access financial aid.



**就业报告:**8月31日,《中欧国际工商学院2013 MBA就业报告》面世,该报告内容涵盖2013年MBA 195名毕业生暑期实习和全职工作的数据信息。在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,平均年薪为473006元人民币,83.4%的学生成功实现职业转型。此外,2013年10月至2014年7月,职业发展中心的职业导师项目将请来9位来自不同行业的商业领袖,帮助90名中欧MBA学生制订职业规划和寻找工作机会。

**A+ Career Report** – A look at full-time employment and summer internships for the 195 MBA 2011 students showed 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 and 83.5% of students successfully undertook a career switch. Meanwhile, the CDC's Career Mentor Programme will see nine senior business leaders from a variety of industries work with 90 CEIBS MBA students from October 2013 to July 2014 to assist them with their career planning and job searches.



**游学交流:**10月是MBA学生外出游学的季节。中欧运营管理学教授倪科斯带领22名学生赴希腊游学一周,通过讲座、公司参访和文化活动加深了对该国的了解(左图)。有些学生前往新加坡,在两天时间中访问了DHL、华侨银行、联合利华、雅培和Deal.com等公司的高管,更好地了解了新加坡的就业机会。另外,约有40位学生参加了一年一度的中欧香港职业发展之旅,利用两天的行程参观了黑石集团、瑞士联合银行、香港亚洲学会、瑞士信贷、彭博社、香港招商局资产、罗斯柴尔德集团、霸菱亚洲投资和巴斯夫,与公司高管们就投资银行、私人银行、资产管理、销售贸易等领域的工作机会和市场环境展开交流(右图)。

**Study Tours & Treks** – October was a month of travelling for MBA students. A group of 22 did a one-week study tour to Greece, led by CEIBS Professor of Operations Management Nikos Tsikriktsis, which provided deep understanding of the country through lectures, company visits and cultural events. Others spent two days in Singapore where they met with senior executives during company visits to DHL, OCBC Bank, Unilever, Abbott and Deal.com in order to get a better understanding of job opportunities in the Singapore market. Also, around 40 students participated in the school's annual Hong Kong Career Trek. During a two-day period, the group visited Blackstone Group, UBS, the Hong Kong Asia Society, Credit Suisse, Bloomberg, China Merchants Capital, Rothschild, Baring Private Equity Asia, and BASF. During these company visits they had the chance to discuss job opportunities and the market environment with executives working in various areas, including investment banking, private banking, asset management, sales and trading, and business development.





## 在职金融MBA课程

### Finance MBA

**全新起点:**9月4日,中欧在职金融MBA(FMBA)项目迎来了120位学生,作为中国金融行业精英,他们将在为期21个月的在职金融MBA课程中领略“金融深度、管理广度”。本届中欧在职金融MBA学员的人数是第一届的两倍。

**New Beginning** – On September 4, CEIBS Part-time Finance MBA welcomed 120 new students, outstanding representatives from China's finance industry who see the 21-month programme as the pathway to a successful career in the sector. This is double the amount of students who enrolled in the first year.



**招生启动:**10月27日,中欧2014级在职金融MBA课程招生正式启动,140多位金融才俊来到中欧上海校园,聆听了中欧副教务长、在职金融MBA课程主任赵欣舸教授对2014级招生政策和往届录取情况的详细解读。本届在职金融MBA计划招收两个班共计120名学员,开学时间为2014年9月;学费较去年有所上调,为45.8万元人民币;报名条件也有了更高要求:学员必须具备“学士或以上学位”,而不仅是“大学本科毕业或以上学历”。

**The New Batch** – Enrolment began October 27 for the CEIBS 2014 Part-time Financial MBA (FMBA) Programme. More than 140 finance executives came to the CEIBS Shanghai Campus that day to hear Co-Dean and FMBA Programme Director Zhao Xinge (in photo) explain the enrolment policies for the 2014 intake. A total of 120 students, for two classes, are expected to participate in the 2014 class which will begin in September 2014. There are more rigorous admission requirements this year, with applicants now required to hold a bachelor's degree or higher. The tuition is RMB 458,000, a slight increase over the first year.



**伦敦修学:**7月下旬,2012级FMBA学生在中欧在职金融MBA课程主任赵欣舸教授的陪同下,赴伦敦展开海外修学模块。他们在伦敦商学院聆听了讲座,在剑桥大学感受了深厚的文化底蕴,并访问了伦敦证券交易所等世界著名金融机构。

**London Calling!** – In late July FMBA 2012 students went on an Overseas Study Tour to London, accompanied by CEIBS Part-time FMBA Programme Director Prof Zhao Xinge. The tour included lectures at LBS, a culture-rich stop at Cambridge University and visits to globally renowned financial institutions such as the London Stock Exchange.





## EMBA课程

### EMBA

**惜别:** 10月19日, 700位2011级EMBA 学生的毕业典礼在欢乐祥和的气氛中举行, 北京和上海校园通过视频连线共同参与了这一盛典。

**Farewell** – The 700 members of the EMBA Class of 2011 graduated on October 19 in a joyful ceremony that joined the Beijing and Shanghai campuses together via video link.



**迎新:** 4月17日, 在中欧2013级EMBA国际班开学典礼和迎新宴会上, 来自10多个国家的商业领袖欢聚一堂, 自此开始了中欧学习之旅。三天之后, 中欧2013级EMBA中文班开学典礼在中欧北京校园吕志和礼堂举行(图), 300多位来自中国各地的资深商业领袖参与盛会。

**Welcome** – On April 17, the 2013 GEMBA Opening Ceremony and Welcome Banquet was attended by business leaders from more than 10 countries who began their 20-month study journey at CEIBS. Three days later, more than 300 senior business leaders from across China attended the CEIBS EMBA 2013 opening ceremony at the Lui Che-Woo Auditorium at CEIBS Beijing Campus (top photo).



**重逢:** 5月11日, 逾75位中欧EMBA国际班校友欢聚中欧上海校园, 参加了2013年EMBA国际班校友返校活动。中欧管理学教授杨国安发表主题为“为战略执行培养组织能力”的精彩演讲, 成为当天活动的一大亮点。

**Reunited** – More than 75 Global EMBA alumni gathered at the Shanghai Campus on May 11 to participate in Global EMBA Reunion 2013. The highlight of the day was an insightful lecture by CEIBS Professor of Management Arthur Yeung who spoke on “Building Organizational Capability for Strategic Execution”.

9月7-8日, 中欧2006级EMBA校友从全国各地赶赴上海参加毕业5周年返校聚会。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 from September 7-8 to celebrate the fifth anniversary of their graduation. The two days of lively activities gave them the opportunity to reconnect and renew friendships with one another and CEIBS professors, share their experiences since graduation, and reminisce about their time together at CEIBS.



EMBA非洲项目  
Africa EMBA



**非洲发展高管论坛:**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商业高管出席会议,中欧国际工商学院中欧对话教席教授罗马诺·普罗迪做主旨演讲。

**Executive Forum on African Development**  
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.

**非洲项目毕业典礼:**7月13日,中欧非洲项目举行第四届毕业典礼,400多位嘉宾来到加纳内外科医学院参加仪式,这标志着又有28位EMBA毕业生加入了中欧遍布全球的校友网络。

**Congrats to New Grads! –** 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.

**全球CEO课程:**10月19日,IESE-沃顿-中欧三校全球CEO课程的学员圆满完成了“非洲体验周”阿克拉(加纳首都)模块。该全球CEO课程由横跨三大洲(亚洲、北美洲和南美洲)的三个住宿模块所组成。

**Global CEO Programme**  
Participants in the IESE-Wharton-CEIBS Global CEO Programme completed the Accra module of their African Experiential Week on October 19. The programme consists of three residential modules spanning three continents: Asia, North America, and South America.



## 高层经理培训 Executive Education



7月4日,近40位高层管理人员圆满完成了中欧与韩国管理者协会(KMA)联合主办的韩国CEO中国战略课程(左图);与此同时,第三届CEO领导力课程开启,50余位首席执行官参与其中,他们大多是中欧EMBA、AMP及GEMBA(EMBA国际班)校友(右图)。一年来,高层经理培训部组织了多次论坛活动,请来中欧教授传道授业,其中包括6月17日杰克·伍德教授在中欧首届新加坡高管论坛上所做的关于“领导力本质”的演讲。

Almost 40 high-level executives graduated from the CEIBS-KMA South Korean CEOs' Chinese Strategy programme on July 4. That was also the day that the 3rd CEO Leadership Programme began with more than 50 CEOs, most of whom are alumni of the CEIBS EMBA, AMP and Global EMBA programmes. Throughout the year, the Executive Education programme also arranged forums in which faculty shared their expertise. These included Prof Jack Wood's June 17 lecture on the "Nature of Leadership" at CEIBS' first Executive Forum in Singapore.





# Faculty Focus 聚焦中欧教授团队

2013年,中欧国际工商学院迎来了多位新教授加盟;同时,教授团队出版最新专著,赢得了诸多荣誉奖项。

A look at the new hires, latest research, newly-published books and some of the awards earned by CEIBS faculty in 2013.

## 新教授加盟

### New Faculty on Board

2013年至2014年初,有11位新教授加入中欧国际工商学院实力雄厚的教授团队。

In 2013, 11 professors joined the already impressive list of CEIBS faculty members.



## 学术任命

- 1) 运营及供应链管理教授赵先德(2013年1月1日生效,来自香港中文大学)
- 2) 管理学兼职教授帕布罗·卡多纳(2013年1月1日生效,来自西班牙IESE商学院)
- 3) 管理实践教授杰克·伍德(2013年1月1日生效,来自瑞士洛桑国际管理发展学院)
- 4) 会计学教授黄钰昌(2013年4月1日生效,来自美国亚利桑那州立大学)
- 5) 金融学教授亨利克(2013年5月1日生效,来自美国克莱蒙特·麦肯纳学院)
- 6) 创业学助理教授龚焱(2013年7月1日生效,来自美国加州大学欧文分校)
- 7) 市场营销学助理教授朴炫燮(2013年7月1日生效,毕业于美国纽约大学)
- 8) 管理学访问教授帕迪·米勒(2013年10月1日生效,来自西班牙IESE商学院)
- 9) 经济学副教授胡光宙(2014年1月1日生效,来自新加坡国立大学)
- 10) 战略学教席教授朴胜虎(2014年1月1日生效,来自俄罗斯莫斯科斯科尔科沃管理学院)
- 11) 会计学副教授黄蓉(2014年1月1日生效,来自美国纽约市立大学巴鲁克学院)



### Academic Appointments

- 1) Professor of Operations and Supply Chain Management Zhao Xiande (January 1, from Chinese University of Hong Kong)
- 2) Adjunct Professor of Management Pablo Cardona (January 1, from IESE Business School, Spain)
- 3) Professor of Management Practice Jack Denfeld Wood (January 1, from IMD, Switzerland)
- 4) Professor of Accounting Hwang Yuhchang (April 1, from Arizona State University, US)
- 5) Professor of Finance Henrik Cronqvist (May 1, from Claremont McKenna College, US)
- 6) Assistant Professor of Entrepreneurship Gong Yan (July 1, from University of California, US)
- 7) Assistant Professor of Marketing Hyun Young Park (July 1, from New York University, US)
- 8) Visiting Professor of Management Paddy Miller (October 1, from IESE, Spain)
- 9) Associate Professor of Economics Hu Guangzhou (January 1, 2014, from National University of Singapore, Singapore)
- 10) Professor of Strategy Sam Park (January 1, 2014, from Moscow School of Management Skolkovo, Russia)
- 11) Associate Professor of Accounting Huang Rong (January 1, 2014, from City University of New York's Baruch College, US)



## 学术成果

## Faculty Achievements

2013年,中欧教授团队共发表了76篇论文、50篇案例研究,出版了12本专著,荣膺多个国际权威研究奖项,以杰出成就赢得了全球赞誉。此外,中欧今年再度颁发优秀教学贡献奖项。

CEIBS faculty published 76 papers, 50 case studies and 12 books, earning well-deserved global recognition, including many prestigious research awards. Others were commended for their teaching skills.

