



## 中欧国际工商学院外国专家出席习近平主席主持的外国专家座谈会 President Xi Hears Innovation Proposal from Nijs

中共中央总书记、国家主席、中央军委主席习近平在上海出席亚洲相互协作与信任措施会议第四次峰会后，于5月22日主持召开外国专家座谈会。中欧国际工商学院副院长兼教务长苏理达（Hellmut Schütte）教授、全球策略执行总监奈斯安（Annette D.S.M. Nijs）女士、米其林领导力和人力资源管理教席教授李秀娟女士出席会议。

奈斯安女士和其他四位在沪的外国专家在座谈会上作了主题发言。奈斯安的发言主题为“全球觅才，成就创新驱动型国家”。作为前荷兰教育、科技与文化内阁大臣，以及负责中欧全球传播和关系拓展的专业人士，奈斯安从自身视角介绍了吸引海外人才加入中国创新事业的几种途径。奈斯安认为，中国应该将自身定位为“全球创新者不能错失的地方”，并致力于构建一个多元主

体的创新平台网络，中欧非常愿意成为这个网络的一部分；除了将人才“请进来”，还可以学习某些跨国公司的做法，将创新项目在网上发布，向全球人才“众筹”创新方案。奈斯安还指出，最好的创新人才并不局限于科学家和学者，工程师、商界高管和连续创业者中也会涌现出颇有执行力的创新者。

2012年12月5日，在习近平主席于北京人民大会堂召开的外国专家座谈会上，中欧国际工商学院院长佩德罗·雷诺（Pedro Nueno）教授作为第一位发言的专家，在会上阐述了中欧在商业教育中的角色，并结合中国的经济环境向习近平主席建言献策。

Annette Nijs, CEIBS Executive Director Global Initiative, made a presentation to

Chinese President Xi Jinping on May 22 on different ways in which China can attract foreigners who can contribute to the country's innovation. She was among five presenters during the Chinese President's second meeting with foreign experts since he took office.

CEIBS Dean and Vice President Hellmut Schütte and Professor Jean Lee also attended the event, which followed one earlier this year where CEIBS President Pedro Nueno made a presentation on the role that the school has played in shaping business education. Nijs drew on her experience as a former Cabinet Minister for Education, Science and Culture in the Netherlands to offer suggestions on the way forward.



## 中欧举办第六届全球传媒商务课程 CEIBS Hosts 6th Training Course for Media

6月18-19日，60余名来自国内外主流媒体的资深传媒人参加了由中欧国际工商学院为他们量身打造的全球传媒商务课程。此前，中欧已在上海、北京和深圳举办过五届该项课程。为媒体人提供管理领域的全面知识和研究成果，这也是中欧社会责任的体现。

中欧国际工商学院副院长兼中方教务长张维炯教授在课程开始前致欢迎辞。他说，在新媒体不断崛起的今天，传统媒体受到了一定的挑战，中欧希望通过举办此次课程为媒体管理层提供新的管理思路。

中欧中坤集团金融学教席教授亨里克 (Henrik Cronqvist)，中欧陆家嘴国际金融研究院执行副院长刘胜军，金融与会计学教授芮萌，经济学兼职教授、中欧卫生管理与政策研究中心主任蔡江南，市场营销学教授王高和创业学助理教授龚炎在课堂上为学员们答疑解惑，

帮助他们更好地从事商业报道。

参加本次课程的媒体有：中央电视台、美国全国广播公司、法新社、南华传媒、《解放日报》、《第一财经日报》、《经济观察报》、《重庆商报》、《福布斯》、《环球企业家》、《中国企业家》、《IT经理世界》、《新民周刊》、新浪网、腾讯网、凤凰网等。

Almost 60 media executives and senior journalists from Chinese and international media participated in the CEIBS Advanced Business Reporting Programme held at the Shanghai Campus on June 18 & 19. The programme featured lectures by CEIBS faculty on a wide range of topics.

Participants also had the opportunity on June 18 to join the Master Class Lecture by Nobel

Laureate Professor Lars Peter Hansen, as well as hear from CEIBS EMBA 2012 alumni Denise Peng, COO of Chinese online travel platform Qunar.com; and Bobby Lee, Co-Founder and CEO of BTC China, the first China-based Bitcoin exchange.

The programme's first day featured lectures on "Nature, Nurture and Financial Decision-making" by CEIBS Zhongkun Group Chair of Finance Professor Henrik Cronqvist; "Chinese Economy: Dilemmas and Solutions" by Dr Gary Liu, Executive Deputy Director of the CEIBS Lujiazui Institute of International Finance (LIIF); "The Chinese IPO Market" by Professor of Finance and Accounting Oliver Rui; and "Health Reform in China" by the Director of the CEIBS Centre for Health Care Management and Policy Professor John Cai. Then during the Master Class Nobel Laureate Professor Lars Peter Hansen spoke about Financial Reform & Risk Control.

