

中欧国际工商学院2013年第二次公司顾问委员会会议举行 Corporate Advisory Board Meeting Addresses Key Issues

11月13日，中欧国际工商学院举行了2013年第二次公司顾问委员会会议。

本次会议围绕着中欧的战略定位、目前所面临的挑战，以及如何更好地服务企业等话题展开，学院领导和参会委员展开了热烈讨论。中欧副院长兼教务长苏理达（Hellmut Schütte）教授、副院长兼中方教务长张维炯教授联合主持了会议。西门子医疗东北亚区总裁吴文辉先生、沃尔沃中国区董事长沈晖先生等发表了精彩见解。

作为中欧的一个重要的企业伙伴网络，中欧公司顾问委员会通过与学院在各方面展开合作令双方受益，如支持学员、改进课程、发展学术、举办研讨会和创立研究中心等。

苏理达教授在欢迎辞中感谢了企业赞助伙伴在研究经费、高层经理培训课程和MBA学习等领域所给予的



支持。2013年中欧的研究成果增长喜人，在医疗卫生、家族企业、中国全球化等领域涌现了许多优秀的论文和报告，并发挥出了社会效应。2013年度参与高层经理培训课程有11000人次。在未来，新成立的MBA课程案例库开发共享平台也将增强商学院服务企业客户的能力。

张维炯教授指出，为更好地应对跨国企业和本土企业日益增长的多样化需求，中欧必须不断提高竞争力。参会委员对于“如何提升学院的国际地位”这一议题给出了很有价值的

建议。艾默生电气亚太区总裁杨绍曾（Sara Yang Bosco）女士建议充分利用学院遍布全球的校友网络；充分关注跨国公司总部和中国分部之间的协调关系。西班牙电信集团亚洲首席地区官卢易腾（Caspar Luyten）先生建议，中欧应着力研究如何在中国的复杂环境中应用全球性的管理知识。

随后，参会委员们就“中欧如何帮助企业”这一话题各抒己见。爱克发医疗系统设备有限公司亚太区首席执行官徐傅刚（Wolfgang Syhr）先生认为应当加强MBA和EMBA课程中的医疗管理项目，并利用新技术开发在线课程。博世（中国）投资有限公司执行副总裁罗磊（Peter Loeffler）博士则提出了大多数顾问委员的心声——如何吸引人才到二三线城市工作，并建议中欧对此加以研究。



The year's second meeting of the CEIBS Corporate Advisory Board (CAB) was held on November 13, 2013, during which the school's Management Committee and senior executives from many leading multinational companies had productive discussions on topics such as the school's branding, strategy and fund raising. CEIBS Dean and Vice President Hellmut Schütte and Vice President and Co-Dean Zhang Weijiong hosted the meeting.

Comprised of senior executives from CEIBS' corporate sponsors, the CAB aims to bring a "corporate" point of view to the school leadership and contribute to the on-going effort to strengthen CEIBS' leading position in business management by helping ensure that the school's teaching and research activities are closely linked to business practice. Among those who attended:

- Mr Freeman Shen, Chairman, Volvo Car Group China;
- Mr Caspar Luyten, CEO of Telefonica Asia Pacific;
- Mr Wolfgang Syhr, CEO, Healthcare Region-ASPAC, AGFA Health Care;
- Mrs Sarah Bosco, President, Asia Pacific Emerson;
- Dr Peter Loeffler, Executive Vice President, CFO, Member of the Board, Bosch;
- Mr Frank Wu, President Healthcare Sector Siemens North East Asia (EMBA 2005).

During the meeting, Dean



Schütte thanked the school's many corporate partners for their investment in academic research, their close cooperation in the development of executive training programmes and their assistance in enriching the MBA learning experience. He also gave an update on the school's research accomplishments in areas such as healthcare, family business, and the globalization and innovation efforts of Chinese companies. These include the publication of research papers by CEIBS faculty in prestigious academic journals as well as high level forums and round tables with the business community. He also noted that by the end of 2013 enrolment in the CEIBS Executive Education programme was forecast to reach 11,000 participants. The newly launched MBA Case Development and Sharing Platform will also enhance the school's efforts to serve both students and corporate partners.

Many challenges lie ahead, and CEIBS Co-Dean Prof Zhang Weijiong reminded everyone that to remain competitive the school must continue

improving its efforts to serve the diverse needs of MNCs and local firms.

Board members gave constructive suggestions on how the school can leverage its positioning as a leading international business school based in China. Emerson's Mrs Sarah Bosco suggested taking advantage of CEIBS' global alumni network, and also spoke about tapping into the synergies between MNC headquarters and their China units. Mr Caspar Luyten, from Telefónica Asia, suggested continued focus on CEIBS' value proposition of "China Depth, Global Breadth".

Other board members shared their views on how CEIBS can help the business community. AGFA Health Care's Mr Wolfgang Syhr suggested enhancing the MBA and EMBA programmes' curriculum to include areas that would help solve challenges in the healthcare sector, and exploring the new technologies for delivering programmes online. Bosch's Dr Peter Loeffler suggested more study on ways to attract top talent to work in second and third-tier cities.