## 中欧最佳案例与新案例写作奖揭晓

## CEIBS Best Case &amp; New Case Writer Competition Winners

1月28日,中欧教务长办公室公布了2012年教务长案例奖和新案例写作竞赛的获胜者。创业学教授方睿哲(左图)和研究员许雷平博士共同撰写的案例《俏江南集团:追寻“美丽”的成长历程》荣获2012教务长最佳案例奖,市场营销学教授王高(右图)与研究助理张锐合著的论文《营销杜拉拉》在2012新案例写作竞赛中拔得头筹。这两个奖项旨在鼓励和推动中欧高质量的案例与案例写作的发展。

The Dean's Office announced the winners of the 2012 Dean's Case Award and 2012 New Case Writer Competition on January 28. "South Beauty Group: In Quest of a Beautiful Growth Strategy and Teaching Notes" by Professor of Entrepreneurship S Ramakrishna Velamuri (left) and Research Fellow Dr Raymond Xu won the 2012 Dean's Award for Best Case of 2012. "A Story of Lala's Promotion" by Ms Christina Zhang and Professor of Marketing Wang Gao (right) won the 2012 New Case Writer Competition. The awards are intended to encourage and promote the development of high-quality cases and case writing at CEIBS.



## 中欧颁发优秀教学奖与优秀研究奖

## 2013 CEIBS Teaching and Research Excellence Awards

10月8日,中欧国际工商学院管理委员会宣布了2013年中欧优秀教学奖和优秀研究奖的得主。中欧优秀教学奖用于表彰在过去一年的教学中不断进取、勇于创新、做出杰出贡献的教授,获奖者为法国凯辉会计学教席教授丁远、战略学副教授陈威如和运营学教授倪科斯。中欧优秀研究奖颁予一年来科研成果突出的教授,获奖者为金融与会计学教授、中欧凯风家族传承研究中心联席主任芮萌,管理学教授大卫·德克莱默。

The CEIBS Management Committee announced the recipients of the 2013 CEIBS Teaching and Research Excellence Awards on October 8. The CEIBS Teaching Excellence Award recognizes individuals who have made continuous improvement, teaching innovation, and contributions in faculty mentoring in the past academic year. This year's recipients are Cathay Capital Chair in Accounting Professor Ding Yuan, Associate Professor of Strategy Weiru Chen and Professor of Operations Management Nikos Tsikriktsis. This year's recipients of the CEIBS Research Excellence Award, which recognizes individual excellence in research, are Professor of Finance and Accounting and Co-Director of the CEIBS Kaifeng Centre for Family Heritage Oliver Rui and Professor of Management David De Cremer.





#### 翟博思教授荣获欧洲案例交流中心类别大奖

##### Case Study Co-authored by Prof Henri-Claude de Bettignies Wins ECCH Award

中欧国际工商学院全球责任领导力荣誉退休教授翟博思与人合著的案例研究《忧郁的星期一》荣获欧洲案例交流中心( ECCH )“伦理和社会责任”类别大奖，这是中欧首次赢得这一声誉颇高的案例奖项。

The case study entitled “Blue Monday” co-authored by CEIBS Distinguished Professor of Global Responsible Leadership Henri-Claude de Bettignies won the Ethics and Social Responsibility category in the European Case Clearinghouse (ecch) Case Awards. This is the first time CEIBS has won this prestigious case award.



#### 中欧案例摘得欧洲管理发展基金会奖项

##### CEIBS Case Wins 2012 EFMD Award

时任中欧案例发展中心主任、管理学副教授的蔡舒恒博士与案例研究员朱建华女士、研究员许雷平博士( 照片从左至右 )共同撰写的案例《艰难抉择：百思买和五星电器在中国》在欧洲管理发展基金会( EFMD ) 2012案例写作大赛中荣获“新兴中国的全球竞争者”类别大奖。6月，案例撰写者受邀参加在布鲁塞尔举行的欧洲管理发展基金会年会，并接受颁奖。

The case study entitled “Hard Choices: Best Buy and Five Star in China” co-authored by then CEIBS Case Development Centre Director and Associate Professor of Management Dr Terence Tsai, Case Writer Jenny Zhu, and Research Fellow Dr Raymond Xu topped the Emerging Chinese Global Competitors category of the EFMD 2012 Case Writing Competition. The authors were invited to accept their prize at the EFMD Annual Conference held in Brussels in June.



#### 麦克罗教授被选为国际商务学会会员

##### Prof Klaus Meyer Elected Fellow of the Academy of International Business

中欧战略与国际商务教授麦克罗被选为国际商务学会( AIB )会员。国际商务学会是创造和传播国际商务与政治知识的顶尖学术组织，其会员都是为国际商务领域的学术发展做出杰出贡献的人士。

Professor of Strategy and International Business Klaus Meyer has been elected a Fellow of the Academy of International Business (AIB). The AIB is the leading association of scholars for the creation and dissemination of knowledge about international business and policy issues. AIB Fellows are distinguished AIB members recognized for their contributions to the scholarly development of the field of international business.





### 余方助理教授蝉联中国金融国际年会、全美华人金融协会最佳论文奖

#### Paper Co-authored by Assistant Prof. Frank Yu Fang Wins CICF Best Paper Award

7月,中欧金融学助理教授余方与人合著的论文《文化相适性与金融信息处理》荣获由中国金融国际年会颁发的CICF最佳论文奖。11月初,余方教授又凭借此文摘得2013年第19届全美华人金融协会金融类最佳论文奖。

A research paper co-authored by CEIBS Assistant Professor of Finance Frank Yu entitled “Cultural Proximity and the Processing of Financial Information” received the CIFIC Best Paper Award from the China International Conference of Finance in July. It also took the TCFA Best Financial Paper Award during the 19th annual conference of The Chinese Finance Association (TCFA) in November.

### 麦克罗教授荣膺管理学刊论文奖

#### Paper Co-Authored by Prof Klaus Meyer Wins Journal of Management Award

中欧战略与国际商务教授麦克罗与人合著的论文《常规与非常规知识在跨国企业中的流动》荣膺2013年《管理学刊》学术影响力优胜奖。

A research paper entitled “Conventional and Reverse Knowledge Flows in Multinational Corporations” and co-authored by CEIBS Professor of Strategy and International Business Klaus E Meyer was named among the 2013 Scholarly Impact Winners by the Journal of Management.

### 大卫·德克莱默教授被聘为《管理学会年鉴》助理编辑

#### CEIBS Prof David De Cremer Named Associate Editor of Academy of Management Annals

中欧管理学教授大卫·德克莱默被聘为《管理学会年鉴》助理编辑,任期为三年,自2014年开始。享有盛誉的管理学会是全球最大的管理学学术机构,《管理学会年鉴》致力于提供管理学各领域学术发展的综合性参考,是全球五大最具影响力、被援引次数最多的管理学刊物之一。

CEIBS Professor of Management David De Cremer was named Associate Editor of the *Academy of Management Annals* for a three-year term beginning in 2014. Published by the world-renowned Academy of Management, the largest global association for management scholars, the *Annals* aims to provide a comprehensive examination of the advances across various management fields. It is ranked among the top five most influential and frequently cited management journals in the world.





#### 赵先德教授荣获克里斯·沃斯最佳论文奖

##### Research Paper Co-authored by Prof Zhao Xiande Wins Chris Voss Best Paper Award

6月,在都柏林举行的欧洲运营管理学会(EurOMA)第20届大会闭幕式上,中欧运营与供应链管理教授赵先德与人合著的论文《吸收能力和大规模定制能力:顾客和供应商作为知识源所发挥的作用》夺得克里斯·沃斯最佳论文奖,该奖项由《国际运营与生产管理学报》的出版商爱墨瑞德颁发。

A research paper entitled “Absorptive Capacity and Mass Customization Capability: The role of customers and suppliers as sources of knowledge”, co-authored by CEIBS Professor of Operations and Supply Chain Management Zhao Xiande, received the Chris Voss Best Paper Award at the closing session of the 20th EurOMA Conference held in Dublin in June. The award is sponsored by Emerald, publisher of the *International Journal of Operations & Production Management*.

#### 丁远教授和张华助理教授荣获研究基金奖

##### Prof Ding Yuan and Assistant Prof Zhang Hua Win Research Fund Award

中欧会计学教授、法国凯辉会计学教席教授丁远和金融学助理教授张华的研究项目《管理层在职消费:浪费还是激励?》荣获爱墨瑞德与中国管理研究国际学会(IACMR)共同颁发的中国地区管理学研究基金奖。

A research project by CEIBS Professor of Accounting Cathay Capital Chair in Accounting Ding Yuan and Assistant Professor of Finance Zhang Hua entitled “Managerial Perks: Are They Costs or Incentives” was one of two runners up for the Chinese Management Research Fund Award from Emerald and the International Association for Chinese Management Research (IACMR).

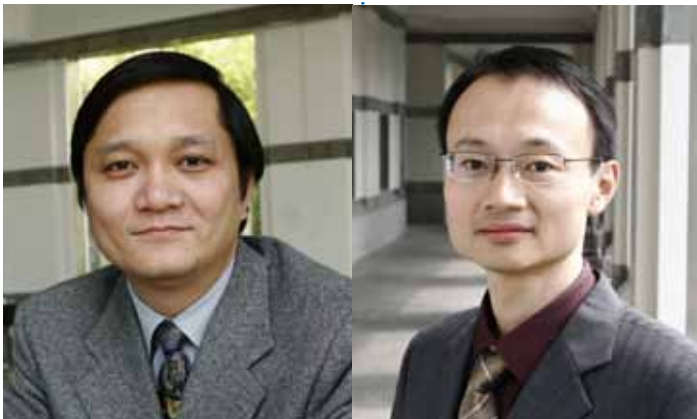


#### 蒋炯文教授荣获2012保罗·E. 格林奖

##### Paper co-authored by Prof Chiang Jeongwen Wins 2012 Paul E Green Award

6月,中欧市场营销学教授蒋炯文与人合著的论文《以实地研究决定消费者折扣率》荣获2012保罗·E. 格林奖,该奖项授予在《营销研究杂志》上发表的最佳论文。该杂志所刊登的论文通常对于该领域的学术与实践都极具价值。

CEIBS Professor of Marketing Chiang Jeongwen's co-authored paper “Determining Consumers' Discount Rates with Field Studies” was selected as the recipient of the 2012 Paul E Green Award. The annual award recognizes the best article in the *Journal of Marketing Research* that demonstrates the greatest potential to contribute significantly to the practice of marketing research.