On Day Two, there were lectures by Professor of Marketing Wang Gao who spoke on the "Development of E-commerce in China" and by Assistant Professor of Entrepreneurship Gong Yan who lectured on "Business Model Innovation". The course ended with students presented with certificates of participation. This is the sixth time since 2010 that the CEIBS Advanced Business Reporting Programme has been offered in cities across China. The programme is organised by CEIBS Marketing and Communications Department with very strong support from the logistics department.



## 中欧“大师讲坛”名家云集佳篇迭出

### 20th Anniversary Master Class Series Draws Huge Crowds

4-6月，中欧20周年校庆活动“大师讲坛”继续推出精彩讲座。复星集团董事长郭广昌（CEO 2006），复旦大学中国发展模式研究中心主任、上海社科院中国学研究所所长张维为，香港永隆银行董事长、中欧国际工商学院国际顾问委员会中方主席马蔚华，新希望集团董事长刘永好，2013年诺贝尔经济学奖得主、美国宏观经济学家拉尔斯·皮特·汉森（Lars Peter Hansen）先后来到中欧发表演讲，中欧院领导、各界校友和中外媒体参与了论坛。

4月26日，郭广昌以“中国企业的全球化战略：反向整合资源”为题发表演讲。郭广昌表示，目前复星集团定位于“植根中国的全球投资集团”，其发展要借助于“以保险为核心的综合金融能力”和“具有产业深度、植根中国的

全球投资能力”。在企业管理方面，郭广昌建议，为了保持企业的活力，一定要保持适当的开放性和灰度。

5月11日，张维为的演讲主题为“中国模式和文明型国家的制度安排”。张维为教授肯定了中国作为文明型国家的定位。他将文明型国家的制度安排总结为“一国四方”：一国就是一个文明型国家，四方就是四个方面的制度性安排。在我国主要表现为：国家型政党、协商民主、选贤任能和混合经济。张维为教授表达了对于中国发展前景的乐观看法，相信中欧学子可以在这样的大背景下有所作为。

5月22日，马蔚华的演讲主题为“互联网时代下的金融创新”。马蔚华从招行的创新实践谈起，认为创新只有紧跟市场需求，才能获得成功。信息技术对于银行业须臾不可或缺，“互联网

金融与商业银行之间虽有冲突，但同时也可做到优势互补、相辅相成，他们之间具有广阔的合作空间。”

6月12日，刘永好以“活力传承”为题发表演讲。他认为，企业需要传承的是创新基因和企业家精神，“当企业有一大群充满活力、年富力强的年轻人时，想不进步都很难”。同时，传承不仅要保留好的东西，还要敢于舍弃旧的、不合时宜的东西。

6月18日，拉尔斯·皮特·汉森就中国区域经济发展中存在的确定性、小微企业贷款难、民营银行未来发展趋势以及上海自贸区的创新与突破等话题分享了观点。汉森教授指出，中国金融发展可以借鉴美国的成功经验，但也应注意可能出现的问题。他对中国宏观经济政策与未来经济走向持乐观态度。



刘永好  
Liu Yonghao



拉尔斯·皮特·汉森  
Lars Peter Hansen

Thousands of guests have attended the Master Class series of lectures being offered throughout the year as part of CEIBS' 20th anniversary celebrations. Nobel Laureate Lars Peter Hansen; Fosun Group Founder and Chairman Guo Guangchang (CEO 2006); New Hope Group Chairman Liu Yonghao; Director of the Centre for China Development Model Research Professor Zhang Weiwei; and Ma Weihua, Chairman of Wing Lung Bank and former President of China Merchants Bank have been among the latest to speak.

Nobel Laureate Lars Peter Hansen gave a very technical lecture on "Financial Reform & Risk

