



## 中欧-世界银行中国普惠金融中心 合作备忘录正式签署 World Bank & CEIBS Launch Centre for Inclusive Finance

2月28日，中欧国际工商学院与世界银行在上海校区共同签署了《中欧-世界银行中国普惠金融中心合作备忘录》。作为亚太地区第一家与世界银行合作研究和推广普惠金融的机构，该中心是一个具备研究、培训、咨询等多项功能的综合平台，未来致力于发展成为全球领先的、具有理论和实践影响力的普惠金融智库。

当天，世界银行亚太地区金融与私营部门发展局副局长贺默兹（Hormoz Aghdaey）先生和中欧国际工商学院欧方院长佩德罗·雷诺（Pedro Nueno）教授作为双方在备忘录上签字。中欧中方院长朱晓明教授、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出席了活动。

在签约仪式上，雷诺院长对世界银行的全球化、创新能力和为人类发展所付出的努力表示赞许，并表示中欧会不遗余力将中心建设成为一个交流和创新思想、彼此合作和学习、传递知

识的平台。贺默兹先生指出，中欧在全球范围享有很高声誉，在教育、知识生产等方面勇于创新，他相信中欧将在中心取得成功的过程中发挥重要作用。随后，朱晓明院长以“普惠金融与数字金融”为题发表演讲，与参会嘉宾分享了自己在该领域的研究成果。朱院长在演讲中指出，普惠金融正受益于大数据、云计算、平台战略和移动互联网的多维度推动。

The World Bank and China Europe International Business School (CEIBS) have launched a Centre for Inclusive Finance, a platform through which all stakeholders involved in providing affordable financial services to sections of the Chinese society that need it most, will be able to optimize their efforts by working together. The project will span Asian countries and, as the leading international business

school in China, CEIBS will be integrally involved in providing both research and training. The CEIBS-World Bank Centre for Inclusive Finance is the first of its kind in the Asia Pacific.

In providing background information on the historic collaboration during the launch on February 28, CEIBS President Professor Pedro Nueno gave a personal example from his time as a poor student of why inclusive finance is based on personal relationships. A banker who saw his crestfallen expression after his scholarship funds failed to arrive offered him a loan to tide him over. It's an experience he has never forgotten. Past financial crises around the world, he said, had damaged these types of personal relationships and he hopes the Centre can study how to professionalise the human interactions that make up such an important part of inclusive finance.

A Data Bank, Advisory & Consultancy Unit, and the Inclusive Finance Academy are the three major planks to the Centre. The Data Bank will collect, maintain and publish relevant data for China and the region. Meanwhile the Academy will deliver executive education, training, accreditation and certification. The aim is for the Centre to generate, articulate and disseminate cutting-edge knowledge, innovative solutions and policy suggestions. There has already been fruitful dialogue generated during a working session held as part of the launch.



## 刘延东副总理邀请蔡江南教授等出席 国务院医改座谈会

### Professor John Cai Attends State Council Symposium on Health Care Reform

2014年2月13日，国务院副总理刘延东邀请北京和上海的10位专家学者在中南海国务院会议室召开了关于医改的座谈会。本次会议围绕着“公立医院改革”这一主题展开，刘延东副总理首先做主旨发言，肯定了新一轮医改所取得的成绩，同时指出了下一步医改的艰巨性；公立医院改革是下一步医改的重头戏，其关键在于建立新的机制和体制。

中欧卫生管理与政策中心主任蔡江南教授应邀参会，并发表了题为“医疗资源社会化是医改必由之路”的演讲。参与会议的其他专家学者有：北京大学刘国恩教授与吴明教授、中国人民大学王虎峰教授与董克用教授、中国社会科学院余晖研究员、中华医学会党组书记饶克勤先生、清华大学刘庭芳教授、复旦大学胡善联教授与梁鸿教授。

刘延东副总理在会议结束时做总结发言，她希望大家继续加强研究，提

出具有可操作性的改革措施。刘延东副总理指出，需要明确政府和市场的责任，注重顶层设计和增强改革的系统性，她还强调了专家参与医改政策咨询的重要性，希望更好发挥专家的作用。

Director of CEIBS Centre for Health Care Management and Policy Professor John Cai was among 10 health care experts and scholars invited by Chinese Vice Premier Liu Yandong to participate in a symposium on health care reform on February 13. The invited participants, from Beijing and Shanghai, gathered in the meeting room of the State Council to discuss the theme of “Reforming Public Hospitals”. Vice Premier Liu Yandong, in giving the day’s first keynote speech, acknowledged the achievements that had been made in the

new round of health care reform and pointed out the enormous challenges of furthering medical reform. She noted that reforming public hospitals would be the most important task in the next stage of health care reform, and the key to successful public hospital reform was to establish new systems and mechanisms.

Professor Cai’s contribution to the discussions came in the form of a speech entitled “Allowing More Social Participation in the Health Care Industry is Necessary for Health Care Reform”. Other experts and scholars present at the seminar included Professors Liu Guoen and Wu Ming from Peking University, Professors Wang Hufeng and Dong Keyong from Renmin University of China, Research Fellow Yu Hui from the Chinese Academy of Social Sciences, Secretary of the Party Leadership Group at the Chinese Medical Association Rao Keqin, Professor Liu Tingfang from Tsinghua University, as well as Professors Hu Shanlian and Liang Hong from Fudan University. Among the various government officials from relevant ministries who also took part in the event were Vice Minister of the National Health and Family Planning Commission of the People’s Republic of China Sun Zhigang and Assistant Minister of the Ministry of Finance of the People’s Republic of China Liu Hongwei.

In wrapping up the discussion, Vice Premier Liu Yandong encouraged the group to continue their research and put forward feasible reform measures.