### 柯雷孟教授荣获欧洲决策科学学会最佳论文奖

#### Paper Co-authored by Prof Thomas Callarman Wins Best Paper Award at EDSI Conference

6月,在布达佩斯举行的欧洲决策科学学会(EDSI)第四届年会上,中欧运营管理学教授柯雷孟与人合著的论文《中国行业情报活动》荣获最佳论文奖,该奖项由位于布达佩斯的国立公共服务大学颁发。

“Industry Intelligence Activities in China”, co-authored by CEIBS Professor of Operations Management Thomas E Callarman received the Best Paper Award sponsored by the National University of Public Service, Budapest, at the 4th Annual Conference of the European Decision Science Institute (EDSI) held in Budapest in June.



### 三位中欧学者当选“中国青年经济学家”

#### Three CEIBS Scholars Selected as “Young Chinese Economists”

7月24日,由《新京报》举办的首届“中国青年经济学家”论坛在北京举行,会上评选出29位青年经济学家,其中有三位学者来自中欧国际工商学院,他们是金融与会计学教授芮萌、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博士。

Three CEIBS scholars were among the 29 intellectuals who made the list of Young Chinese Economists announced by the *Beijing News* on July 24. They are CEIBS Professor of Finance and Accounting Oliver Rui; CEIBS Associate Professor of Finance Frank Yu and Executive Deputy Director of the CEIBS Lujiazui Institute of International Finance Dr Gary Liu. The announcement was made during the 1st Annual Young Chinese Economists Forum.



### 方睿哲教授荣获“创业和技术创新全球年会”首届最佳论文奖

#### Prof Ramakrishna Velamuri Wins First Best Paper Award at AGCETI 2012

2012年12月,在印度坎普尔的印度理工学院举行的“创业和技术创新全球年会(AGCETI 2012)”上,中欧战略学及创业学系系主任、创业学教授方睿哲与人合著的研究论文《用心行善:印度私人医院的商业模式创新》被授予首届最佳论文奖。

A research study co-authored by Professor of Entrepreneurship and Chair of the Department of Strategy and Entrepreneurship Ramakrishna Velamuri entitled “Doing Well to do Good: Business Model Innovations in India’s Private Hospitals” received the First Best Paper Award at the Annual Global Conference on Entrepreneurship and Technology Innovation (AGCETI 2012) that was held in December 2012 at the Indian Institute of Technology, Kanpur.



**韩践副教授合著论文入选《2013美国管理学年会最佳论文汇编》  
Associate Professor Han Jian Co-authored Paper Accepted  
in Academy of Management Annual Conference 2013 Best  
Paper Proceedings**

中欧管理学副教授韩践与同事合著的论文《组织赋权环境、团队领导力与员工工作绩效：权变情境下的瀑布模型》被收入《2013美国管理学年会最佳论文汇编》。

A paper entitled “Organizational Empowerment Climate, Leadership and Job Performance: A Cascading, Contingency Model” co-authored by Associate Professor of Management Han Jian and three other colleagues was presented in the 2013 Academy of Management Annual Conference and accepted for publication in the 2013 AoM Best Paper Proceedings.

**芮萌教授获研究基金资助**

**Prof Oliver Rui Receives Research Grant**

中欧金融与会计学教授芮萌的研究项目《股票持有者人数、股价同步性和收益可预测性：来自中国的证据》获得由中国国家自然科学基金委员会提供的为期四年的研究基金。

Professor of Finance and Accounting Oliver Rui has received a four-year research grant from the National Natural Science Foundation of China for his research project “Stock Ownership Breadth, Price Synchronicity and Return Predictability: Evidence from China”.

**中欧国际顾问委员会主席约翰·奎尔奇博士荣获白玉兰纪念奖  
IAB Chairman Dr John A Quelch Receives Prestigious  
Magnolia Silver Award**

9月，中欧国际顾问委员会主席约翰·奎尔奇博士因其对学院和上海的卓越贡献而荣膺备受瞩目的白玉兰纪念奖。该奖项由上海市人民政府颁发，旨在鼓励和表彰那些对上海市经济建设、社会发展和对外交流等做出杰出贡献的外籍人士。

CEIBS International Advisory Board Chairman Dr John A Quelch received the prestigious Magnolia Silver Award in September for his outstanding contributions to the school and the city of Shanghai. The annual award is given by the Shanghai Municipal Government to foreigners who have made significant contributions to Shanghai's economy, business environment, international relations, community development and management standards.

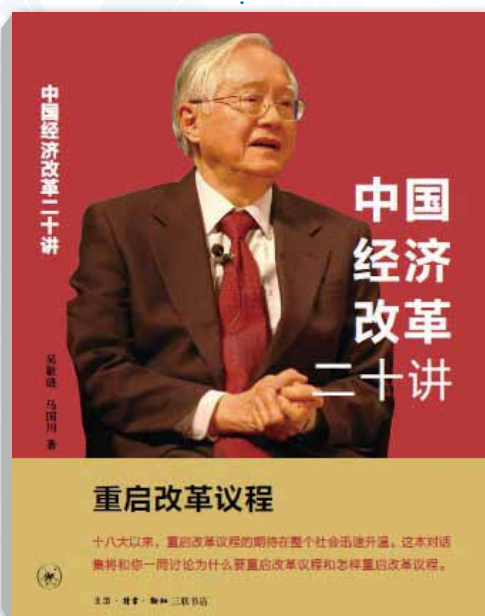




## New Books

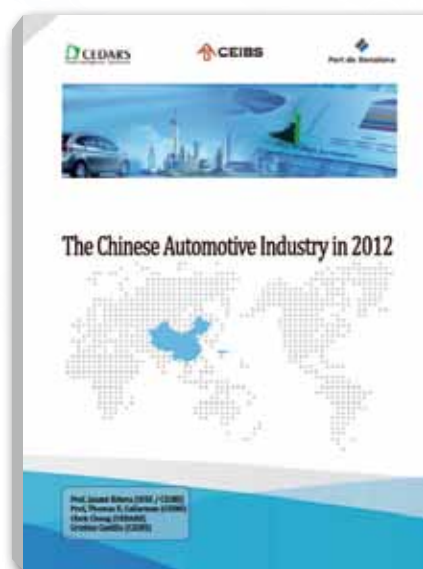
### 最新专著

《中国经济改革二十讲:重启改革议程》(生活·读书·新知三联书店,2012年12月),中欧宝钢经济学教席教授吴敬琏联合撰写 *Twenty Lectures on China's Economic Reform: Relaunching the Reform Project* (Chinese language edition), co-authored by CEIBS Baosteel Chair Professor of Economics Wu Jinglian (SDX Joint Publishing Company, December 2012).



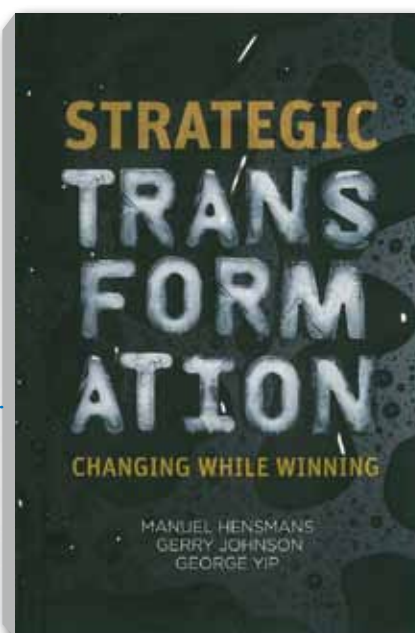
《战略转型:变则赢》(帕尔格雷夫·麦克米伦出版社,2013年1月),中欧中国创新研究中心联合主任、管理学教授叶恩华联合撰写

*Strategic Transformation: Changing While Winning* (Palgrave Macmillan, January 2013), co-authored by Co-Director of the CEIBS Centre on China Innovation Professor of Management George S Yip.



《2012中国汽车行业》(GAM数字版,2012年12月),中欧生产和运营管理教授任杰明、运营管理教授柯雷孟、研究助理柯丽娜·卡斯蒂罗联合撰写

*China Auto Industry 2012*, (GAM Digital, SL, December 2012), co-authored by CEIBS Professor of Production and Operations Management Jaume Ribera, CEIBS Professor of Operations Management Thomas E Callarman, and Research Associate Cristina Castillo.



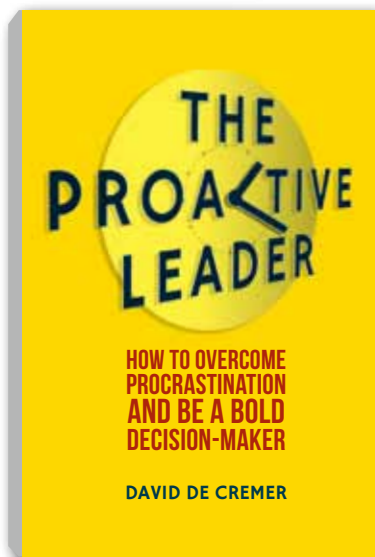


《平台战略：正在席卷全球的商业模式革命》(中信出版社，2013年1月)，中欧战略学副教授陈威如、中欧校友余卓轩 (MBA 2008) 联合撰写

*Platform Strategy: A Global Revolution of Business Model* (Chinese language edition) co-authored by CEIBS Associate Professor of Strategy Chen Weiru and CEIBS alumnus Joseph Yu (MBA 2008), (CITIC Publishing House, January 2013).

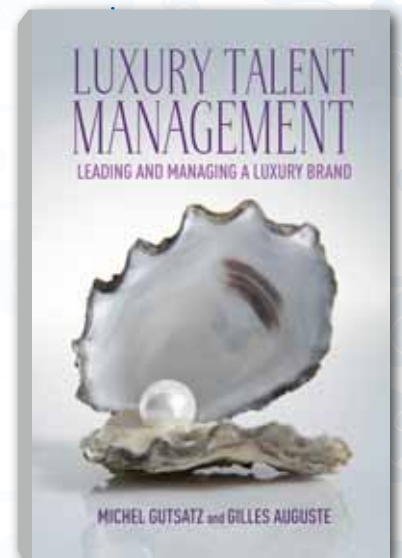
《奢侈品人才管理：领导和管理一个奢侈品牌》(帕尔格雷夫·麦克米伦出版社，2013年4月)，中欧营销学兼职教授米歇尔·古泽兹联合撰写

*Luxury Talent Management: Leading and Managing a Luxury Brand* (Palgrave Macmillan, April 2013) co-authored by CEIBS Adjunct Professor of Marketing Michel Gutsatz.



