

# 中欧凯风家族传承研究中心磐多树联盟启航仪式暨 “家·天下”论坛成功举行

## Innovative Launch of CEIBS Pando Tree Association



型游艇载着两代企业家及专家学者在碧海蓝天中由大亚湾驶向巽寮湾，嘉宾们在游艇上乘风破浪，相互交流。

次日，“家·天下”论坛在惠州金海湾喜来登酒店举行。张维炯副院长代表学院致辞，与企业家们分享了当前民营企业的发展机遇与方向，并且指出家族企业是民营经济的重要支柱，其事业传承和文化发扬都极具价值。凯风基金会秘书长胡红女士代表赞助商对此次活动表达了感谢和支持。台湾大学哲学系苑举正教授就家庭的伦理意义与时代价值发表主题演讲。中欧凯风家族传承研究中心联席主任、中欧金融与会计学芮萌教授就家族企业如何才能基业长青做主题演讲，以具体案例分析了一些延绵数代的家族企业成功的秘诀。随后，与会学者和企业家共同参与了圆桌对话，大家从不同视角出发，分享了各自对于家族企业发展与传承的思考。

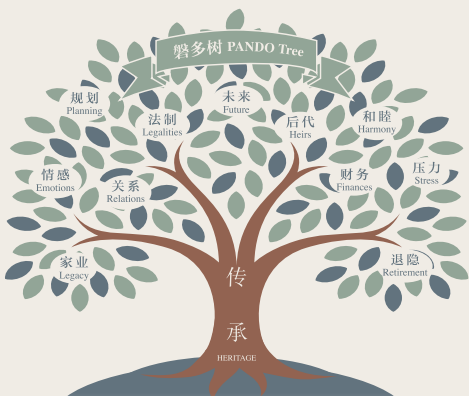
12月8-9日，中欧凯风家族传承研究中心磐多树联盟启航仪式暨“家·天下”论坛成功举行。本次启航仪式是中欧凯风家族传承研究中心的会员组织——磐多树联盟成立以来的首次活动，共有50余位会员、企业家、特邀嘉宾及专家学者前来参加；“家·天下”论坛围绕家族企业的发

展和家族文化的传承而展开，中欧凯风学院院长兼中方教务长张维炯教授、凯风基金会秘书长胡红（MBA 1997）女士、中欧凯风家族传承研究中心联席主任芮萌教授、台湾大学哲学系苑举正教授参与论坛并发表演讲。

12月8日下午，中欧凯风家族传承研究中心磐多树联盟启航仪式在深圳大亚湾浪骑游艇会正式举行，两艘大

### 磐多树联盟名称的由来

磐多树的英文名为Pando Tree，是地球上最古老的树种之一，其根系发达、独木成林，拉丁语意为“自我延展”。磐多树联盟取意“坚若磐石，多有建树；承德传业，生生不息”，象征着家族血脉绵延兴盛，家族企业在商业发展的过程中寻求家族精神的发扬传承。同时，PANDO也有Passion、Achievement、Navigation、Diversity、Originality之意，表达了联盟的五个目标：激情、成就、引领、多元和创新。



Two majestic yachts with entrepreneurs from two generations, experts and scholars on family business and family heritage, sailed from Daya Bay to Xunliao Bay on December 8. Passengers excitedly spoke with each other in the tranquil setting. This was the innovative launch of CEIBS Pando Tree Association, which is affiliated with CEIBS Kaifeng Centre for Family Heritage. A day later, Shenzhen was the venue for the second half of the programme, a forum on family business.

Over 50 guests participated, including members of the association, entrepreneurs, special guests and experts. The theme of the forum was family business development and family culture preservation.

The forum took place at the stunning Sheraton Huizhou Beach Resort. Speaking to participants on behalf of the school, CEIBS Vice President and Co-Dean Prof Zhang Weijiong analysed the development opportunities and future direction of

privately owned enterprises. He also pointed out that family businesses are the pillar of these enterprises and it is therefore vital for the new generation to carry on the work of their predecessors and promote their own unique corporate culture. On behalf of the day's major sponsors, Kaifeng Foundation Secretary General Ellen Hu extended sincere gratitude to forum organisers and expressed firm support for the event. In his keynote speech, NTU Professor of Philosophy Jeu-Jenq Yuann discussed the ethical implications of family and its value

for the times. CEIBS Professor of Finance and Accounting and Co-Director of CEIBS Kaifeng Centre for Family Heritage Oliver Rui then shared his views on how to develop a family business into an age-honoured enterprise. He analysed several family businesses that have prospered for generations and unveiled the secret formula for their success. After his speech, participants engaged in a roundtable discussion during which scholars and entrepreneurs shed light on the development of and succession within family businesses.



## The Pando Tree

The Pando tree is one of the oldest on earth. It has a massive root system. With numerous huge stems, one Pando tree can be as enormous as an entire forest. In Latin, Pando means "I spread."

The Association was named after the mighty Pando because it is expected that it will share the tree's characteristics. It will "have a foundation as firm as its root system; as many achievements as its stems and preserve the heritage of family

businesses in the same way that the Pando's root sends up new stems."

The name Pando represents the continuance and development of a family line. It also symbolizes the preservation and promotion of the family spirit amid business expansion.

PANDO is also an acronym for Passion, Achievement, Navigation, Diversity and Originality, which are the five goals of the association.

