



西门子东北亚区医疗业务领域总裁吴文辉先生
Mr Frank Wu, Siemens North East Asia Healthcare Sector President

西门子高管谈企业文化创新

3月28日，西门子东北亚区医疗业务领域总裁吴文辉（EMBA 2005）先生来到中欧上海校园，以“构建学习型组织与跨国公司本地化发展”为题发表演讲。中欧国际工商学院欧方院长佩德罗·雷诺教授、副院长兼教务长苏理达（Hellmut Schütte）教授、中欧卫生管理与政策研究中心主任蔡江南教授出席了本次讲座。

吴文辉先生以生动案例诠释了他在融合中西方文化，打造独特而有效的企业文化方面的智慧。他介绍中国的医疗市场，以及西门子医疗将创新管理流程引入中国的经验，并阐述了西门子在基层医疗服务领域所做出的努力。吴文辉先生指出，一家企业可持续发展的关键是构建以学习为导向的组织。有关吴文辉先生的更多观点可参阅《TheLINK》杂志2013年第六期访谈文章《西门子医疗的中西文化融合之道》。

SIEMENS

Siemens Healthcare Exec Speaks on Innovation & Corporate Culture

The challenges faced by multinationals in China to combine eastern and western values into a unique and effective corporate culture was among the topics covered by Siemens North East Asia Healthcare Sector President and EMBA 2005 alumnus Mr Frank Wu in a March 28 talk entitled “Building the Learning Organisation and Localisation Development of the MNC”. The well-attended event at CEIBS Shanghai Campus drew alumni, students, faculty and members of the media

Mr Wu began his talk with an overview of the healthcare market in China, and the innovative processes that Siemens Healthcare has introduced here. He said that the company is putting a lot of emphasis on providing services at the grassroots

level, and that the key to sustainable growth is to build a learning-focused organisation.

中欧凯风家族传承研究中心举办2014春季圆桌会议

3月28日，中欧凯风家族传承研究中心2014年第一次圆桌会议在中欧上海校区举行。本次会议围绕着家族宪章对家族企业传承的影响而展开，邀请了多位专家学者和20余位一二代企业家共同出席。中欧凯风家族传承研究中心执行主任冯媛（EMBA 2009）女士主持了会议。

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在演讲中指出，家族宪章或家族治理系统的目的在于创造一个高绩效、跨世代的家族管理团队，不仅有利于家族继任成员参与决策、领导和财务管理等，更能避免因为家族重要成员人生变故所带来的冲击，让家族事业可以持续



芮萌教授
Prof. Oliver Rui



马力诺先生
Mr. Mattia Marino

健康发展。

安博思（北京）首席执行官马力诺（Mattia Marino）先生在演讲中指出，家族企业需要制定相应的书面规定，并进行适当的培训，建立家族成员共同参与并遵守的规定、标准和机制，确保家族成员为维护共同利益，在涉及公司业务时能做到自我约束。

CEIBS Kaifeng Family Heritage Centre 2014 Roundtable

Experts, scholars and more than 20 first and second generation entrepreneurs gathered at CEIBS today to discuss the impact that family constitution and office have on family heritage. They were all invited to participate in the CEIBS Kaifeng Family Heritage Centre (CKCFH) 2014 Roundtable. The event was hosted by CKCFH

Executive Director Ms Feng Yuan (EMBA 2009).

CKCFH Co-Director Professor Oliver Rui (who is also Professor of Finance & Accounting and Director of the IESE-CEIBS Coordinated PhD Programme), provided his insight on the issue of family constitution while CEO of Ambrosetti (Beijing), Mr Mattia Marino, spoke on the optimisation of the relationship between a family and its business.



更正启事

在上期杂志《ScanCorner: 珍藏一生记忆》一文中，公司联合创始人埃里克·施瑞博（Schreiber）的名字被误译为埃里克·施赖德（Schreider）。特此更正，谨致歉意。

Correction

In our last issue, in the story headlined *ScanCorner: Preserving a Lifetime of Memories*, company co-founder Eric Schreiber's last name was incorrectly spelled as Schreider. Our apologies to Eric and all our readers for the error.