《充满活力的领导者：怎样摆脱拖延症并成为勇敢的决策者》(帕尔格雷夫·麦克米伦出版社，2013年5月)，中欧管理学教授大卫·德克莱默撰写，该书在佛兰德管理协会年会上被评为年度最佳管理类图书

*The Proactive Leader: How to Overcome Procrastination and Be a Bold Decision-maker* (Palgrave Macmillan, May 2013), written by CEIBS Professor of Management David De Cremer. The book was chosen Management Book of the Year at the Annual Conference of Flemish Management Association.



《财务报告与分析：一种国际化视角》(机械工业出版社，2013年9月)，法国凯辉会计学教席教授丁远联合撰写

*Financial Reporting & Analysis: A Global Perspective* (Chinese language edition) co-authored by Cathay Capital Chair in Accounting Professor of Accounting Ding Yuan (HZ Books, September 2013).



## 依视路国际光学集团向中欧捐赠100万欧元设立教席 Essilor International Invests in Chair Professorship at CEIBS

10月27日，依视路国际光学集团向中欧国际工商学院捐赠100万欧元设立教席。捐赠仪式在风景秀美的黄浦江畔世博公园举行。依视路国际光学集团董事长兼首席执行官孙余沛（Hubert Sagnières）先生，依视路（中国）公司主席何毅先生（CEO 2008），中欧院长朱晓明教授，中欧教育发展基金会理事长、中欧名誉院长刘吉教授，中欧副院长兼教务长苏理达（Hellmut

Schütte）教授等出席了捐赠仪式。

在捐赠仪式上，朱晓明院长首先致辞，他认为依视路集团以其先进的技术，成为了全球领先的眼镜片生产商，未来中欧会在课堂上将依视路的部分技术成果与教学内容联系起来，二者相辅相成、共同发展。孙余沛先生随后发表捐赠感言，称赞了中欧一流的教学设施和教授队伍。何毅校友表示，中欧CEO课程极大地推动了他的事业发展，令他下定决心促成此次回

馈母校之举。

随后，朱晓明院长、刘吉名誉院长、孙余沛先生和何毅先生共同签署捐赠合约。朱晓明院长代表学院向孙余沛先生颁发了捐赠证书并赠送法兰瓷花瓶作为礼物。

签署仪式后，刘吉教授、苏理达教授分别致辞，盛赞了依视路国际光学集团的高瞻远瞩和慷慨支持，并期待与依视路这样的国际化公司进行更广泛和深入的合作。

A signing ceremony was held at the picturesque Hexing Tower in Shanghai's Expo Park on October 27 during which Essilor International invested Euro 1 million to establish a chair professorship at CEIBS. The school's Executive President Prof Zhu Xiaoming, Honorary President and Chairman of CEIBS Education Foundation Mr Liu Ji, along with



Dean and Vice President Prof Hellmut Schütte attended. They were joined by Mr Hubert Sagnières, Chairman and CEO of Essilor International, and Mr He Yi, Chairman of Essilor (China) Company and a CEIBS CEO 2010 alumnus.

In his welcome address, President Zhu said he was honoured to receive a donation from such a world-renowned multinational company. Essilor is the world's leading ophthalmic optics company, and designs, manufactures and markets a wide range of corrective lenses. It also develops and markets equipment, instruments and services for eye care professionals. President Zhu noted that cases about some of Essilor's sophisticated technologies would be incorporated into the teaching at CEIBS.

In his speech, Mr Hubert Sagnières spoke about how his MBA experience at INSEAD 30 years ago had laid a solid foundation for his current role in leading Essilor. He said that had CEIBS been around three decades ago, he would have chosen it for his MBA education, as it is now a world-class business school boasting first-rate teaching facilities and a team of top-notch professors.

Mr He Yi, in his remarks, said that the CEIBS CEO Programme provided a huge boost to his career; thus when the idea of making a donation to CEIBS came up, he wanted to see it realized.

President Zhu and Mr Liu signed the agreement on behalf of the school, while Mr Sagnières and Mr He were the signatories on behalf of Essilor. President Zhu then presented Mr Sagnières with a certificate and a porcelain vase on behalf of CEIBS.

Following the signing ceremony,

Mr Liu expressed his thanks to Essilor International for sharing its great insights and generosity with CEIBS. He emphasized that the cooperation between the two parties is an international one, which is deeply significant. He added that CEIBS and its alumni will help Essilor International develop further, and that he hopes this will be the beginning of much collaboration between Essilor and CEIBS.

In his closing address, Dean Schütte thanked Essilor International on behalf of CEIBS faculty, for its generous support of the school. He also mentioned that during the recent meeting of the CEIBS International Advisory Board (IAB), board members emphasized that CEIBS is an international business school that is set up in China. He said that CEIBS therefore looks forward to more in-depth cooperation opportunities with multinational companies such as Essilor International.

Following the signing ceremony, Dean Schütte moderated a seminar where CEIBS MBA students exchanged views with Mr Sagnières and Mr He.





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巴塞罗那港	Port of Barcelona
巴塞罗那养老金储蓄银行	"la Caixa"
拜耳	Bayer
宝钢	Baosteel
成为资本	Chengwei Capital
法国凯辉私募股权投资基金	Cathay Capital Private Equity
飞利浦(中国)投资有限公司	Philips (China) Investment Co. Ltd.
米其林	Michelin
苏格兰皇家银行集团	The Royal Bank of Scotland Group
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中联重工科技发展股份有限公司	Zoomlion
中天集团	Zhongtian Group
依视路(中国)	Essilor China

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TCL	TCL
巴可	Barco
贝卡尔特	Bekaert
标致雪铁龙集团	PSA Peugeot Citroën
帝亚吉欧	DIAGEO
国家开发银行	China Development Bank
海沃氏家具	Haworth
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环球资源	Global Sources
嘉华集团	K. Wah Group
联合利华	Unilever
上海家化集团	Shanghai Jahwa Group
上海金桥集团	Shanghai Jinqiao Group
上海氯碱化工股份有限公司	Shanghai Chlor-Alkali Chemical Co., Ltd.
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西班牙IDOM设计集团	IDOM
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喜力	Heineken
远东控股集团有限公司	Far East Holding Group Co., Ltd.
中国电信上海公司	China Telecom Shanghai
中国石化上海石油	SINOPEC Shanghai Petrochemical
化工股份有限公司	Company Limited
三全食品股份有限公司	San Quan Food Limited
景林资产	Greenwoods



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艾默生	Emerson
安越咨询	Easy Finance
巴塞罗那养老金储蓄银行	"la Caixa"
好利安	Hovione
宏盟集团	Omnicom Group Inc.

刘吉管理教育基金助学金	Liu Ji Education Fund
吴敬琏学术基金	Wu Jinglian Academic Fund
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## 中欧研究基金 CEIBS Research Fund

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成为资本	Chengwei Capital	上海银行	Bank of Shanghai
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华安基金管理有限公司	HuaAn Fund Management	王彩铁铺(上海资产管理有限公司)	W&Smith Shanghai Inc.
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# 总商道之要 经商业之理

总经理课程(AMP), 2014年4月, 模块制, 上海、北京、深圳

总经理课程不仅有最核心的管理模块和最顶尖的教授, 更有创新的学习模式和精心设计的学习流程, 使学员能成功地将在书本上、课堂上的概念与自身实践经验相结合, 反思而思, 超越旧的思维框架, 最终实现学以致用。

## 招生对象

实际、实践、实战是本课程的特点。我们招生对象为高速成长的成功企业的总裁、总经理和集团公司事业部的总经理, 以及极具潜质的高层管理人员。他们应拥有八年以上的管理实践经验。

## 六大核心模块

- 宏观经济和管理学导论
- 领导力与变革管理
- 高效谈判
- 管理会计
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- 战略管理

## 联系我们

马先生 电话: 0755-3337 8137 / 13902449593 电邮: mterrence@ceibs.edu

<http://www.ceibs.edu/amp>

## 四大创新学习模式

- 温故知新: 教授将引导学员进行反思和互相学习, 充分暴露个人的偏见和盲点。
- 学而时习: 要求学员运用学习日志, 回顾当天学到的、思考过的有重要心得的要点。
- 以人为镜: 学员自由组成两人小组, 到彼此工作岗位上去作为为期两天的访问, 把访问经历写成报告, 主人也写一份报告作为回应。
- 知行合一: 完成一篇反思论文, 把各模块的内容与公司的实际相联系。

• 中欧国际工商学院同时开设MBA、EMBA和定制金融MBA课程。



# 中欧校友会上海分会（静安）正式成立

## CEIBS Alumni Shanghai Chapter (Jing'an) Established

10月27日，中欧校友会上海分会（静安）成立大会在上海市静安区香格里拉大酒店隆重举行。中欧院长朱晓明教授、校友关系事务部主任王庆江先生、中欧校友会上海分会（静安）名誉会长夏以群女士（EMBA 2000）、会长邓建明先生（EMBA 1996）、副会长龙吉生先生（EMBA 2008）、秘书长高航先生（EMBA 1997）等出席会议。上海市静安区人民政府副区长巢克俭先生等政府领导也莅临现场。

朱晓明院长首先为大会致辞，王庆江主任宣读了第一届理事会名单并颁发证书，著名电视节目主持人金波先生为大家介绍了静安分会的情况。朱晓明院长携手夏以群名誉会长、巢克俭副区长、邓建明会长一起砸开了象征分会成立的金蛋，并共同为静安分会授牌。随后，中欧校友人力资源研究会会长李春明先生（EMBA 1998）、中欧校友会上海分会副秘书长侯正宇先生（EMBA 2005）分别上台宣读贺信。在成立仪式之后，上海市名校静安区一师附小的鲁慧茹校长发表精彩演讲，分享并探讨了子女教育问题，现场反响非常热烈。



The symbolic smashing of a golden egg marked the launch of CEIBS Alumni Shanghai Chapter (Jing'an) during an opening ceremony at the Shangri-La Jing'an Hotel on October 27.

Joined by CEIBS Executive President Prof Zhu Xiaoming and Director of CEIBS Alumni Relations Department Wang Qingjiang, the chapter's Honorary President Xia Yiqun (EMBA 2000), President Deng Jianmin (EMBA 1996), Vice President Long Jisheng (EMBA 2008) and Secretary General Gao Hang (EMBA 1997) were among those who attended the ceremony. Other distinguished guests, including Deputy Director of Jing'an District Government Chao Kejian and well-known TV personality Jin Bo who was the event's MC, were also on hand.