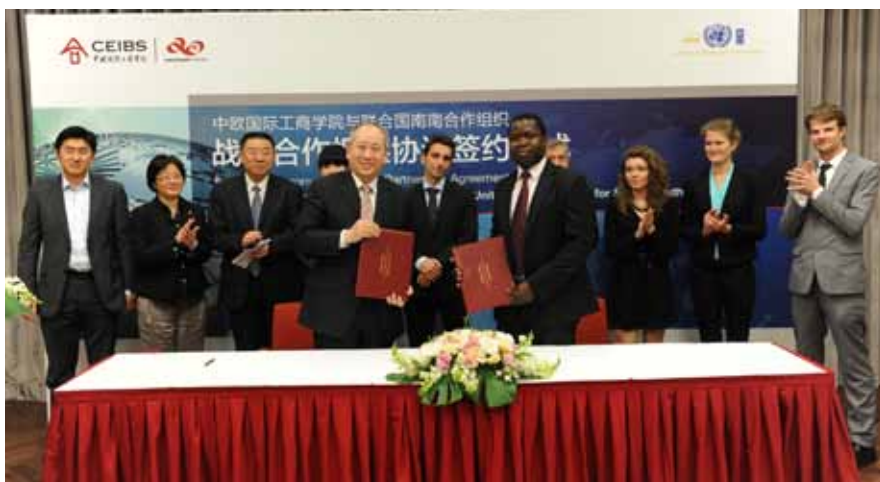
Control" on June 18 then had a less formal discussion with CEIBS Dean & Vice President Hellmut Schutte and Assistant Professor Frank Yu before taking questions. A few days before, on June 12, Liu Yonghao lectured on "Staying Dynamic". He explored the peculiarities of family businesses in China, drawing heavily on examples from his company, as he is currently passing the torch to his daughter, Ms Liu Chang. The dynamic ways that Internet finance is leading innovation in China's banking sector was the focus of Ma's lecture on May 22. He suggested that internet finance platforms and commercial banks can co-exist, since each has its own advantages,

and that each can learn from the other to improve the financial sector overall.

Before that, on May 11, Prof Zhang Weiwei drew on his experiences from the decade he lived in Europe for his lecture, entitled "The China Model and Institutional Arrangements of a Civilisational State". He shared his views about China's development over the years, and what he terms the "China Model" and its unique characteristics.

Chinese companies going global was the focus of Guo's lecture on April 26. Who better to give such advice than the founder of a company that has successfully completed business deals with major companies in the US, France, Italy, Greece, Portugal, Israel, and within South East Asia. "Role reversal in integrating resources is important," he told the audience. "We need Chinese companies to go global and integrate global resources."

Master Class lectures will run throughout the rest of the year.



## 中欧MBA联合国实习项目达成战略合作协议 CEIBS & UN Sign Strategic Partnership

4月25日，中欧国际工商学院与联合国南南合作组织（UNOSSC）就“中欧MBA-南南全球资产和技术交易处（SS-GATE）实习项目”在上海校区签署战略合作协议。中欧院长佩德罗·雷诺（Pedro Nueno）教授、副院长兼中方教务长张维炯教授、副教务长兼MBA课程主任陈世敏教授、联合国南南合作组织该项目顾问金斯利·卡卢沙（Kingsley Kalusha）先生等参加了签字仪式。

雷诺院长表示，“参与这个实习项目对我们的学生来说是一个绝佳的学习经历。”金斯利·卡卢沙先生认为，“中欧与联合国的这一合作让参与者有机会交流知识和信息，以寻求在国际与本土环境下的新机遇。中欧学生在该项目上的工作表现不仅体现了自身价值，也将集中体现中欧的核心价值。”

来自法国的2014届MBA学生阿诺·蒙赫斯（Arnaud Monges）和来自中国的2015届MBA学生顾宪（Elaine

Gu）获得了为期六个月的实习机会，并已在联合国南南合作组织上海代表处展开了第一阶段的实习工作。从6月中旬开始，两位学生将赴联合国南南合作组织纽约总部全职工作两个多月。实习期结束后，他们将获得由联合国签发的证书，也可要求联合国为将来申请工作出具专门的推荐信。

中欧教育发展基金会对该实习项目给予了大力支持，为每位学生提供4万元人民币，以资助其在联合国纽约总部工作期间的生活费用。

On April 25, CEIBS and the United Nations Office for South-South Cooperation (UNOSSC) inked a deal that will pave the way for the school's MBAs to gain vital international work experience through internships at the UN.

Arnaud Monges, a French student from MBA Class of 2014, and Elaine Gu, a Chinese member of MBA 2015, were

selected from among 50 applicants who vied for the prestigious six-month-long internship. They began the first stage, a two-month part-time internship at the UNOSSC's Shanghai office, in April. This was then followed, in mid-June, by at least two months working full-time at the UNOSSC New York office. The final leg will be another stint at the UNOSSC's Shanghai office. After the half-year internship is completed, they will receive a certificate from the United Nations and can also request a specific recommendation letter from the organisation for future job applications.

In an excellent example of cross departmental collaboration, CEIBS Foundation provided sponsorship of RMB40,000 per student to cover living expenses for the interns while they are working at the UN's New York office. Both students expressed their gratitude to the UN, as well as CEIBS MBA and Foundation Departments, for working together to provide them with this opportunity.

Monges, who has long had an interest in the UN's global role, said he was particularly excited about being assigned to the SS-GATE project because it promotes cooperation between developing countries. He is currently working, at the UNOSSC's Shanghai office, on issues related to the environment.

Gu is now working on healthcare related issues. "SS-GATE facilitates the realisation of actual business transactions through a market mechanism," she said enthusiastically. "I'd love to leverage my business knowledge and experience to make a real contribution."



