

# 中欧校友北京 798分会 正式成立 Beijing 798 Chapter Launched

11月16日，中欧校友会北京798分会成立仪式在北京798艺术区“艺术工厂”隆重举行。798分会是中欧校友会在北京的首个区域分会，来自北京朝阳望京商圈及周边地区的60多位校友参加了成立仪式。

在成立仪式上，北京七星电子董事长王彦伶先生（EMBA 2002）向校友们介绍了北京798艺术区的发展，并且表示北京798校友分会将团结生活和工作在798艺术区及周边地区的校友，以提升校友们的艺术修养和美学感受力、加强校友之间的交流合作为己任。中央美术学院韩江鹤教授发表了题为“艺术品鉴赏与收藏”的演讲，对艺术品收藏市场发展现状进行了深入浅出的梳理与分析。

共有13位校友被推选为北京798分会首届理事会成员，王彦伶校友与李艳校友分别当选理事会首任会长与秘书长。

中欧北京校区运营主任萧斌女士代表学院致辞并向理事会颁发证书。随后，萧斌女士与王彦伶会长共同为“798中欧校友会”揭牌。牌匾题字出自著名书画家肖丽的手笔，全体参会校友在牌匾背面签名留念，为北京798分会的成立留下了一份独一无二的纪念品。



中欧校友会北京798分会理事会成员名单  
798 Chapter Council Members

苏玲	(DIMP 1999)	Su Ling	(DIMP 1999)
谢震	(MBA 2000)	Xie Zhen	(MBA 2000)
刘学颂	(EMBA 2001)	Liu Xuesong	(EMBA 2001)
冯建昇	(MBA 2001)	Feng Jiansheng	(MBA 2001)
王彦伶	(会长, EMBA 2002)	Wang Yanling	(President, EMBA 2002)
贺利	(EMBA 2002)	He Li	(EMBA 2002)
李艳	(秘书长, EMBA 2004)	Li Yan	(General Secretary, EMBA 2004)
左勇刚	(EMBA 2004)	Zuo Yonggang	(EMBA 2004)
毛思翩	(EMBA 2007)	Mao Sipian	(EMBA 2007)
全红兵	(EMBA 2008)	Quan Hongbing	(EMBA 2008)
肖锋	(EMBA 2009)	Xiao Feng	(EMBA 2009)
高翔	(EMBA 2009)	Gao Xiang	(EMBA 2009)
姜广成	(EMBA 2012)	Jiang Guangcheng	(EMBA 2012)

The worlds of art and business got a little bit closer together on November 16 when more than 60 alumni from Wangjing commercial area in Chaoyang District and surrounding areas gathered in the 798 Art Zone for the launch of CEIBS Alumni Association (CAA) Beijing 798 Chapter. This is the first district-level chapter established in Beijing.

The event provided attendees with an excellent opportunity to learn more about Beijing's 798 Art Zone, thanks to an overview by CEO of Beijing Sevenstar Science & Technology Wang Yanling (EMBA 2002). He expressed his hope that the CAA Beijing 798 Chapter will become a platform of cooperation and communication for CEIBS alumni working and living within or near the 798 Art Zone. The chapter's mission, he added is to: foster artistic appreciation, spread aesthetic knowledge, deepen aesthetic understanding, strengthen communication, boost cooperation and

promote mutual success among alumni. The launch, which had a clear art-centred focus, also included a keynote speech by Professor Han Jianghe from China Central Academy of Fine Arts. He spoke about the "Appreciation and Collection of Artworks", and touched on issues such as the development of the current artwork market.

After the 13-member elected council was announced (see box), Operations Director of CEIBS Beijing Campus Xiao Bin presented the Chapter with its official CAA certificate.

Then, amid warm applause from those present, Xiao Bin and Wang Yanling unveiled a plaque to mark the establishment of the "CAA Beijing 798 Chapter". The beautiful calligraphy on the plaque was the work of famous calligrapher and painter Xiao Li. All alumni signed their names on the back of the plaque to mark the historic founding of the Beijing 798 Chapter.

# 朱晓明院长、王庆江主任赴南宁庆贺 广西校友分会换届选举

## Guangxi Chapter Elects New Council



**12**月18日，中欧国际工商学院院长朱晓明教授出席了在广西南宁举行的中欧校友会广西分会换届大会暨迎新年会。中欧校友关系事务部王庆江主任、深圳代表处首席代表梅文珏先生、副首席代表孔飏先生也参加了本次盛会。

中欧校友会广西分会成立于2010年12月18日，目前已拥有会员71名，校友企业分布在桂林、南宁、柳州、北海、崇左等地的多个行业。第一届理事会积极举办了各项会员联谊活动，加强了校友之间的联系和沟通，增强了广西分会的凝聚力。

在换届大会上，朱院长发表了热情洋溢的贺辞，感谢广西校友分会为学院做出了贡献，期望广西分会的校友们事业蒸蒸日上，并且更加关注学院的未来发展。随后，朱院长向理事会新任会长孙大光（EMBA 2006）先生颁发了广西分会第二届理事会成立证书，并与广西分会校友们进行了深入交流。应校友们的要求，朱院长现场演示了如何利用数字化教学方式讲授FMBA开学课程，赢得了校友们的普遍赞誉。

**C**EIBS President Prof Zhu Xiaoming was among those who attended the CEIBS Alumni Association Guangxi Chapter's elections for a new council & New Year celebration on December 18 in Nanning.

Since being established in 2010, the Chapter has attracted 71 members. These include CEIBS alumni from various industries and geographic locations such as Guilin, Nanning, Liuzhou, Beihai and Chongzuo. The first council was active in organizing numerous activities for members, thus strengthening the ties and enhancing communication among alumni, and building coherence within its membership base.

During the elections, President Zhu gave an enthusiastic congratulatory speech in which he thanked the Chapter for its contribution to the development of CEIBS. He also expressed the hope that members would enjoy greater success in their careers, and pay greater attention to the future development of the school. After presenting the Certificate of Election to the new Director Sun Daguang, President Zhu then interacted with alumni. This included an on-the-spot demonstration of the starter course for CEIBS FMBA. He utilised a digital teaching method which was enthusiastically received by the alumni.

Also present during the event were CEIBS Department of Alumni Relations Director Wang Qingjiang, Chief Representative of CEIBS Shenzhen Representative Office Warren Mei and Deputy Chief Representative of the Office Brian Kong.