The golden egg was smashed after Prof Zhu delivered an opening speech and Director Wang announced the members of the Chapter's first Council. Prof Zhu Xiaoming, Xia Yiqun, Chao Kejian and Deng Jianming did the honours. Later, President Li Chunming (EMBA 1998) of CEIBS Alumni Human Resources Research Association and Vice Secretary General (EMBA 2005) of CEIBS Alumni Association Shanghai Chapter congratulated those who had worked on successfully launching the new Chapter. Lu Huiru, Principal of Shanghai First Primary School (Affiliated to Normal University), also shared her perspectives on parenting and schooling.



# 2013 中欧校友返校日活动花絮 Alumni Reunion 2013

11月8-10日，中欧国际工商学院举办了一系列精彩纷呈的文化与学术活动，以迎接回到母校欢度返校日的校友们，下面让我们来重温一下各项活动的难忘瞬间：

CEIBS welcomed graduates for the annual reunion between November 8 and 10 with a blend of cultural and academic activities, liberally sprinkled with moments of just plain fun. Here are a few of highlights of the events organized by the school's Alumni Office.



**欢迎“回家”：**11月8日，中欧国际工商学院院长朱晓明教授在欢迎晚宴上致辞，拉开了2013校友返校日活动的序幕。当晚，中欧艺术人文研究中心携手MBA课程部、中欧MBA人文艺术俱乐部共同举办首届中欧音乐晚会，活力四射的拉拉队舞蹈、华尔兹和时装秀让观众们一饱眼福。晚会临近尾声时，嘉宾们在如花瓣般飘落的彩色纸屑中拍摄了一张温馨的集体照。

**Welcome Back** – CEIBS Executive President Prof Zhu Xiaoming gave the welcome speech during an invitation-only welcome dinner that got events underway on November 8. CEIBS Music Night, held the same evening, featured an evening of thrilling performances, the waltz, and a fashion show. At the end of the celebrations, participants gathered for a group photo as confetti streamed to the floor. Music Night was hosted by MBA 2013.



**弹琴鼓瑟，遣兴陶情：**钢琴捐赠仪式是音乐晚会的重头戏。为表达对于母校培育的感激之情，上海瑞恩国际会展有限公司董事长张竞（EMBA 2011）先生向中欧捐赠了一架海斯勒钢琴，朱晓明院长和张竞先生共同为钢琴揭幕。随后，顾宪（MBA 2013）女士以精湛技艺在这架钢琴上演奏出宛如天籁的乐曲，戴屹巍（MBA 2010）先生的小提琴表演也令人叹为观止。

**Musical Delight** – Prof Zhu Xiaoming and Mr Zhang Jing (EMBA 2011), President of Skyvision International Exhibits and Skyvision Business Education, unveil the piano Mr Zhang donated to the school during the welcome dinner. Later in the evening, Elaine Gu (MBA 2013) gave a spectacular performance on the instrument during CEIBS Music Night. David Dai (MBA 2010) also gave a masterful performance on the violin.

### 3

**人文讲坛：**11月8日，台湾慈济大学宗教与文化研究所教授兼所长林安梧先生发表了题为“儒释道三教与21世纪人类文明”的精彩演讲，该讲座由中欧校友人文协会协办。

**Cultural Exchange** – Director of Tzu Chi University's Graduate Institute of Religious and Culture Studies Prof Lin An-Wu (right) speaks about the Three Teachings (of Confucianism, Buddhism and Daoism) and modern 21st Century civilization during CEIBS Culture Forum. The event, held on November 8, was co-hosted by CEIBS Alumni Humanities Association.



**文化与资本对话：**11月10日晚，作为返校日活动的压轴大戏，题为“文化遇上资本”的文化产业论坛在中欧上海校园石化厅拉开序幕。著名演员、导演、北京国立常升影视文化传播有限公司董事长张国立先生，著名演员、制片人吴秀波先生代表文化方，与代表资本方的三位中欧校友——IDG技术创投基金合伙人章苏阳（EMBA 1998）先生、诺亚财富创始人汪静波（AMP 2006）先生、耀客传媒首席执行官吕超（EMBA 2008）先生展开了精彩对话。

**Cultural Industry & Capital Markets** – Award-winning Chinese film actor and director Zhang Guoli, who is also Chairman of Beijing Guoli Changsheng Entertainment joined Chinese actor, musician and producer Wu Xiubo; CEO of Shanghai Youhug Media Lv Chao (EMBA 2008); Founder of Noah Private Wealth Wang Jingbo (AMP 2006), IDG Technology Venture Investment's Zhang Suyang (EMBA 1998) a panel discussion (left). CEO of hdtMobile Jian Fang (EMBA 2008) was the moderator of the event. It was co-organized by Shanghai Youhug Media.



**名师论道：**11月9日，返校日活动奉献了两场精彩绝伦的教授演讲：中欧副院长兼教务长、国际管理学特聘教授苏理达（Hellmut Schütte）就“中国与跨国企业之间的竞争”这一主题发表了真知灼见（右）；中欧金融学和会计学系系主任张逸民教授则对“中国经济发展与经济结构转型”做了深刻阐释（左）。

**Faculty Lectures** – On November 9, CEIBS Dean Prof Hellmut Schütte (far right) shared insights on Competition between Chinese and Multinational Firms while Professor of Finance, Department Chair (Finance and Accounting), Zhang Yimin (right) spoke about China's Economic Development and Structural Transformation.







**创业故事：**11月10日，在第七届中欧校友创业论坛上，来自不同行业的企业家们畅谈“创业那些事儿”。该论坛由中欧副院长兼中方教务长张维炯教授（右一）主持，中欧校友关系事务部主任王庆江先生（左二）致欢迎辞。演讲嘉宾包括：

安越管理咨询有限公司联合创始人、总经理马爽先生(MBA 2001，左一)

中欧创业营二期学员、北京梦之窗数码科技有限公司创始人、CEO张远先生（左三）

北京中环易达设施园艺科技有限公司创始人、总经理魏灵玲女士（EMBA 2011，右三）

内蒙古奶联科技有限公司联合创始人李兆林先生(EMBA 2010，右二)

成为资本管理合伙人沙烨先生

西安欧亚学院董事长兼院长胡建波先生(EMBA 2005)

**Entrepreneur Stories** – On November 10, business owners shared the pains and gains that come with launching a start-up (see photo above). The session was moderated by CEIBS Vice President and Co-Dean Prof Zhang Weijiong (right) while Director of CEIBS Alumni Relations Office Mr Wang Qingjiang (2nd left) gave the welcome address. The speakers were:

- Marshall Ma (MBA 2001, left) Co-founder, General Manager of EasyFinance Management Consulting;
- Zhang Yuan (3rd left), Student of the Second CEIBS China Entrepreneurial Leadership Camp, Founder and CEO of Beijing DreamWindows Digital Technology;
- Wei Lingling (EMBA 2011, 3rd right) Founder and GM of Beijing IEDA Protected Horticulture;
- Li Zhaolin Co-Founder of Inner Mongolia Dairy United Technology.

Not included in the photo are: Sha Ye, Partner at Chengwei Venture Capital Fund and Hu Jianbo, Chairman and President of Xi'an Eurasia University.




**商界哲思：**11月9日，万通集团董事局主席冯仑先生（CEO 2003）在校友论坛上以独到见解分析了“民营企业的增长逻辑”。

**Expert Advice** – Former Chairman of Vantone Group Feng Lun (CEO 2003, above) speaks about the Growth Logic of Private Enterprises during the alumni forum on November 9.



**金融对话：**11月10日，中欧校友金融与投资俱乐部、校友地产协会和校友PE协会共同举办了主题为“把脉中国经济的新未来”的中欧校友金融与投资论坛。论坛由中欧陆家嘴国际金融研究院执行副院长刘胜军博士主持，参会嘉宾包括中欧经济学教授许斌、深圳东方港湾投资管理有限责任公司董事长但斌先生(EMBA 2007)和独立经济学家刘军洛先生。

**Industry Dialogue** – The Alumni Finance and Investment Club, Alumni Real Estate Association and Alumni PE Association worked together to host the CEIBS Alumni Finance and Investment Forum on November 10 (above). The title was Exploring the “New Future” of China's Economy. Hosted by Executive Deputy Director of CEIBS Lujiazui Institute of International Finance Dr Gary Liu participants included CEIBS Professor of Economics Xu Bin; Chairman of Shenzhen Eastern Bay Investment Management, Dan Bin (EMBA 2007) and Independent Economist Lui Junluo.



亲爱的中欧校友：

《TheLINK》杂志的“班级通讯录”专栏自2007年开创以来一直深受广大校友的好评和支持。因为这里是真正属于校友的一片天地，大家可以在此发布最新的联系方式、最近的工作成就、生活状况，甚至是个人爱好、生活趣事等等不一而足。据众多校友反映，“班级通讯录”是他们拿到杂志后最迫不及待翻阅的部分。

在原先群发邮件的方式之外，我们还邀请了班级联络员帮助征集校友信息，目前已有33个班级确定了联络员（详细名单见下），今后想投稿的校友可以将相关信息直接发送给每班的联络员即可。同时许多班级的联络员目前正虚位以待，在此我们欢迎广大校友踊跃报名。

如有意向成为贵班级的联络员，请同编辑部联系（[alumnimagazine@ceibs.edu](mailto:alumnimagazine@ceibs.edu)）。

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Dear CEIBS Alumni:

Since its debut in 2007, “Linking In” has become an invaluable section of *TheLINK*, giving all alumni space in the magazine and on the CEIBS website to tell your peers about your professional or personal achievements, whether it’s a new job, promotion, award, relocation, marriage, a new addition to your family – even your overseas travel or new hobby!

A network of Class Coordinators has been helping us collect your interesting stories. So far, 33 classes have appointed coordinators, so please send your stories with them. Some classes still lack coordinators – we welcome volunteers to fill these spots.

To become a Class Coordinator, please contact us at [alumnimagazine@ceibs.edu](mailto:alumnimagazine@ceibs.edu).

Thank you!