里德·霍夫曼  
Reid Hoffman

朱晓明  
Zhu Xiaoming

沈博阳  
Derek Shen

## LinkedIn创始人里德·霍夫曼访问中欧 LinkedIn & CEIBS Co-host Influencer Forum

5月25日，全球最大的职业社交网站——LinkedIn（领英）联合创始人兼执行董事长里德·霍夫曼（Reid Hoffman）先生访问中欧，并在中欧与LinkedIn共同举办“领英·影响力”论坛上发表演讲。中欧国际工商学院院长朱晓明教授、创业学助理教授龚炎博士、LinkedIn全球副总裁兼中国区总裁沈博阳先生也出席论坛并阐发观点。200多名中欧学员、校友及各界精英参与了活动。

在本次论坛上，朱晓明院长分享了他对构建21世纪商务关系网络（BSNS）的见解（有关朱晓明院长演讲的具体内容可参阅本期“管理前沿”栏目）。里德·霍夫曼先生和沈博阳先生分享了各自在不同的商业规律、创业环境和投资模式下不同的人生履历，其中体现了中西方不同的创投思维。

“Entrepreneurs, Investors, and Global Opportunities” was the title of a LinkedIn Influencers Forum held May 25 at the Shanghai Campus which featured LinkedIn Co-founder Reid Hoffman and its China President Derek Shen, who explained how the company intends to succeed in the

China market where other foreign firms have failed by localising its product and running its business like a high-energy start-up. LinkedIn China already has more than 5 million users. CEIBS Executive President Professor Zhu Xiaoming and Assistant Professor of Entrepreneurship Gong Yan joined them for the discussion.





朱晓明  
Zhu Xiaoming



吴敬琏  
Wu Jinglian



吴晓灵  
Wu Xiaoling



曹远征  
Cao Yuanzheng

## 中欧举办中美经济学家上海研讨会 CLIIF Hosts Sino-US Economist Seminar

5月23日，中欧陆家嘴国际金融研究院与美国顶尖智库——彼得森国际经济研究所（Peterson Institute）再度联合举办“中美经济学家上海研讨会”。此次会议由中欧教育发展基金会、吴敬琏学术基金提供学术支持。彼得森国际经济研究所代表团成员包括研究所所长亚当·博森（Adam Posen）、著名中国问题专家尼古拉斯·拉迪（Nicholas Lardy）等六人。彼得森国际经济研究所成立于1981年，是非营利、无党派的美商两大智库之一。

本次研讨会主题为“十八届三中全会改革：从蓝图到执行”。中欧院长、中欧陆家嘴国际金融研究院理事长朱晓明教授在致辞中表示，“中共中央《关于全面深化改革若干重大问题的决定》提出，‘加强中国特色新型智库建设，

建立健全决策咨询制度。’成立于2008年的中欧陆家嘴国际金融研究院还是一个年轻的智库，在吴晓灵院长的带领下，研究院已经具备一定的影响力。”

中欧国际工商学院宝钢经济学教授吴敬琏在研讨会上指出，“过去改革中出现的局部市场化导致了特殊既得利益者的出现，他们的阻挠和反对正是目前全面深化改革所遇到的最根本阻碍，克服阻碍的措施除了舆论动员之外，还在于通过坚定有序的改革，铲除既得利益者安身立命的制度基础。”

全国人大常委、财经委副主任委员、中欧陆家嘴国际金融研究院院长吴晓灵女士在演讲中指出，要推动金融体制改革，在一行三会的格局下，很好地发挥它们之间的协调机制，形成合力非常重要。

中欧陆家嘴国际金融研究院联席院长曹远征博士指出，利率管制的放开并不意味着利率市场的形成。利率市场化要求“放得开、形得成、调得了”。利率市场化只是第一步，下一步应该是跨市场的收益率曲线，形成国债长期收益率曲线。

彼得森研究所中国问题专家尼古拉斯·拉迪指出，最近的数据显示，中国民营企业的资产回报率约为15%，而国有企业的资产回报率只有5%。中国应该将更多行业向民营企业开放；利率放开和去除垄断将有利于未来经济增长。高级研究员尼古拉斯·韦龙（Nicolas Veron）则强调了中国应关注自身在全球金融监管体系中的地位。

中欧陆家嘴国际金融研究院执行副院长刘胜军主持了研讨会。



亚当·博森  
Adam Posen



尼古拉斯·拉迪  
Nicholas Lardy

Thought leaders from China and the US gathered on May 23 for the Sino-US Economist Shanghai Seminar hosted by CEIBS Lujiazui Institute of International Finance (CLIIF) and the Peterson Institute for International Economics. The CEIBS Education Development Foundation and the Wu Jinglian Academic Fund provided academic support for the event. Among the six members in the Peterson Institute delegation were its director Adam Posen and well-known China expert Nicholas Lardy.