## 中欧名列英国《金融时报》2014年全球MBA百强排行榜第17位 CEIBS is #17 in FT's MBA 2014 Rankings

1月27日，英国《金融时报》公布了2014年全球MBA百强排行榜，中欧国际工商学院MBA课程名列第17位（与纽约大学斯特恩商学院和杜克大学福库商学院并列）。这是中欧MBA课程连续十年跻身全球25强之列，其实力与声誉再次获得国际权威认可。

中欧副教务长、MBA课程主任陈世敏教授表示，“我们欣喜地看到中欧已经跻身全球顶尖MBA课程之列，可以与哈佛、斯坦福、沃顿商学院、伦敦商学院、欧洲工商管理学院和麻省理工等比肩而立。中欧在短短20年的建校历程中收获了累累硕果，为中国、亚太乃至全球培养和输送了大批高素质的管理

人才和未来商业领袖。每年都有越来越多的跨国公司、国有企业和民营企业来到中欧招募管理人才。经过这些年的努力，我们已成长为世界级的MBA课程，拥有全球顶尖课程和亚太地区最卓越的职业发展团队。”

秉持着“中国深度、全球广度”的定位，中欧在以下领域成为了亚洲表现最佳的商学院之一：

MBA毕业后薪资增长幅度（156%，全球排名第3位）

职业发展，即校友就读MBA前后职级、所在公司规模的对标（全球排名第11位）

校友毕业三个月内的就业率（90%）

加权薪资，即校友毕业后三年里的加权平均薪资（127117美元）

校友招募MBA毕业生的首选商学院

女性学员比例（43%）

国际师资（全球排名第13位）。

中欧在国际课程体验方面同样表现出色（全球排名第15位），该指标旨在衡量MBA应届毕业生在课程期间所获得的国际经验，包括国际交流、研究项目、游学和海外公司实习机会。过去十年，中欧一直在一些领域取得稳步发展，例如：职业发展排名自2006年以来上升了54位；国际交流名次上升了59位；校友推荐名次上升了30位。





The strong international reputation of the CEIBS MBA has solidified its position as a major global player, according to the *Financial Times*' ranking of the world's top 100 full-time MBA programmes. CEIBS is ranked #17 in the world this year – along with NYU Stern and Duke Fuqua – and has been in the top 25 for the last decade.

“It is gratifying to see us being recognized as one of the elite MBA programmes globally, together with names such as Harvard, Stanford, Wharton, LBS, INSEAD, MIT, etc. We have come a long way in merely 20 years due to our ability to train and supply high-end managerial talent and future business leaders that meet the needs of the Chinese economy, the wider Asian region, and beyond,” said Associate Dean and MBA Director Professor Chen Shimin. “That’s evident from the increasing number of recruiters that are coming to us with

leadership positions from MNCs, SOEs and private enterprises. Over the years, we have matured as an international MBA programme with a cutting-edge curriculum rooted in China Depth, Global Breath, and one of the best career services teams in this region.”

CEIBS’ two-pronged approach of providing China Depth, Global Breadth has made it one of the best performing schools in Asia in the areas of:-

- salary percentage increase after the MBA (156%, also ranked #3 globally),
- career progress, which measures changes in the level of seniority and the size of company alumni are working in now, versus before their MBA (also ranked #11 globally),
- alumni who have found jobs within three months after graduating (90%),
- weighted salary (US\$127,117, average alumnus salary three years

after graduation, US\$ PPP equivalent, with adjustment for variations between sectors),

- alumni’s top choice of the school from which they would recruit MBA graduates,
- the number of female students enrolled (43%), and
- the number of international faculty (also ranked #13 globally).

CEIBS has also performed well (ranked #15 globally) in international course experience, which is an indicator of the most recent graduating MBA class’ international exposure, including international exchanges, research projects, study tours and company internships outside of China. In fact over the past decade, CEIBS has seen steady improvement in the areas of: career progress (moved up 54 places since 2006), international mobility (moved up 59 places) and alumni recommend rank (moved up 30 places).



## 中欧携手央视对话改革与创新 CEIBS, CCTV 2 Host China Innovation Forum

12月11日，由中欧国际工商学院和央视财经频道联合举办的“改革：我们如何看待未来”论坛在北京举办。中欧宝钢经济学教席教授吴敬琏，中欧院长朱晓明，中欧经济学与金融学教授许斌，中欧国际顾问委员会中方主席、永隆银行董事长马蔚华，京东商城CEO刘强东（EMBA 2009）等学术界与企业界著名人士齐聚一堂，从不同视角分享了对于改革和制度创新的深刻理解与思索。

论坛伊始，吴敬琏教授就强调，随着十八届三中全会对于改革的总体设计的出台，大家都站着历史的入口处，他本人不仅期望做改革的追梦者、圆梦者，更会积极地成为改革的“造梦者”。针对主持人陈伟鸿先生关于制度创新的提问，朱晓明院长深刻剖析了上海自贸区在企业减负方面所推行的积极举措，强调要通过市场的力量来激活科技制度的创新；许斌教授进一步肯定了自贸区的“负面清单”是中国行政体制

改革的重大进步。随后，与会嘉宾就如何看待政府和市场的力量进行了深入探讨。吴敬琏教授指出，十八届三中全会最鼓舞人心之处，就是明确了市场对资源配置起决定性作用。政府在推进改革时一定要尽可能解决短期痛苦，为民众创造长久利益，以更大的政治勇气和智慧去应对改革路上所遇到的实际困难。

本次论坛是2013央视财经论坛的重要篇章，精彩内容已在央视财经频道的王牌栏目《对话》中播出，嘉宾们妙语连珠、引人深思，在观众中收到了良好反响。

**T**he Power of Institutional Innovation in China was the topic of a forum aired January 5 on CCTV 2 which featured a panel of experts from CEIBS including: Executive President Zhu Xiaoming; International Advisory

Board Co-Chairman Dr Ma Weihua, Chairman of Wing Lung Bank and former President and CEO of China Merchants Bank; alumnus and CEO of ecommerce company Jingdong Mr Liu Qiangdong; Baosteel Chair Professor of Economics Wu Jinglian and Professor of Economics and Finance Xu Bin.