## 高尔夫巡游 只为少数人而启航

作为世界顶尖的限量船队，Seadream 被世界旅游权威杂志 Berlitz 2012 评为全球小型游艇排名 TOP1，每船仅为百余上层贵宾而启航。沿着地中海最美的海岸一路航行，巡游于全球顶尖的高尔夫球场地之间，品尝国际顶级餐点与佳酿，只为匹配圈层特有的爱好与身份。

## 私人天堂 马尔代夫四季酒店探索号

登上四季探索号，亲临全球唯一、漂浮式四季酒店。在未经开发的天然水域进行浮潜，与缤纷海洋擦肩而过。跟随专家一同进行滑水、垂钓、皮划艇和帆船等水上运动。您甚至能够亲自喂食蝠鲼与鲸鲨，留下独特的心跳记忆。选择三、四或七夜的航程，另特别赠送一晚四季度假酒店。一次出行，兼得海岛与海洋两种风情，享受完全私密性的旅游行程。

### 尼斯—尼斯

2014 年 5 月 16 日出发 (7 天 6 晚)

#### 航期 行程安排

1	尼斯, 法国
2	庞珀洛讷海滩, 圣特罗佩
2	圣特罗佩, 法国
3	戛纳, 法国
4	卡尔维, 科西嘉岛, 法国
5	韦内雷港, 五渔村, 意大利
6	波多菲诺, 意大利
7	尼斯, 法国

### 罗马—罗马

2014 年 9 月 20 日出发, (8 天 7 晚)

#### 航期 行程安排

1	奇维塔韦基亚 (罗马)
2	费拉约港, 意大利
3	韦内雷港, 五渔村, 意大利
4	波多菲诺, 意大利
5	滨海萨纳里, 法国
6	庞珀洛讷海滩, 圣特罗佩
6	圣特罗佩, 法国
7	戛纳, 法国
8	蒙特卡洛, 摩纳哥

### 南巡线 (5 天 4 晚)

#### 航期 行程安排

1	四季库达呼拉岛度假村
2	四季库达呼拉岛度假村
3	曼德芙仕岛
4	Binmathee Finolhu 无人岛
5	四季兰达吉拉瓦鲁岛度假村

### 北巡线 (6 天 5 晚)

#### 航期 行程安排

1	四季兰达吉拉瓦鲁岛度假村
2	汉尼法鲁湾
3	Rashdoo 环礁
4	曼德芙仕岛
5	Maadhoo 无人岛
6	四季库达呼拉岛度假村



许东辉 Daniel Xu

## MBA 1995

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几个月前,我辞去了杭州工商信托股份有限公司首席执行官和董事会董事的工作,同时离开了服务四年的摩根士丹利。现在,我已经作为合伙人加盟琨玉资本,与同学杨戈一起管理昆山创新基金和琨玉鼎成基金。琨玉资本为企业和高净值人士管理财富,投资优秀团队管理的股权投资基金和具备成长潜力的优秀企业,也投资优质的房地产项目。

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For MBA 2005, we have set up a WeiXin (WeChat) group: CEIBS MBA 05. So far, 70 classmates have joined. Please contact me if you wish to join us. My cell phone: 13795200565.

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李媛媛 Yvonne LI

中欧MBA招生与职业发展主任





## 全球领导力，多元化品牌

塔塔集团是一家总部位于印度的跨国企业，其2011-12财年销售额达到1000亿美元。塔塔通过道德准则与商业价值完美结合，成为了全球最受信赖和最受尊敬的企业品牌之一。塔塔与中国的渊源可追溯到1859年，今天塔塔集团旗下在中国开展业务的主要企业包括：塔塔咨询服务公司、众达钢铁公司、捷豹路虎公司、塔塔汽车零部件系统公司、塔塔全球饮料公司、营口铁瑞耐火材料有限公司、霍高文建筑系统公司、优克运输设备公司、TKM国际货运公司、塔塔工程公司及塔塔通信公司等。中国正在成为塔塔集团日益重要的增长市场和采购中心。塔塔集团在中国拥有11家公司、约4000名员工。



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李媛媛 Yvonne LI

各位校友，每年9月，中欧MBA课程都会启动新一轮MBA招生季和毕业生的招聘季。将有203名MBA学生在明年的2月至4月间毕业。欢迎推荐优秀申请人，并提供全职招聘及小组战略咨询项目机会。

#### **MBA Director, Admissions & Career Services**

Dear alumni, every September the MBA Programme kicks off a new season of MBA admissions and MBA recruitment. 203 MBA students will graduate between next February and April. This is your chance to access these talented individuals, either by adding them to your employee roster or by providing group consulting projects on which they can apply their extensive knowledge (through our ISP: Integrated Strategy Programme). Remember, we also look forward to your recommendations for MBA candidates. I may be reached at:

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Contact Person: **Patrick Jiang**  
我于2007年7月被公司派遣至美国工作，现生活和工作在匹兹堡，每年年初和年中回上海两次，一般至少会组织同学们聚会一次。联系方式如下：  
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CINIC Chemicals America, LLC  
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Pittsburgh, PA 15220, USA  
Tel: 412-458-5569 (Office)  
Cell: 412-849-8425,  
E-mail: jiangph@cinicamerica.com, jiangph@outlook.com





# 西门子医疗（中国） 的中西文化融合之道

——访西门子医疗中国区总裁吴文辉先生

## Building a Bridge between East & West

Siemens North East Asia Healthcare Sector President Frank Wu  
(EMBA 2005) Shares his Approach to Developing Corporate Culture

成绩斐然，在上海市生物医学工程学会医疗信息研究院发布的《2009-2012年中国医疗器械最具竞争力企业10强》竞争力报告中，西门子医疗在放射领域一直稳居首位。近期，吴文辉先生接受《TheLINK》杂志独家专访，分享了他对于企业文化和东西方文化融合之道的独到见解。

### 中庸：在合适的时间做正确的事情

“领导力的本质在于提升敬业度，让员工真正投入到工作之中。”吴文辉说，“要实现这一点，与企业的文化归属感密不可分。西门子是一家源自德国的全球性企业，追求创新、崇尚品质、遵循流程是我们与生俱来的DNA，而如何与东方‘以人为本’、注重家庭的传

生产设备走过了半个世纪历程的普通工人；也有依靠西门子研制的速度快、辐射剂量低的计算机断层扫描仪（CT），得到了正确的诊疗，重获新生的先心病患儿。

这一切都让走过了166个春秋的西门子，焕发出一种令人难以置信的年轻、纯粹而开放的气息。正如2010年履新西门子医疗中国区总裁的吴文辉（EMBA 2005）先生所说的，“创新”和“以人为本”是西门子发展的灵魂。任职三年以来，吴文辉领导的医疗团队

在 西门子官方网站的首页上，并没有刻意渲染这家老牌外企的漫长历史和辉煌成就，而是在最醒目的位置，以微电影和图片故事的形式，讲述了他们在医疗、工业、能源等领域所做的事情。这些故事深入社会肌理，从平凡员工和用户的视角出发，朴素却不乏打动人心的力量：其中有昼夜守护着中国3000多家医院医疗设备的远程监测工程师；有陪伴着西门子的





文/雷娜 By Lei Na

There are no soaring, self-congratulatory platitudes on the Siemens website. Instead, the company, whose 166-year history includes more than a century in China, uses a series of short films and photographs to illustrate how its advances in sectors such as healthcare, industry and energy, have touched the lives of ordinary people. The images are simple yet moving. There are the engineers who keep a round-the-clock watch over medical equipment used in more than 3,000 Chinese hospitals; the ordinary workers on Siemens' production lines; and children with congenital heart defects who can now lead normal lives thanks to procedures utilizing the world's fastest, radiation-safe scanners which were created by the company.

People-centred innovation is the key to Siemens' development says its Northeast Asia Healthcare President

Mr Frank Wu (EMBA 2005). Since taking up the post in 2010, Mr Wu has led his division to some remarkable achievements. Siemens was named among the Top Ten Competitive Enterprises in the Chinese Medical Device Industry 2009-2012 by the Shanghai Biomedical Engineering Academy Medical Information Research Institute. Siemens Healthcare equipment also continues to be top-ranked in the radiology field. *TheLINK* recently sat down with Mr Wu to learn more about how he and his team have amassed such impressive accomplishments.

### THE HAPPY MEDIUM

"The core of leadership lies in the ability to promote engagement, or in other words, to truly engage employees in their work," Mr Wu explains. "To achieve this, we must help our employees develop a sense of belonging to a corporate culture. Siemens is a

German-based enterprise; innovation, pursuit of quality, and adherence to protocol is hard-wired into the company's DNA. So how can we marry that with the traditional Eastern culture that emphasizes people and family? After much exploration, we found the solution – Confucianism."

Even in the "East meets West" setting of cosmopolitan Shanghai, Mr Wu's idea of blending Eastern and Western principles to build corporate culture is unique. By adopting the Confucian principle of "taking action to change the world" he has helped Siemens become a more Chinese enterprise, a step ahead of many local Chinese companies.

"Some may believe that the Confucian principle 'Happy Medium' means mediocrity, balance or 'taking the middle road', but I would disagree," Mr Wu says. "Confucius was an extremely active person. He encouraged people





统文化相结合，我们上下而求索，最终找到了孔子的儒家文化。”

他的论断多少让人有些惊讶，又深觉敬佩，因为在全球化的今天，即使是上海这样的中西文明交汇之地，文化隔阂依然随处可见，有时甚至遮蔽了视野，让人无缘欣赏近在咫尺的风景。但吴文辉带给西门子的是一颗难能可贵的开阔之心。他让西门子可以顺应时势，努力去成为一家“中国公司”；可以走在许多本土企业前面，去信奉儒家文化；也可以贴近中国国情，以其技术优势深入基础医疗市场，致力于提供民众可以负担的医疗，从而切实改变中国“看病贵，看病难”的现状——而这一切仿佛都源于他从孔子身上汲取的入世

精神。

“有人认为儒家的‘中庸之道’是‘平庸、平衡、走中间道路’，其实并非如此。孔子是一个非常积极上进的人，他鼓励人们成就自己的梦想。‘孔子，圣之时者’，他的道理有着超越时间的力量。我们可以尊崇他为‘时间的圣人’，因为我理解的‘中庸’，是在‘合适的时间做正确的事情’。”

吴文辉对于儒家文化的其他概念也有着自己的诠释：“仁”是帮助他人实现自身价值，以人为导向；而“礼”是行为合乎规范，意味着尊重、谦虚、自律。这些都可以完美地融入团队建设之中，从精神层面提升员工的敬业度。他说，业绩增长虽然令人欣慰，但还不及





“Confucius is the sage of his time. His ideas have a timeless appeal.”

to realize their dreams. Confucius is the sage of his time. His ideas have a timeless appeal. In my opinion ‘Happy Medium’ means doing the right thing at the right time.”

Mr Wu has incorporated other Confucian concepts into his work as well. For example he says ‘Humanity’ means a focus on helping others realize their aspirations and values, while ‘Etiquette’ means following a behavioural code that requires respect, modesty and self-discipline. He believes these concepts can be easily integrated into team-building in order to engage employees on a more spiritual level. The thrill of seeing evidence of improved business performance is not nearly as satisfying as witnessing the development of employees and teams, argues Mr Wu. He says the sincere efforts made by every employee to work towards achieving a shared target is what he cherishes the most, and this is what perpetuates the value of an enterprise. For employees, knowing that their efforts help to make healthcare more affordable to lower-tier regions in China is also a reward.

## THE LONG MARCH

Mr Wu seems to enjoy the state of being “on the road”, whether literally or figuratively. He has spearheaded efforts by Siemens Healthcare to organize two “Retrace the Route of the Long March” events. The first is an annual internal event in which employees don the uniforms worn by the People’s Liberation Army and visit a place along the route of the Long March. So far, the programme has taken Siemens staff to the Jinggang Mountains in Jiangxi Province, Xundian in Yunnan Province and Xichang in Sichuan Province. Besides giving employees the chance to travel and learn first-hand about the people and culture of a region, the trips also include reviews of the company’s regional strategy for equipment and resource deployment, and help with team building.