Founded in 1981, the Peterson Institute is a renowned non-partisan, non-profit think tank, one of the two leading ones in the US. And, as CEIBS Executive President and Chairman of the CLIIF Board of Directors Professor Zhu Xiaoming noted in his welcome speech, CLIIF was established in 2008 in response to calls from the Chinese leadership for a new type of think tank that would ‘establish and optimise consultation during decision-making.’ The seminar focused on the implementation of reforms outlined at the Third Plenary Session of the 18th CPC Central Committee.

During his presentation, Baosteel Chair Professor of Economics at CEIBS Wu Jinglian spoke of the need for change, and how hard it would be to implement. “The obstacles and opposition vested interests create are the most fundamental resistance that we have encountered in our efforts at a comprehensive deepening of reforms,” he said. “To remove these obstacles, we have to root out the

systematic foundation onto which vested interests cling. We have to do this through staunch and orderly reforms, in addition to rallying public opinion.”

One of the steps that are crucial to deepening the reform of China’s financial system is a mechanism that coordinates the “one bank and three commissions (People’s Bank of China, CSRC, CBRC and CIRC)” system and taps its collective potential. That was the view of CLIIF Director, member of the Standing Committee and Vice Chairman of the Financial and Economic Committee of the National People’s Congress Ms Wu Xiaoling.

China’s interest rate was the focus for CLIIF Co-Director Dr Cao Yuanzheng who pointed out that loosening control is not the only factor needed for the formation of an interest rate market. There is also a need for a market to actually be formed, and interest rates need to be adjustable, he urged.

In his presentation, Nicholas Lardy urged China to open up more of its industries to private enterprises, citing data to back up his point. The sources for China’s future growth, he said, will be the loosening of interest rate control, the breakup of monopolies and the encouragement of competition. Meanwhile, the Institute’s Senior Researcher Nicolas Veron stressed that China should pay attention to its own role in the global financial regulatory system.

CLIIF Executive Deputy Director Dr Gary Liu moderated throughout the event.





### TEDxCEIBS大会在中欧金字塔成功举行

#### IMAGINE: TEDxCEIBS 2014

4月19日，TEDxCEIBS大会在中欧上海校区玻璃金字塔内举办。本次TEDxCEIBS大会邀请了来自商业、教育、文化、科技、医疗、社会服务等不同领域的八位先锋人物，以“IMAGINE-想象”为主题，通过18分钟的演讲，向社会传播有价值的思想，并与现场精英人士碰撞智慧的火花。这次的八位演讲嘉宾分别为：奥美集团中国区首席创意长樊克明（Graham Fink）、弘毅投资董事总经理邓喜红、北京大学全球卫生研究中心常务副主任鲁新、著名电视节目主持人兼策划人曲向东、新车间创始人李大维、恩派（NPI）公益组织发展中心创始人吕朝、丁香园创始人李天天和黄太吉传统美食创始人赫畅。

The world-renowned TEDx Talks came to CEIBS on April 19 as eight dynamic thought leaders from various industries across China shared their ideas, insights and inspirations with CEIBS staff, students and alumni through 18-minute talks that challenged the audience to unleash their imagination. Organised by CEIBS MBA 2015 students, the independent TEDx Conference was officially authorised by TED and focused on the theme “Imagine”. This was the second time CEIBS hosted a TEDx event.

### 中欧校友企业凯辉私募与国开金融、法投行共同设立“中法（并购）基金” Alumnus Company Launches Sino-French Fund

3月26日，由中欧校友蔡明波（EMBA 2004、CEO 2009）任董事长的凯辉私募股权投资基金与国开行下属国开金融有限责任公司、法国国家投资银行共同签署三方谅解备忘录，以设立“中法（并购）基金”。该基金旨在促进中国、法国乃至欧洲的中型企业的成长和国际化发展，目标规模为5亿欧元。国开金融和法投行意愿成为基石投资人，分别对中法（并购）基金投资1亿欧元，凯辉将作为该基金的管理公司。

On March 26 Cathay Capital President Cai Mingpo (EMBA 2004 & CEO 2009) signed an MOU on behalf of his company with China Development Bank (CDB) and the French Investment Bank. The signing for the Sino-French Fund took place at the Elysee Palace in Paris in the presence of government officials from the highest levels of both countries.