CCTV presenter Chen Weihong hosted the event in which panellists shared their views on the many innovations that are expected to be implemented by institutions in China following the economic reform decisions outlined during the Chinese government's Third Plenum. The event was one in a series of Financial Forums organized and broadcast by the finance and economic channel CCTV 2. The session was taped on December 11, 2013 at the China World Summit Wing hotel in Beijing.



## 本土企业求贤若渴 中欧MBA倍受青睐 CDC Recruitment Fair

1月15日，中欧国际工商学院在上海浦东华美达大酒店举办了第8届MBA上海校园招聘。本次招聘会由中欧职业发展中心组织，参展企业达80多家（较去年增加15%），分别来自金融、工业生产及服务、快速消费品、咨询、信息通讯等行业。

随着本土企业迅速崛起，他们对于高端人才的需求也在激增，这体现了中国经济发展的趋势，也是本次MBA招聘季的最大亮点。中欧的优质品牌及毕业生的良好口碑吸引了众多国有企业、民营企业前来招贤纳士。招聘会的参会企业中有兴业证券、复兴集团、华为、迈瑞医疗、腾讯、森马集团等本土知名企业，也有青橙实业、上海起航企业管理咨询、上海昕萤商务咨询、奥山集团等迅速崛起的校友企业；各行业领军跨国公司也延续了对人才的强劲需求，中欧的长期合作伙伴亚马逊、礼来制药、爱默生、艾美仕、捷豹路虎、凯鹏华盈、

毕马威、欧莱雅、德国默克、西门子、软银中国和ZARA等均前来参会。

面对今年国内外较为严峻的经济形势，中欧职业发展中心采取了更加积极的举措来创造就业机会。自2013年9月招聘季开始以来，已有200余家企业在中欧发布招聘职位，较去年同期增长20%；近50家企业在中欧举办了专场校园宣讲会；多名学生通过实习获得了全职工作邀约，其中不乏澳盛银行、麦肯锡、波士顿咨询、杜邦、摩根士丹利华鑫、联想、礼来制药等行业龙头。

Attracted by the opportunity to recruit CEIBS MBA students, more than 80 local and multinational companies turned out for CEIBS' 8th MBA Recruitment Fair organized by the school's MBA Career Development Centre (CDC). Well-known multinational corporations that

have had long-term collaborations with CEIBS attended, including Amazon, Eli Lilly, Emerson, IMS Consulting, Jaguar Land Rover, KPCB, KPMG, L'Oreal, Merck, Siemens, Softbank and ZARA. Local enterprises included Industrial Securities, Fosun, Huawei, Mindray, Tencent, and Semir. In addition, many rapidly growing CEIBS alumni enterprises such as QingCheng, Change on Enterprise, TMRC and Ousun also came looking for top talent at the January 15 event.

Company participation in this year's fair increased by 15% compared to last year, and local enterprises, in particular, showed a marked increase in their demand for high-level talent, which is consistent with overall trends in China's economic development. The recognition of CEIBS as a major global player in the field of management education and impressive reputation of the school's graduates attracted both privately-owned and state-owned enterprises (SOE) to the Recruitment Fair. Financial Services, Industrial Products/Services, Consumer Products, Consulting Services, and IT/Telecom were among the industries represented.

The prolonged slowdown in the global economy means that university graduates continue to face challenges in employment this year. The CDC proactively facilitates employment opportunities for CEIBS MBA students through efforts such as the career development programme and alumni recommendations. The Career Mentor Programme, Peer Coaching Programme and industry mixers have been initiated to promote MBA students for employment opportunities.





## 中欧与瑞士联合银行共同主办苏黎世圆桌会议 CEIBS & UBS Co-Host Zurich Roundtable

1月20日，中欧校友会瑞士分会与瑞士联合银行财富管理（UBS Wealth Management Switzerland）在苏黎世共同主办了“2014展望中国”圆桌会议，约有140位嘉宾到场聆听。

瑞银财富管理主席艾伦·罗伯特先生主持会议并致欢迎辞。应中欧校友会瑞士分会会长、新上任的瑞银财富管理南亚地区市场促进部主管安德烈亚斯·图尔斯特先生之邀，中欧国际工商学院副院长兼教务长苏理达（Hellmut Schütte）教授、迅达集团全球市场与营销总监哈瑞华（Kurt Haerri）先生、苏黎世大学宏观经济学与政治经济学教授法布里齐奥·瑞立波蒂先生、瑞士国防部前亚太地区资深安全政策分析师彼得·赫迪杰先生参加了会议，并分别从他们各自的专业领域发表了演讲。

在友好、积极的氛围中，与会嘉宾就中国的宏观经济、贸易、金融服务和亚洲的安全问题展开了富有真知灼见的讨论，大家的观点从各方面印证了中国在全球经济中日益增长的重要性。

The timely topic of ‘China Outlook 2014’ was explored on January 20 during a roundtable hosted in Zurich by CEIBS Alumni Chapter Switzerland Association (CASA) and UBS Wealth Management Switzerland.