Siemens Healthcare is also collaborating with the China International Medical Foundation to launch a second Long March event in which a truck outfitted with the company’s comprehensive diagnostics

and treatment products is retracing the route of the Long March, hosting physician trainings and county-level hospital forums in remote areas along the way. This event began in 2012 in Ruijin in Jiangxi Province, and will cover eleven Chinese provinces before it finishes in 2015. It has been a great success so far, helping Siemens Healthcare provide radiology and ultrasound training to more than 1,100 physicians from over 500 county-level hospitals, so they can improve their diagnostic capabilities. “The Long March itself is a manifestation of faith, fortitude, innovation and team heroism,” says Mr Wu. “These are all precious qualities for modern companies.”

He not only looks to historic events for inspiration. He says lessons abound in our every day surroundings, and notes that even architectural landmarks such as the Sanskrit Palace in Lingshan,





员工和组织机构的发展所带来的喜悦，因为凝聚在数字背后每位员工的真诚努力，才是他最珍视的东西——一家企业的恒久价值。

### 长征之路

“这些年来，我们一直在赶路。”吴文辉似乎很喜欢“行走”这个状态，无论它是一种现实，还是一个寓意。在他的领导下，西门子医疗举办了两个系列的“重走长征路”活动。首先是在企业内部，公司上下员工沿着红军长征的路线，每年走其中一站，他们身着红军制服，跋山涉水，来到了江西井冈山、云南寻甸和四川西昌，与当地百姓交流，在行走的过程中进行团队建设、战略回顾和部署。此外，西门子医疗与中国国际医学交流基金会发起了另一个长征之旅，他们驾驶着一辆配备着西门子医疗全方位诊疗产品的展示车，从江西瑞金出发，追随当年红军长征的足迹，在沿途11个省份举办医师培训和县级医院院长论坛。活动进行得很成功，迄今为止在江西、福建、广东、湖南和广西已有来自500多家县级医院的逾1100位医师参与了西门子医疗举办的超声、放

射专业技术人员培训班，切实提高了当地医院的诊疗水平。“长征的本质是秉持信念、坚韧不拔、勇于创新 and 团队英雄主义，这对于现代企业同样适用。”

他不仅从历史中撷取灵感，也从现实中寻找借鉴。无锡灵山的梵宫和苏州的会老堂也为西门子带来启迪，前者让人相信卓越可以由当代普通人来创造，后者则表示卓越并非只是从无到有的创新，也可以是让陈旧的东西重现光彩。这样持续不断的行走和思索，才让吴文辉带领着西门子医疗最终找到了儒家文化。

吴文辉认为，总部设在外国的国际型企业，即通常意义上的外企，在中国的发展大致可分为三个阶段：首先是产品优势，外企进入中国市场之初，凭借其出色的产品质量取胜；继而是资金优势，外企在中国各地政府招商引资的背景下，依靠其雄厚的资金实力建设工厂；然后是创新优势，在竞争日趋激烈之时，外企开始踊跃在中国设立研发中心，不断推出新技术和新产品，但中国人的研发力量也在蓬勃发展，不少本土企业的创新实力不容小觑。谈及未来，他认为虽然各行各业情况不同，但是外

企想要在中国持续发展，势必要发挥其文化优势，即通过中外文化融合让员工拥有归属感。

“这只是我个人的观点。”吴文辉审慎地表述，但他的思索展示出了一位优秀的职业经理人的素质和自觉，不仅关注眼前的问题，更要具备前瞻性，“我们要办成一家中国公司，不仅仅是在中国投资、纳税的企业，还有着中国传统文化的底蕴。因为外企在中国的竞争力，未来必须通过文化融合方能呈现出来。”

### 中欧·梦想

谈及在中欧读书的时光，吴文辉流露出会心的笑容，不难看出这对他说是一段美好的回忆。“两年半的学习，我几乎没有缺过一堂课。我是积累了一些管理经验之后才来到中欧学习的，因此非常珍惜在那儿的日子。中欧赋予我的是一种自信，它帮助我打造了管理知识的体系和结构，就像是为我打开了一座图书馆，从此以后，我知道自己所需要的每本书在哪里。知识永远都会有所欠缺，但我不会因此露怯，因为知道从哪里可以找到它、学习它、获取它。而且，中欧的一些课程确实代表着该领域最先进的发展成果，如果教育也是一种科技的话，那么中欧是将最先进的技术带到了中国。”

2008年，吴文辉被《环球企业家》杂志评选为“中国40岁以下商业精英”。刚过不惑之年又接下了西门子医疗中国区总裁的重任，他对于自己的成功却不以为意，“我只是一个怀揣着梦想前行的人。‘中国梦’对我来说一直都真实地存在着。一个拥有梦想的人，才会坚定地朝着目标走下去，否则在困惑和诱惑的面前，会渐渐遗忘了初衷。而我的梦想，就是打造中国最具影响力的医疗企业，为更多的普通民众带来健康与福祉。”



Wuxi and Friends' Hall in Suzhou both have something to teach us. The Sanskrit Palace demonstrates that excellence can be accomplished by ordinary people, while Friends' Hall shows that excellence is not created out of nothing, but can come from appreciating the value of old things.

## EAST MEETS WEST

Western companies in China have had three common advantages, says Mr Wu. The first was the high quality of their products, which gave them an edge when they initially entered the Chinese market. The second is capital. Eager to boost economic development, many local governments in China wooed foreign companies with generous incentives to build factories. Finally, foreign companies have also had an advantage in innovation. Increasing numbers of Western multinationals have established their R&D centres in China, bringing new technologies and products into a fiercely competitive market. But now, Mr Wu says, local Chinese companies are beginning to

excel in these areas as well, particularly with their R&D capabilities. He says that if Western companies want to continue to grow their businesses in China, they must begin to develop their own unique corporate culture that incorporates Chinese elements. Only in this way will they be able to attract, inspire, and retain the best local employees.

"This is my personal view," says Mr Wu. "We are going to be a Chinese company, this means not only will our investment and tax payment be done in China, but also our cultural foundation will be grounded in traditional Chinese culture. To remain competitive, foreign companies will have to find ways to integrate the different cultures."

## CEIBS & DREAMS

Talking about his studies at CEIBS brings a smile to Mr Wu's face. "For the two-and-a-half years I studied at CEIBS, I was almost never absent. I came to CEIBS with some management experience already, and I very much cherished my time there," he says. "CEIBS gave me self-confidence, and

helped me develop structured and systematic management knowledge. It was like building a library for me. Now I know where every book is when I need it. There is always something more to know, but I am not afraid, I always know where I can get the knowledge. Some of CEIBS' courses represented the most advanced thinking in a field. If education can be said to be a kind of technology, CEIBS is bringing the most advanced technology to China."

Since receiving his EMBA degree from CEIBS and taking the reins at Siemens Healthcare Northeast Asia, Mr Wu has been named among "China's Business Elites under 40" by *Global Entrepreneur* magazine. However, he remains humble about his accomplishments. "I am just pursuing my dreams," he says. "Nowadays everyone is talking about 'The Chinese Dream', to the point that it has almost become a cliché. But I think we do need dreams to sustain ourselves. We should not forget where we came from or the doubts and difficulties we faced when starting out. My dream is to build China's most influential medical company in order to bring healthcare and well-being to increasing numbers of ordinary people."

"To remain competitive, foreign companies will have to find ways to integrate the different cultures."





# 特别鸣谢



**2013**年，中欧在职金融 MBA 又迎来了 120 位精英的加入，他们代表着目前中国金融业最优秀、最中坚的力量。在他们实现金融梦想的道路上，得到了中欧校友们的大力支持，今年共有 80 多位校友为申请者撰写了推荐信，其中大部分校友都是业界的高层管理者，他们的推荐信给招生委员会提供了很有价值的参考意见。

在新的一年到来之际，我们向所有为申请者撰写推荐信以及给予支持的校友们送上最真挚的新年祝福与最诚挚的谢意！特别感谢名单如下（排名按首字母排序）：

姓名	公司	职位	班级
曹建伟	郑州宇通集团有限公司	董事	EMBA2009
曹 杰	安徽新华传媒股份有限公司	党委书记、董事长	EMBA2007
曹 岚	上海华虹 NEC 电子有限公司	法务总监	EMBA2009
曹晓峰	澜玛资本控股有限公司	合伙人	EMBA2009
常旭东	上海外高桥造船有限公司	总会计师	EMBA2000
陈发树	新华都实业集团股份有限公司	董事长	CEO2008
陈 灏	北京拉卡拉网络技术有限公司	高级副总裁	FMBA2012
陈康平	晶科能源有限公司	CEO	EMBA2009
陈启宇	上海复星医药（集团）股份有限公司	董事长	EMBA2003
陈 武	上海应天创业投资有限公司	总经理	EMBA2007
崔皓丹	中汇会计师事务所有限公司	合伙人	FMBA2012
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丁 坚	天风证券股份有限公司	副总裁	EMBA2010
法比奥	葡诚水泥（中国）	中国区首席执行官	EMBA2010
范 伟	复星集团	联席总裁	CEO2008
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方蔚豪	远东宏信有限公司	常务副总裁	EMBA2004
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冯 翔	中国光大银行南昌分行	行长	FMBA2012
和春祥	云南省医药有限公司	副总经理	EMBA2006
黄 晔	上海国际机场股份有限公司	董事会秘书	MBA2010
焦建刚	天平汽车保险股份有限公司	首席运营官	EMBA2011
荆 伟	国信证券股份有限公司上海分公司	执行总经理	EMBA1999
井 宇	上海新万通投资控股（集团）有限公司	董事长	EMBA2002
黎瑞刚	华人文化产业投资基金	董事长	EMBA2007
李从武	上海长园维安电子线路保护有限公司	董事长	AMP2005
李富生	许继集团有限公司	总经理	EMBA2004
李国斌	北京奥鹏远程教育中心有限公司	副总经理	EMBA2008
李良光	福建海源自动化机械股份有限公司	董事长、总经理	EMBA2008
连 凯	诺亚（中国）控股有限公司	董事总经理	EMBA2007
梁宇峰	东方证券股份有限公司	研究所联席所长	EMBA2008
林晓峰	上海国际集团有限公司东京事务所	总代表	EMBA1998
刘及欧	崇德基金投资有限公司	董事总经理	CEO2010
刘奇志	福建嘉华创业投资有限责任公司	董事长	EMBA2009
刘秋明	平安证券有限责任公司	副总经理	EMBA2010
刘天民	软银中国创业投资有限公司	主管合伙人	CEO2009
刘忆东	上海德晖投资管理有限公司	资本合伙人	EMBA2004



# Special Thanks

In 2013, 120 new students joined the CEIBS FMBA family. They are representatives of the "rising stars" of China's financial sector. On the road to their financial dreams, they have received enormous support from CEIBS alumni. More than 80 alumni - most of whom are senior executives from the financial or industrial sector - have provided worthy applicants with letters of recommendation.