### 中欧20周年北京校庆论坛首场聚焦“创新源动力” 20th Anniversary Forum in Beijing

5月10日，中欧国际工商学院“爱·中欧·二十年”校庆系列论坛在北京校区拉开帷幕，首场论坛以“创新源动力”为主题，邀请了阿里巴巴集团副总裁叶朋、特斯拉全球副总裁兼中国区负责人吴碧瑄、58同城总裁兼CEO姚劲波（EMBA 2010）、中科招商创业投资管理咨询有限公司总裁单祥双等商业领袖参与探讨。中欧管理学副教授韩践和创业学助理教授龚焱也在论坛上发表了观点。“爱·中欧·二十年”校庆系列论坛将贯穿2014年全年，力求多角度地展现中欧20年成长历程中所积累和传递的智慧能量。

Senior executives from Alibaba Group, Tesla China, 58.com and CSC Group headlined a forum on innovation at the CEIBS Beijing Campus on May 10. It was the first in a series of “Passion-CEIBS-20 Years” forums that will be held throughout the year to celebrate the school’s 20th anniversary in Beijing. The speakers were Vice President of Chinese internet giant Alibaba Group, Ye Peng; Global Vice President of Tesla in charge of the company’s China business, Veronica Wu; CEO and President of online platform 58.com, Yao Jinbo (EMBA 2010); and President of CSC Group Shan Xiangshuang. The forum was moderated by Co-Director of the Centre on China Innovation at CEIBS Associate Professor of Management Han Jian, along with CEIBS Assistant Professor of Entrepreneurship Gong Yan.

## 中欧举办2014第三届中国国际农商高峰论坛 Agri-Business Forum

5月25日，2014第三届中国国际农商高峰论坛在中欧北京校区举行。本次论坛由中欧国际工商学院和联合国教科文组织-熙可生物圈城乡统筹研究院共同主办，全国工商联农业产业商会、中国优质农产品开发服务协会协办，主题为“拥抱转型：农业现代化与生态农业新突破”。主要发言嘉宾包括：中国国务院发展研究中心副主任韩俊、中国农业部总经济师钱克明、中国农业部农村经济体制与经营管理司司长张红宇、加州州长办公室国际商务经济部部长布莱恩·派克（Brian Peck）、重庆市巴南区区委书记李建春等。论坛共吸引了400多位中外嘉宾及媒体到场聆听。

The challenges in modernising China's agriculture were the focus of discussions at the CEIBS-UNESCO-CHIC 3rd International Agri-Business Forum held on May 25 at the CEIBS Beijing Campus. An international audience of more than 400 people, including government officials, industry leaders and agricultural experts, turned out to explore innovative solutions. Speakers addressed the potential impact of China's new urbanisation policy and provided suggestions on how to build a cooperative partnership between government, educational institutions, and agri-businesses in order to foster innovation.

## 中欧中国创新研究中心举办交流活动 Innovation Centre Presents Findings, Hosts Salon

5月13日，中欧国际工商学院中国创新研究中心在上海校区举办首届研究成果交流会。主要议题包括：外资企业科技创新、跨国公司如何立足中国并服务全球市场、在华研发中心的发展，等等。近130名企业高管、知名学者和媒体伙伴参与会议。

4月1日，中欧创新研究中心在北京校区图书馆举办零售行业“创新·动力沙龙”。中欧创新研究中心联合主任、中欧管理学副教授韩践主持活动。北京大学光华管理学院彭泗清教授、国美电器集团有限公司副总裁兼执行董事魏秋立女士（EMBA 2011）、中欧校友李滨先生（EMBA 2010）与零售电商行业的学员、校友们共同探讨了当前行业的变革与创新。

The CEIBS Centre on China Innovation (CCI) presented the results of its three-year study on innovation in China during a conference at the Shanghai Campus on May 13. Sponsored by AkzoNobel, Bosch, DSM, Philips and Shell, the study explored how both Chinese and foreign companies are approaching innovation in China, and how they are applying these innovations both in China and globally. Then on April 1, it organised the first Retail Industry Innovation Salon at CEIBS Beijing Campus where the recent challenges and innovations in the retail sector were discussed. The event gave CEIBS students and alumni the chance to exchange ideas with scholars and senior business leaders who have extensive insight and experience in this sector.

## 中欧携手保利文化推出中国当代艺术展 Art Exhibit at Beijing Campus

5月10日，中欧携手保利文化集团推出“艺术·传承”中国当代艺术展。本次艺术展旨在梳理中国当代艺术的脉络和传承，不仅展出了陈丹青、方力钧、岳敏君、刘小东、叶永青等当代艺术大师的作品，也呈现何文诀、杨黎明、何杰等优秀中青年艺术家的力作。当晚，成都当代美术馆馆长吕澎也应邀来到中欧北京校区，向中欧师生讲述了中国当代艺术的发展史。

“Art and Inheritance” is the theme of an exhibition of contemporary Chinese art that opened May 10 at CEIBS Beijing Campus, a joint initiative by the school and Poly Culture Group to celebrate CEIBS' 20th anniversary. The exhibit features works by renowned artists including Chen Danqing, Fang Lijun, Yue Minjun, Liu Xiaodong and Ye Yongqing alongside works from up-and-coming young artists such as He Wenjue, Yang Liming and He Jie. Professor Lv Peng gave a lecture on Chinese art in the 21st century on the exhibit's opening day.