About 140 guests turned out to hear presentations from a panel of world renowned experts in their fields. These included Chairman, UBS Wealth Management, Alain Robert, the day’s moderator who also gave the welcome speech. He was joined by Vice President

and Dean of CEIBS, Professor Hellmut Schütte; Head of Global Marketing & Sales at Schindler Group, Kurt Haerri; Professor of Macroeconomics and Political Economy at the University of Zurich, Fabrizio Zilibotti; and former Senior Security Policy Analyst for APAC in the Swiss Ministry of Defence Peter Hediger. They were all introduced by Andreas Duerst, designated Head, Market Facilitation, Asia South at UBS and President of CASA.

The well-balanced, lively and insightful discussion touched on China’s macro-economy, trade, financial services, and security in Asia. The comments demonstrated China’s ever growing importance in the global economy.



## 中欧2013年CEO峰会暨教育发展基金会年度晚宴成功举行 CEIBS Foundation Annual Dinner 2013

12月4日，中欧国际工商学院2013年CEO峰会暨中欧教育发展基金会年度晚宴在上海校区成功举行。百余名中欧CEO校友、专家、学者莅临盛会，就十八届三中全会背景下的中国宏观经济和金融形势、中国企业全球化进程、家族企业传承等热点问题展开了深入探讨。

中欧院长朱晓明教授首先为2010级46位CEO校友带来了一场知识盛宴。朱晓明教授围绕着数字化服务经济年代的“十大商业趋势”，深刻阐述了掌握科技发展趋势对商业运作的深远影响。随后，2013年CEO峰会正式拉开序幕，中欧副院长兼中方教务长张维炯教授代表学院致辞。中欧创业和投资中心执行主任李善友教授，战略学副教授陈威如，

市场营销学教授王高，副教务长、拜耳领导力教席教授忻榕，法国凯辉会计学教席教授丁远，中欧凯风家族传承研究中心学术主任、米其林领导力和人力资源管理教席教授李秀娟，中欧凯风家族传承研究中心联席主任、金融与会计学教授芮萌，中欧陆家嘴国际金融研究院执行副院长刘胜军等分别就多个议题发表了精彩见解。

在中欧教育发展基金会2013年度晚宴上，中欧院长朱晓明教授、副院长兼教务长苏理达（Hellmut Schütte）教授分别致辞，向过去一年关心和支持中欧发展的校友们致以诚挚谢意。中欧宝钢经济学教席教授吴敬琏，中欧名誉院长、中欧基金会理事长刘吉教授也通过视频短片寄语CEO校友，衷心希望他们

在改革和发展的浪潮中取得自身成就。国家创新与发展战略研究会副会长、前中国驻法国大使吴建民先生，上海和平与发展研究中心主任、上海大学历史系朱学勤教授也参加了晚宴，并与校友们进行交流。

The CEIBS Foundation Annual Dinner 2013, held on December 4, began with school presidents thanking alumni who have invested in the school's continued development for their generosity and support.

The evening was also an opportunity for knowledge sharing. CEIBS Baosteel Chair Professor of Economics Professor Wu Jinglian and Honorary President Liu Ji gave video addresses in which they spoke about China's next stage of economic development and encouraged alumni to embrace the economic reforms that were discussed in the Third Plenum, which will transform the Chinese economy to one that is increasingly driven by market forces. They said they expect the new economic growth model will provide many opportunities for businesses.

After dinner, attendees enjoyed keynote speeches from the Vice President of the China Institute for Innovation and Development Strategy and China's former Ambassador to France Wu Jianmin, as well as renowned historian Professor Zhu Xueqin of Shanghai University. The speakers discussed the importance for entrepreneurs to invest in social responsibility and change management.





goal was to provide a platform through which entrepreneurs from various industries could share their ideas and expertise. Participants included Partner at Kleiner Perkins Caufield Byers, Zhou Wei, and two entrepreneurs – founder of Rong360.com Ye Daqing, and founder of dajiaobao.com Fang Yushu. Ye and Fang, both entrepreneurs in the field of internet finance, represent the trend in transforming traditional finance while Zhou is an expert in Technology, Media and Telecommunications investment. CEIBS Assistant Professor of Entrepreneurship Gong Yan also shared a case analysis of “Zestfinance” during the event, making the point that it’s an indicator of the future trend of adopting big-data-driven decision making.

Meanwhile, disruptive innovation in the catering industry was the topic explored during the 2nd CEIBS-Chrysler “Dialogue with Entrepreneurs” held on November 21. Organized by the CEIBS Centre for Entrepreneurship and Investment and sponsored by Chrysler (China) Sales Co, the event was entitled “Reshaping the Traditional Catering Business: Learning from Internet Businesses”.

Guest speakers included investors, scholars and entrepreneurs. Each analysed how, from his perspective, the idea that “user experience is king” – which has been fundamental to the success of internet-based businesses – can be applied to the traditional catering industry. Speakers also shared their thoughts on how catering businesses can leverage e-commerce and social media tools to increase revenue.

近期，中欧创业与投资中心在上海校区举办了两场精彩的“中欧·克莱斯勒创业点将台”活动。该活动以颠覆式创新为特色，联手国内顶尖投资人与投资机构，为各行业的优秀创业者提供分享理念、交流经验的平台。克莱斯勒（中国）销售有限公司为活动提供了全程赞助。

1月16日，第三期“创业点将台”活动以“聚焦互联网金融”为主题拉开序幕。凯鹏华盈合伙人周炜先生与两位创业者——“融360”创始人叶大清先生、“大家保”创始人方玉书先生进行了深度对话。中欧创业学助理教授龚焱与大家分享了有关“Zestfinance”的案例分析。嘉宾们一致认为，互联网思维将为传统金融行业带来重大改变，由大数据驱动决策，未来将步入互联网金融时代。