Best wishes for the upcoming New Year, and our sincere gratitude to:

Name	Company	Position	Class
Cao Jianwei	Zhengzhou Yutong Group Co., Ltd.	Member of the Group Board	EMBA2009
Cao Jie	Anhui XinHua Media Co., Ltd.	Party Secretary & Chairman of the Board	EMBA2007
Caroline Cao	Shanghai Hua Hong NEC Electronics Company, Ltd.	Chief Legal Counsel	EMBA2009
Windy Cao	Landmark Corporate Holdings	Vice President	EMBA2009
Chang Xudong	Shanghai Waigaoqiao Shipbuilding Co., Ltd.	Chief Accountant	EMBA2000
Chen Fashu	New Huadu Industrial Group Co., Ltd.	President	CEO2008
Gary Chen	Beijing Lakala Network Technology Co., Ltd.	Senior Vice President	FMBA2012
Chen Kangping	JinkoSolar Holding Co., Ltd.	CEO	EMBA2009
Chen Qiyu	Shanghai Fosun Pharmaceutical (Group) Co., Ltd.	Chairman	EMBA2003
Chen Wu	Shanghai Yingtian Venture Co.	General Manager	EMBA2007
Kenny Cui	Zhonghui Certified Public Accountants Ltd.	Partner	FMBA2012
Dai Zuojun	Hengyang Valin Steel Tube Co., Ltd.	Vice General Manager & Finance Director	EMBA2011
Ding Jian	Tian Feng Securities Co., Ltd.	Vice President	EMBA2010
Fabio Esteves de Carvalho	Votorantim Cimentos	China CEO	EMBA2010
Fan Wei	Fosun Group	Co-President	CEO2008
Fan Yongjin	Shanghai AJ Corporation	Chairman of the Board & Secretary of the CCP Committee	EMBA2001
Fang Weihao	Far East Horizon Ltd.	Executive Vice President	EMBA2004
Fei Xiaomei	Government of Shanghai Jiading District	Deputy Director	EMBA2011
Feng Xiang	China Everbright Bank (Nanchang Branch)	President	FMBA2012
He Chunyang	Yunan Pharmaceutical Co., Ltd.	Deputy General Manager	EMBA2006
Huang Ye	Shanghai International Airport Co., Ltd.	Company Secretary	MBA2010
Jiao Jiangang	Tianping Auto Insurance Co., Ltd	Chief Operating Officer	EMBA2011
Jing Wei	Guosen Securities Co., Ltd. Shanghai Management Dept.	Managing General Manager	EMBA1999
Jing Yu	Xing Wan Tong Investment Co.	Chairman	EMBA2002
Li Ruigang	China Media Capital	Chairman	EMBA2007
Li Congwu	CYG Wayon Circuit Protection Co., Ltd.	President	AMP2005
Li Fusheng	Xu Ji Group	Manager	EMBA2004
Li Guobin	National Center for Open & Distance Education	Vice General Manage	EMBA2008
Li Lianguang	Fujian Haiyuan Automatic Equipments Co., Ltd.	President & General Manager	EMBA2008
Lian Kai	Noah (China) Holdings Ltd.	R&D CRO	EMBA2007
Liang Yufeng	Orient Securities Co., Ltd.	Head of Equity	EMBA2008
Lin Xiaofeng	Shanghai International Group. Tokyo Office	Chief Representative	EMBA1998
Liu Ji'ou	China Renaissance Capital Investment	Managing Director	CEO2010
Liu Qizhi	Fujian Jiahua Venture Investment Co., Ltd.	President	EMBA2009
Trimmy Liu	Ping An Securities Ltd.	Deputy General Manager	EMBA2010
Tim Liu	SB China Venture Capital Limited	Managing Partner	CEO2009
David Liu	Shanghai Divine Investment Co., Ltd.	Partner	EMBA2004





# 特别鸣谢

姓名	公司	职位	班级
陆 晨	青岛海立电机有限公司	总经理	EMBA2001
罗伟德	中国东方航空股份有限公司	前 CFO	EMBA1997
马华民	普德制药有限公司	首席执行官	EMBA2004
马 昆	好时公司	亚洲区市场总监	EMBA2006
马 爽	上海安越企业管理咨询有限公司	总经理	MBA2001
缪汉根	盛虹集团	董事局主席	CEO2007
沈 黎	中国国际金融有限公司	董事总经理	MBA2000
沈 荣	上海金桥出口加工区开发股份有限公司 上海金桥出口加工区联合发展有限公司	总裁、副董事长	CEO2010
孙 颖	普华永道中天会计师事务所有限公司	审计合伙人	EMBA2003
谭文清	东方富海投资管理有限公司	合伙人	EMBA2006
唐 斌	上海复星创富投资管理有限公司	总裁	EMBA2011
陶 怡	好买财富	副总经理	EMBA2011
万 浩	快钱支付清算信息有限公司	总经理	EMBA2011
万 钧	狮桥融资租赁（中国）有限公司	CEO	EMBA2001
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徐迎春	上海电气集团股份有限公司	副部长	EMBA2011
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殷 嵘	复地（集团）股份有限公司	副总裁	EMBA2011
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张 宇	苏州工业园区金腾农村小额贷款有限公司	董事长	EMBA2011
张忠民	上海朗程投资管理有限公司	总裁	EMBA2000
赵 虹	安邦保险集团股份有限公司	副总裁	EMBA2005
赵 敏	TCL 集团奥鹏文化教育产业集团	总经理	EMBA2005
赵维茂	上海鹏欣房地产（集团）有限公司	总裁	EMBA2003
郑 宇	上海映雪投资管理有限公司	资本合伙人	EMBA2011
周 波	上海市人民政府、上海市发展和改革委员会	市政府副秘书长兼发改委主任	EMBA1995
周 琳	安永华明会计师事务所（特殊普通合伙）	合伙人	EMBA2006
周 忻	易居（中国）控股有限公司	董事局主席	CEO2007
朱 静	上海上坤置业有限公司	总经理	EMBA2007
朱 涛	标准普尔信息服务（北京）有限公司	总监	MBA2004
庄宇杰	德勤华永会计师事务所（特殊普通合伙）	经理	FMBA2012

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CEIBS FMBA



Name	Company	Position	Class
Lu Chen	Qingdao Highly Electric Co., Ltd.	General Manager	EMBA2001
Luo Weide	China Eastern Airlines Corporation Ltd.	EX CFO	EMBA1997
Edward Ma	Pagoda Pharmaceuticals Limited	Chief Executive Officer	EMBA2004
Ma Kun	The Hershey's Company	Asia Marketing Director	EMBA2006
Marshall Ma	EasyFinance Management Consulting Co., Ltd.	General Manager	MBA2001
Miao Hangen	Shenghong Group	Chairman of the Board	CEO2007
Shirley Shen	China International Capital Co.	Managing Director	MBA2000
Shen Rong	Shanghai Jinqiao Export Processing Zone Development Co., Ltd. & Shanghai Jinqiao Export Processing Zone United Development Co., Ltd.	President	CEO2010
Sally Sun	PWC Shanghai Branch	Audit Partner	EMBA2003
Tan Wenqing	Oriental Fortune Capital Co., Ltd.	Partner	EMBA2006
Tang Bin	Fosun Capital Investment & Management Co., Ltd.	President	EMBA2011
Joy Tao	Howbuy	Vice General Manager	EMBA2011
Jack Wan	99 Bill	General Manager	EMBA2011
Wan Jun	Lionbridge Financial Leasing (China) Ltd.	CEO	EMBA2001
David Wang	Macquarie Capital (Hong Kong) Ltd.	Associate Director	MBA2008
Wang Xiping	Shanghai Futures Information Technology Co., Ltd.	Vice General Manager	EMBA2012
Wang Zhen	Bypay.cn	Partner	EMBA2008
Xiao Yilin	Shanghai Pudong Development Bank Co., Ltd. (Jinqiao Sub-branch)	President	EMBA2010
Gordon Xie	The Coca Cola Company	Business Director McDonald's	EMBA2010
Duke Xu	ICBC Shanghai Branch	Vice General Manager of Private Banking Dept. (Shanghai)	EMBA2009
Hector Xu	Aegon-Industrial Fund Management Co.	Deputy General Manager	EMBA2011
Xu Yingchun	Shanghai Electric Group Company Ltd.	Deputy General Manager	EMBA2011
Daniel Xu	Hangzhou Industrial & Commercial Trust Co., Ltd.	CEO	MBA1995
Xu Mintian	Shimge Pump Industry Group Co., Ltd.	CEO	EMBA2012
Yan Shoujun	Harvest Capital Group	Partner	EMBA2006
Yang Chizhong	Everbright Securities Co., Ltd.	Party members & Executive Director	EMBA2008
Yang Guang	China Everbright Bank Zhengzhou Branch	Vice President	EMBA2005
Yang Weinian	Shanghai Whitecat (Group) Co., Ltd.	Vice General Manager	CFO2005
Rosa Yang	Deloitte Touche Tohmatsu CAP Ltd.	China Deputy Managing Partner & Eastern Region Managing Partner	EMBA2013
Ye Jide	Zhejiang Supor Co., Ltd	Vice President	EMBA2008
Yin Rong	Shanghai Forte Land Co., Ltd.	Vice President	EMBA2011
Yuan Hai	Founder Securities Co., Ltd.	General Manager	EMBA2011
Mike Zhang	Kimberly-Clark (China) Co., Ltd.	Managing Director	EMBA2000
Jeff Zhang	Sinopacific Shipbuilding Group Co., Ltd.	CFO & Board member	CFO2005
Zhang Yu	Suzhou Industrial Park Jinteng Rural Small Loan Co., Ltd.	Chairman	EMBA2011
Zhang Zhongmin	Langcheng Capital Organizations	CEO	EMBA2000
Zhao Hong	Anbang Insurance Group	Vice President	EMBA2005
Simon Zhao	Open Cultural and Educational Industry Group, Ltd.	CEO	EMBA2005
Zhao Weimao	Shanghai Pengxin Real Estate Group Co., Ltd.	President	EMBA2003
Jeff Zheng	Snowlight Capital	Partner	EMBA2011
Zhou Bo	Shanghai Municipal People's Government , Shanghai Municipal Development and Reform Commission	Deputy Secretary General of Shanghai Municipal People's Government & Director of Shanghai Municipal Development and Reform Commission	EMBA1995
Zhou Lin	Ernst & Young Hua Ming LLP	Partner	EMBA2006
Zhou Xin	E-House (China) Holdings Limited	Chairman	CEO2007
Zhu Jing	Shanghai Sunkwan Property Limited	Manager	EMBA2007
Tony Zhu	Standard and Poor's Information Service (Beijing) Co., Ltd.	Director	MBA2004
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