### 朱晓明院长出席校友企业WIND资讯总部大厦项目奠基仪式 Wind Info's Milestone Event

3月31日，中欧院长朱晓明教授、副院长兼中方教务长张维炯教授出席了校友企业上海万得信息技术股份有限公司（又称“WIND资讯”）总部大厦项目奠基仪式。WIND资讯是中欧校友陆风（EMBA 2002）于1994年创办的中国首家金融信息服务提供商，在金融行业拥有良好口碑和持续增长的市场占有率。CEIBS Executive President Prof. Zhu Xiaoming, and Vice President and Co-Dean Prof. Zhang Weijiong participated in a colourful ceremony to mark a milestone for alumnus-led company WIND Information on March 31. Prof. Zhu gave a brief address and also helped the company's founder Lu Feng (EMBA 2002) with the traditional painting of the dancing dragons' eyes during a Foundation Stone Laying Ceremony for the company's headquarters.

### 中欧沙龙书友汇举办“实战大数据”高峰论坛 Big Data Summit

4月25日，中欧沙龙书友汇与湛卢文化在中欧北京校区联合主办“实战大数据”高峰论坛。阿里巴巴集团副总裁、数据委员会会长车品觉以“决战大数据”为题发表演讲。随后的圆桌对话环节由京东集团高级副总裁徐雷主持，安客诚公司客户咨询分析业务全球副总裁程杰、前当当网首席运营官黄若、华院数据技术（上海）有限公司董事长宣晓华等担任讨论嘉宾，对数据化运营的热点问题进行了探讨。

Alibaba Group Vice President Che Pinjue, who heads his company's Data Committee, gave a talk about his newly published book *The Business Revolution: Big Data*, at a summit on big data held at the CEIBS Beijing Campus on April 25. A roundtable discussion moderated by Jingdong Group Senior Vice President Xu Lei followed, in which panellists Cheng Jie, Acxiom Vice President and Data Scientist; Huang Ruo, former COO of dangdang.com; and Xuan Xiaohua, President of the China Academy of Technology, Shanghai discussed various aspects of the big data revolution.

### 中欧国信艺术金融研究中心揭牌成立 Art Centre Launch

4月26日，中欧国信艺术金融研究中心在中欧上海校区举行了隆重的揭牌仪式。中欧国际工商学院院长朱晓明教授、名誉院长刘吉教授、副院长兼教务长苏理达（Hellmut Schütte）教授、香港盖亚当代艺术中心有限公司CEO庄群先生和多位知名艺术家、艺术评论家出席仪式。中欧副院长兼中方教务长张维炯教授主持了仪式。中欧国信艺术金融研究中心由中欧艺术人文研究中心、国信证券股份有限公司、盖亚当代艺术中心联合发起，是国内首个由全球领先商学院、一流证券公司和艺术中心三方共同发起的艺术品金融研究平台。

Renowned artists Su Chunsheng and Ding Weiming, along with art critics including Pi Daojian, Wang Lin, Wang Duanyan and Zhang Qiang were among the guests at the launch of CEIBS-Guosen Centre for Art Finance at the school's Shanghai Campus on April 26. They were joined by representatives from CEIBS, Guosen Securities and GAFA Art Centre. Vice President and Co-Dean Prof. Zhang Weijiong hosted the ceremony.

### 忻榕教授南宁讲授“企业发展中的人才战略”

#### Talent Strategy Tips

4月17日，中欧副教务长、拜耳领导力管理学教席教授忻榕来到广西南宁，为当地企业家带来了一场主题为“企业发展中的人才战略”的讲座，吸引了近600位当地企业家和高管前来聆听。忻榕教授在演讲中介绍了其研究成果——“人才发展五星模型”。该模型涵盖企业文化、团队建设、知识分享、绩效管理 and 组织发展五个方面，有助于企业打造差异化的人才战略，提升企业组织能力，激发企业竞争优势。

Talent is the key to an enterprise's competitive edge, explained CEIBS Associate Dean of Executive Education Programmes, Bayer Chair in Leadership and Professor of Management Katherine Xin during a lecture she gave on April 17 to 600 senior managers from businesses in Guangxi.