去年11月21日，第二期“创业点将台”活动就“互联网思维改造传统餐饮行

业”这一话题展开了探讨。高原资本董事总经理涂鸿川先生与“丰收蟹庄”创始人傅骏先生（创业营一期学员）、“黄太吉传统美食”创始人赫畅先生展开了精彩对话。涂鸿川先生还分享了他与高原资本的创投逻辑，尤其是投资“奇虎360”的精彩案例。龚焱教授也深刻剖析了“绿山咖啡”的案例。嘉宾们的发言从投资、创业和研究等角度不约而同地指向“用户体验为王”这一主题，揭示了“在互联网时代，用户体验是成功的重中之重”这一互联网思维法则。

On January 16, top domestic investors and investment agencies participated in the 3rd CEIBS-Chrysler Entrepreneurial Forum at the Shanghai Campus. The event, hosted by CEIBS Entrepreneur and Investment Centre, explored disruptive innovation in internet finance. The



### 朱晓明院长参加中欧校友昆山行暨电子商务高峰论坛 E-commerce Summit

12月7日，中欧院长朱晓明教授出席了在昆山花桥希尔顿酒店举办的“网融中欧，创赢新经济——中欧校友昆山行暨电子商务高峰论坛”，并发表主旨演讲。中欧校友关系事务部王庆江主任、傅丹阳助理主任等参加活动。昆山市委书记管爱国先生（EMBA 2008）、昆山市市长路军先生（EMBA 2012）等多位中欧校友和企业高管出席论坛。

Executive President Prof Zhu Xiaoming gave a speech on digital finance during CEIBS Alumni Gathering at Kunshan & E-commerce Summit which was held at the Hilton Hotel Huaqiao on December 7. Among

the alumni and business leaders who attended were Secretary General of the Municipal Party Committee of Kunshan Mr Guan Aiguo (EMBA 2008) and Mayor of Kunshan Mr Lu Jun (EMBA 2012).

### 中欧名誉院长刘吉教授等参加首届南极论坛 Antarctic Forum

11月22日至12月2日，“南极论坛2013南极行”在南极大陆成功举行。此次活动旨在遵循《南极条约》的核心思想，舍弃国别和领域差异，立足探讨人类共同责任和利益，以求共同发展。全球有165名科学家、经济学家、人文学者、企业家和社会各界人士参与这一盛事。中欧名誉院长刘吉、经济学与金融学教授许小年、深圳校友会会长徐航等参加了南极论坛的系列活动，尤其是刘吉教授以八十岁高龄登上南极大陆，极大地鼓舞了同行嘉宾。

From November 22 to December 2, a CEIBS delegation completed an eleven-day expedition to Antarctica to attend the first Antarctic Forum. Led by Honorary President Liu Ji, the team included Professor Xu Xiaonian; Xu Hang, President of the CEIBS Shenzhen Alumni Chapter; along with several other CEIBS alumni. They joined more than 165 scientists, scholars, and religious and business leaders from around the world who also participated. The forum aimed to explore ways to protect the global environment, promote balanced and inclusive economic development, and social responsibility. Participants were inspired that President Liu Ji, at 80 years old, made the journey to the remote continent.



### 国防大学宋普选校长率教研骨干观摩中欧朱晓明院长示范教学 The Business of National Defence

11月28日，国防大学校长宋普选在中国浦东干部学院常务副院长冯俊的陪同下，率国防大学教研骨干班学员访问中欧，并现场观摩了中欧院长朱晓明教授的示范教学。朱晓明院长运用数字化、多媒体的教学手段，结合视频、音频、软件互动等多种形式，发表了题为“数字化服务经济年代下的十大商业趋势”的演讲；并以“电商完胜实体店？”为话题，在现场发起模拟对决，启发学员们进行思维碰撞。

President of the National Defence University Song Puxuan and Executive President of China Pudong Executive Leadership Academy (CELAP) Feng Jun led a delegation that attended a demo lecture at

CEIBS on November 28. The topic of the lecture, delivered by CEIBS Executive President Zhu Xiaoming, was “10 Business Trends”. Participants also included students from the elite “Teaching the Research Programme”, led by Song.



### 默克集团高管做客中欧论述家族治理 Merck Exec Speaks at CEIBS

12月2日，伊·默克执行董事会副主席弗兰克·史丹格-哈弗盖博士来到中欧，发表题为“默克集团：家族历史、公司治理和家族治理”的精彩演讲。伊·默克是默克集团的控股公司。本次活动由中欧国际工商学院和德国工商总会上海代表处联合举办。

On December 2 CEIBS welcomed Dr Frank Stangenberg-Haverkamp, Vice Chairman of the Executive Board of E Merck KG, the holding company of Merck Group, the world's oldest pharmaceutical and chemical company. He gave a talk entitled “Merck: Family History, Corporate Governance and Family Governance”. The visit was co-organized with the German Chamber of Commerce in Shanghai.





### 百特国际大中华区总裁柏胜杰做客中欧分享领导经验 Leadership Tips

11月21日，百特国际公司大中华区总裁柏胜杰（Sanjay Prabhakaran）先生来到中欧上海校区，发表题为“有得必有所失”的精彩演讲，分享了他在医疗卫生行业超过22年的从业经验，并与到会嘉宾展开互动。

What does it take to be a global business leader? What prevents many managers from making it to the next level of leadership? Drawing from over 22 years of experience in the healthcare industry, Mr Sanjay Prabhakaran, Baxter International President for Greater China, shared his answers to these questions

and more during a lecture entitled “What Got You Here, Won’t Get You There”. The venue for the November 21 event was CEIBS Shanghai Campus.

### 中欧举办2013首届中国未来能源论坛 China Future Energy Forum

11月30日，2013首届中国未来能源论坛在中欧北京校区顺利举办。本次论坛以“能源产业的价值创造”为主题，围绕着国际案例，针对能源体制改革、油气能源新革命、新能源汽车、电网瓶颈等行业热议话题，邀请国内外知名企业高管和权威人士进行智慧碰撞，探索中国能源改革前景和企业发展战略。

What is the best way forward for China's sustainable energy development? On November 30 government policy-makers, global industry leaders and renowned academics had a lively discussion on potential solutions at the CEIBS First China Future Energy Forum 2013. Organized by CEIBS and *Economy & Nation Weekly* along with supporting organizer World Business Council for Sustainable Development (WBCSD) the forum was entitled “Value Creation in the Energy Industry.”



### 中欧2014级FMBA招生咨询会成功举行 FMBA Info Session

12月15日，中欧金融管理沙龙暨2014级在职金融MBA（FMBA）招生咨询会在中欧上海校园成功举办。中欧金融与会计学教授、IESE-中欧合作博士课程主任、中欧凯风家族传承研究中心联席主任芮萌发表了题为“股海淘金——如何利用非财务信息获取超额投资收益”的演讲。中欧副教务长、在职金融MBA课程主任赵欣舸教授对中欧FMBA课程以及2014级招生政策做了详细解读。本次活动吸引了近百名金融行业精英前来参加。

On December 15, CEIBS Finance Management Salon and information session for the part-time Finance MBA programme was held at the Shanghai Campus. Professor of Finance and Accounting, Director of IESE-CEIBS Coordinated PhD Programme and Co-Director CEIBS Kaifeng Centre for Family Heritage Oliver Rui opened the event with a practical lecture on stock investment with non-financial information. Then Associate Dean and Director of the FMBA Programme Prof Zhao Xin'ge gave a detailed introduction of the programme. The event attracted more than 100 attendees.

### 朱晓明院长赴银川出席“智慧城市与互联网产业”论坛 Tech Talk

12月28日，应宁夏回族自治区政府邀请，中欧院长朱晓明教授前往银川出席了“智慧城市与互联网产业”高峰论坛。朱晓明院长在论坛上发表了题为“智慧城市：商业世界的数字化”的主旨演讲。本次论坛由宁夏信息产业协会和宁夏希望信息产业有限公司共同举办，宁夏回族自治区政府官员齐同生、张乐琴、孙贵宝等莅临参会。

CEIBS Executive President and Zhongtian Chair in Management Prof Zhu Xiaoming gave a keynote address at the Smart City and Internet Industry Forum organized by the Ningxia Information Industry Association and Ningxia Hopesoft Company on December 28. Attendees included Ningxia government officials Qi Tongsheng, Zhang Leqin and Sun Baogui.







## 2012级EMBA国际班毕业典礼隆重举行

### Fresh Grads!

1月11日，来自16个不同国家的50余名2012级EMBA国际班毕业生齐聚一堂，为他们在中欧国际工商学院20个月来的学习之旅画上了圆满句号。中欧国际工商学院院长朱晓明教授、副院长兼教务长苏理达（Hellmut Schütte）教授向毕业生们发表演讲。国际EMBA课程学术主任、管理学教授范悦安（Juan A. Fernandez）主持了毕业典礼，经济学教授芮博澜（Bala Ramasamy）、战略与国际商务学教授麦卡罗（Klaus E. Meyer）和管理学兼职教授帕布罗·卡多纳（Pablo Cardona）等出席盛会。

More than 50 Global EMBA 2012 students, from 16 different countries, came together on January 11 for the final chapter in their 20-month study journey at CEIBS and their first step as members of the school's 13,000+ alumni network. They gathered at CEIBS Shanghai Campus Phase 3 for a graduation ceremony that offered both a chance for reflection and a look ahead to the future.

## 朱晓明院长出席“2013沪上金融家”颁奖典礼

### Financiers Award

12月13日，“2013沪上金融家”评选结果正式揭晓。本次活动由新华社上海分社、新华社金融信息平台上海总部、第一财经、上海金融业联合会共同主办。经过激烈角逐，20位金融界精英脱颖而出，分别当选2013沪上十大金融创新人物、2013沪上十大金融领袖人物。上海市委常委、常务副市长屠光绍先生，新华社副总编辑慎海雄先生和中欧院长朱晓明教授等出席仪式并与获奖者合影。

On December 13, Shanghai Financiers Award was held to honour the city's top 10 financial industry leaders and top 10 financial innovation figures. Shanghai Deputy Mayor Tu Guangshao, Deputy Editor-in-Chief of Xinhua News Agency Shen Haixiong and CEIBS Executive President Zhu Xiaoming presented the awards.



## 中国工程院院士、专家报告会暨2013年浦东工程师论坛成功举行

### Pudong Engineering Forum

12月17日，中国工程院院士、专家报告会暨2013年浦东工程师论坛在中欧顺利举行，中国工程院院士郭重庆教授发表了精彩演讲，中欧国际工商学院院长朱晓明教授做了专题报告。报告会盛况空前，逾200名上海科技工作者前来参加，现场座无虚席。

More than 200 science and technology experts turned out on December 17 to attend the 2013 Pudong Engineering Forum, which included the presentation of the Chinese Academy of Engineering Annual Report. CEIBS Executive President Zhu Xiaoming gave a keynote speech, as did Professor Guo Chongqing of the Chinese Academy of Engineering.

## 2013中欧领导力国际高峰论坛隆重举行

### International Leadership Forum

12月12-13日，2013中欧领导力国际高峰论坛在中欧上海校区隆重举行。本次论坛以“转型期的领导力挑战和人才发展”为主题，特别邀请美国密歇根大学教授、素有“现代人力资源管理之父”之称的戴维·尤里奇（Dave Ulrich）先生，以及国内外知名学者、企业高管、媒体人士参加会议。中欧副院长兼中方教务长张维炯教授出席论坛并致欢迎辞。

More than 300 scholars, corporate executives and human resources specialists convened at the Shanghai Campus for the 2013 CEIBS International Leadership Forum on December 12 and 13. The University of Michigan's Professor Dave Ulrich, who is regarded as the “father of modern human resources”, was invited to share his insights with attendees. Vice President and Co-Dean Zhang Weijiong delivered the welcome speech.





### 中欧EMBA管理论坛在深举行 蔡舒恒教授论述企业社会责任 Socially Responsible EMBA's

11月23日，中欧国际工商学院EMBA管理论坛在深圳举行。中欧管理学副教授蔡舒恒与来自深圳的三位企业家共同探讨了如何将社会责任化为竞争力。本次论坛吸引了300多名当地企业家和校友参加，十余家当地主流媒体前来报道。

During a CEIBS EMBA Management Forum held in Shenzhen on November 23, CEIBS Associate Professor of Management Terence Tsai and three business leaders from Longgang District discussed how enterprises can raise their competitiveness by shouldering corporate social responsibility. The event attracted over 300 local entrepreneurs and CEIBS alumni. More than ten media participated in and covered the forum.

### “企业发展中的人才战略”论坛成功举办

#### Talent Strategy Forum

12月4日，“企业发展中的人才战略”论坛在中欧上海校区成功举办。论坛以“企业文化和团队建设”为主题，中欧副教授长、拜耳领导力教席教授忻榕围绕着人才发展五星模型的理论框架，阐述了企业如何突破人才发展瓶颈、实现组织效能全面提升。论坛还邀请协鑫集团人力资源部总经理朱坤先生、世茂集团人力资源部招聘总监梁斌先生从企业实践角度共同参与圆桌讨论。

“Corporate Strategy for Talent Development” was the theme of a forum held on CEIBS Shanghai Campus on December 4. Highlights included: Professor of Management, Bayer Chair in Leadership and Associate Dean Katherine Xin's speech on talent development as well as experience sharing by General Manager of the Human Resources Department of GCL Group Zhu Kun, and Director of Recruitment and Staffing of Shimao Group Human Resources Department Liang Bin.



### 2013-2014年度中欧“良师益友”项目首次导师交流活动成功举行 Mentoring Workshop

12月14日，2013-2014年度中欧“良师益友”项目首次导师交流活动在上海校区成功举办。此次活动旨在进一步提高导师对学员们的专业辅导技巧，并为导师之间的深入交流提供平台，共有13位导师参加。良师益友项目资深导师、开疆企业管理咨询（上海）有限公司副总裁张琳女士作为主讲人出席了活动。

The first CEIBS Mentoring Workshop for the 2013-2014 school year was held on December 14. It was hosted by Linda Zhang, Vice President of Keystone Group, who has considerable experience as a volunteer mentor for the CEIBS MBA Mentoring Programme. Thirteen mentor volunteers participated in the workshop, which aims to give them a forum for sharing their mentoring experiences with each other and enhancing their mentoring skills.

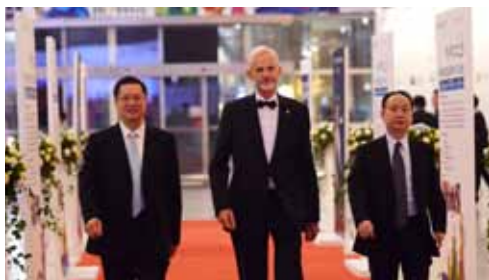
### 2014中欧-北京奔驰之夜新年音乐会奉献视听盛宴

#### 2014 New Year's Concert

12月14日，2014中欧-北京奔驰之夜新年音乐会暨“爱·中欧·20年主题展”启动仪式在北京中山公园音乐堂成功举行。中欧校友、师生及各届精英人士约1200人齐聚一堂，分享了高雅艺术所带来的感动与喜悦。中欧中方院长朱晓明教授、欧方院长佩德罗·雷诺（Pedro Nueno）教授通过书面寄语传递了新年祝愿，勉励中欧人循环省己、恪尽职守，创造出更多成绩来迎接中欧20周年华诞。本次音乐会得到了中欧校友企业北京奔驰汽车有限公司的大力支持。

More than 1,200 CEIBS alumni, staff and senior business executives gathered on December 14 at the Beijing Forbidden City Concert Hall for the “2014 CEIBS-BBAC New Year's Concert”, which was sponsored by Beijing Benz Automotive. The event featured a special exhibition entitled “Passion – CEIBS: Public Welfare” and marked the start of celebrations for CEIBS' 20th anniversary. Executive President Zhu Xiaoming and President Pedro Nueno delivered their New Year's greetings to the guests via letters, in which they also congratulated the school on reaching its 20th anniversary and expressed their hopes for its continued strong development.





### 中欧华南校友欢聚“歌力思之夜”

#### 2014 CEIBS South China Annual Gathering

1月12日，“2014中欧之约——歌力思之夜”中欧国际工商学院（华南）音乐会在深圳音乐厅隆重举行。中欧国际工商学院副院长兼教务长苏理达（Hellmut Schütte）教授，副教务长、EMBA课程主任陈杰平教授，中欧校友关系事务部主任王庆江先生，中欧深圳代表处首席代表梅文珏先生，副首席代表孔飏先生和近800名中欧华南校友、学员及员工欢聚一堂，共襄盛会。

This year's CEIBS South China Annual Gathering attracted almost 800 alumni, staff and students to Shenzhen Concert Hall for a musical feast on January 12. Vice President and Dean Hellmut Schütte, EMBA Programme Director Charles Chen, Alumni Relations

Director Wang Qingjiang, Chief Representative of CEIBS Shenzhen Warren Mei and Vice Representative Brian Kong attended the event.

### 中欧MBA投资俱乐部参访诺亚财富集团

#### Wealth Management Advice

11月28日，中欧国际工商学院2013级MBA投资俱乐部会员参观了位于上海市杨浦区的诺亚财富集团，并与人力资源部副总裁李琳女士、战略规划部副总裁徐彬先生、歌菲资产管理合伙人甘世雄先生进行了愉快而深入的交谈。

On November 28, members of the CEIBS MBA 2015 Investment Club visited Noah Wealth Management, one of the leading asset management companies in China. The students had the opportunity to meet with senior company executives and get an in-depth, first-hand view of working in the finance industry.



### 中欧健康产业俱乐部举办首次“洞察医疗行业”公司参访活动

#### Healthy Interest

11月28日，中欧健康产业俱乐部首次组织“洞察医疗行业”公司参访系列活动。19名2013级MBA学生前往上海国际医学中心和西门子医疗（中国）公司进行访问，与公司CEO等高管们进行交流互动，了解公司战略布局和行业发展情况。

Nineteen CEIBS MBA 2015 students met with senior executives of both Siemens Shanghai Medical Equipment (SSME) & Shanghai International Medical Centre (SIMC) during company visits on November 28. This was the first in a planned series of Healthcare Industry Insight events, organized by the CEIBS Healthcare Club, which are aimed at giving students a deeper

understanding of the healthcare industry and its potential employment opportunities.

### “2013中欧走进企业”活动圆满收官

#### Alumni Company Visits

12月11日，30余位中欧学员、校友和教职工相聚奥迪城市展厅（Audi City Beijing），体验了奥迪品牌的文化理念和营销之路。12月19日，中欧学员们访问了东方风行传媒集团，受到集团CEO、著名节目主持人李静女士和集团旗下乐蜂网CTO姜海东（EMBA 2012）校友的热情接待，此次参访为“2013中欧走进企业”活动画上了完满句号。

The 2013 CEIBS Alumni Company Visit Programme ended on a high note. On December 11, over 30 CEIBS students, alumni and faculty members visited Audi City Beijing and gained first-hand experience of its company culture and marketing strategy. Then on December 19, a group of CEIBS students visited Fleet Entertainment Group where Company CEO/TV host Li Jing and CTO Jiang Haidong (EMBA 2012) shared valuable career advice.







### “苏河汇”创始人与中欧MBA学生分享创业故事

#### Entrepreneurial Experiences

11月19日，应中欧国际工商学院中国商业俱乐部、IT俱乐部、创业俱乐部联合邀请，国内知名创业孵化器、天使投资机构——“苏河汇”的联合创始人兼首席执行官罗钥先生来到中欧上海校区，向MBA学生讲述了他的创业故事。

At the invitation of CEIBS China Business Club, IT Club and Entrepreneur Club, the founding partner and CEO of Su He Hui, Luo Yue, shared his entrepreneurial experience with MBA students at CEIBS Shanghai Campus on November 19. Su He Hui is a renowned company in China, providing enterprise

incubation service and conducting angel investment.

### 凤凰自行车集团向中欧捐赠100辆自行车

#### Phoenix Group Donates 100 Bicycles to CEIBS

1月22日，凤凰自行车集团向中欧国际工商学院捐赠100辆自行车，为方便学院师生员工短途出行。捐赠仪式在学院体育馆东侧的新自行车棚旁举行，凤凰自行车集团总裁王朝阳先生（EMBA 2010）和中欧副院长兼中方教务长张维炯教授出席了捐赠仪式。

Thanks to the generosity of CEIBS EMBA 2010 alumnus Wang Zhaoyang and his company, Phoenix Group, CEIBS faculty and staff will be able to enjoy a more eco-friendly commute to the Shanghai campus with the 100 bicycles the company donated to the school on January 22.



### 2013级EMBA国际班发起募捐活动救助菲律宾灾民

#### GEMBA 2013 Helps Typhoon Victims

12月5日，中欧国际工商学院2013级EMBA国际班慈善工作组（Charity Task Group）发起募捐活动，以帮助在台风“海燕”中受灾的菲律宾民众。据悉，台风“海燕”在菲律宾造成数千人死亡，数百万人无家可归。

On December 5, CEIBS Global EMBA 2013 Charity Task Group launched an appeal for funds to help the victims of Typhoon Haiyan. Haiyan left millions homeless and thousands dead in the Philippines.

### 中欧MBA学生向崇明岛新村学校传递爱心火苗

#### Leadership Lessons

12月15日，2012、2013级中欧MBA学生将象征着社会责任感的火苗传递到位于上海市崇明岛西北角的新村学校。火苗（FLAME）计划（中国）由中欧MBA学生发起，针对最具可塑性的10-15岁青少年，培养他们“多一些关怀他人”的领导力实践能力。部分中欧员工也参与了此次活动。

Fifteen CEIBS MBA 2015 and MBA 2012 students shared leadership lessons with teenaged students on December 15 during a visit to Xin Cun Primary School in the Northwest of rural Chongming Island. CEIBS staff also participated in the enriching experience.



### 中欧员工志愿者与浦光小学“合筑梦想，共播希望”

#### Giving Back

12月5日国际志愿者日，中欧员工志愿者协会和浦光小学共同举办了“合筑梦想，共播希望”活动。中欧副院长兼中方教务长张维炯教授代表协会向浦光小学捐赠了十台教学多媒体讲桌和五箱衣物，并表示中欧将继续帮助孩子们健康成长，同时勉励孩子们勤奋学习，长大以后回报社会。

The CEIBS Volunteer Association participated in International Volunteer Day on December 5 with an event at Puguang Primary School entitled “Building Dreams and Spreading Hope Together”.