### 陈威如教授厦门、天津畅谈平台战略

#### Tianjin & Xiamen Explore Platform Strategy

3月28日，中欧国际工商学院战略学副教授陈威如在厦门以“商业模式创新与组织转型”为题发表演讲，与当地企业家和高管分享了他在平台战略和互联网精神方面的研究成果。马可金融董事长苏继挺（EMBA 2000）先生也在论坛上以“大数据时代的金融变革”为题发表演讲。该论坛由中欧高层经理培训部主办，共有600余位嘉宾出席。

4月27日，中欧国际工商学院管理论坛暨天津市工商联四季创新大讲堂在天津举办。陈威如教授在论坛上发表有关平台战略的演讲。共有400余位嘉宾、校友到场聆听。中欧管理论坛是中欧国际工商学院的系列品牌活动，每年在全国重点城市轮流举办，旨在为各地企业家提供学习和交流的平台。

The ecosystem created by the platform business model was the topic of a lecture by CEIBS Associate Professor of Strategy Chen Weiru that was organised by CEIBS and the Tianjin Federation of Industry and Commerce on April 27. More than 400 CEIBS alumni and other senior business executives in Tianjin attended. This followed a March 28 CEIBS Executive Forum in Xiamen during which Prof Chen spoke to more than 600 local entrepreneurs and senior managers about “Business Model Innovation and Organisational Transformation”.

1

### 中欧非洲代表处举办女性商务论坛

#### Women's Business Forum in Africa

3月28日，为庆祝中欧高层经理培训课程“非洲女性创业与领导力（WELA）”所取得的成果，中欧非洲代表处在加纳首都阿克拉举办女性商务论坛。论坛以“跨越成长的障碍”为主题，旨在为中欧非洲校友提供交流企业发展信息和获取金融支持的平台，让领先女企业家之间能够相互支持，彼此分享发展与创新之道。

On March 28, in Accra, CEIBS Africa celebrated the end of International Women's Month with the launch of the Women's Business Forum, a bi-annual event celebrating the achievements of the Women Entrepreneurship and Leadership for Africa (WELA) Programme – one of CEIBS Africa's flagship executive education programmes.

### 黄明教授深圳讲授行为金融学与中国股市改革

#### Behavioural Finance Lecture in Shenzhen

5月17日，中欧国际工商学院金融学教授、西班牙巴塞罗那储蓄银行金融学教席教授、美国康奈尔大学金融学教授黄明在深圳发表了主题为“行为金融学与中国股市改革”的讲座，共400余位当地企业家与高管前来聆听。

On May 17, more than 400 entrepreneurs in Shenzhen turned out for a lecture by la Caixa Chair in Finance Huang Ming on Behavioural Finance and Stock Market Reform. He explained how investors can apply behavioural finance to their investment strategies.

2

### 芮萌教授受邀参与“2014福布斯·智享会”

#### Prof Oliver Rui Headlines Forbes Event

4月28日，中欧凯风家族传承研究中心联席主任芮萌教授受邀参加由《福布斯》中文版举办“2014福布斯·智享会”，本次智享会主题为“听泉问道——由富及贵，中国财富品质的进阶”。芮萌教授在会上发表了有关家族企业发展的主题演讲，并参加了之后举行的圆桌讨论。

The value and legacy of family wealth in China was the topic of a keynote speech entitled “Family Businesses: China’s Future” given on April 28 by Co-Director of CEIBS Kaifeng Centre for Family Heritage Professor Oliver Rui at the 2014 *Forbes* Mind Share Network. Organised by *Forbes China*, the event focused on exploring the evolution of the rich in China from “wealthy” into “elite” in both business success and culture.

### 欧丽娟教授探讨“尊贵者的义务”

#### Classical Novel Explored

4月12日，台湾大学中国文学系教授欧丽娟来到中欧上海校区，以“镜花水月探红楼”为题发表演讲。欧丽娟教授从《红楼梦》谈起，广泛探讨了“尊贵者的义务”。她表示，尊贵者既有平常的生活层面，也有代代相传内化的优雅。共有150多位中欧EMBA学员、校友前来聆听讲座。

Prof Ou Lijuan from Taiwan University lectured on one of China’s greatest classical novels *Dream of the Red Chamber* on April 12. More than 150 CEIBS EMBA students and alumni attended the lecture at the school’s Shanghai Campus.

### 中欧党支部举办“从上海自贸区看中国的经济战略”主题讲座

#### Lessons from Shanghai Free Trade Zone

4月23日，为加深广大党员和入党积极分子对中国（上海）自由贸易试验区这一我国政府重要战略布局的了解，中欧国际工商学院党支部在上海校区并连线北京校区举办了由中欧教务长、经济学和金融学教授许斌主讲的“从上海自贸区看中国的经济战略”主题讲座。

CEIBS Associate Dean and Professor of Economics and Finance Xu Bin lectured on “China’s economic strategies from the perspective of the Shanghai Free Trade Zone” on April 23. The event, organised by CEIBS CPC branch, was streamed live to the Beijing Campus. Prof Xu gave an update on the Shanghai Free Trade Zone since its six-month launch, public reactions to the Zone and its influence on China’s economy.

### 徐晋如教授讲授“雅道传统与人心的安顿”

#### Poetic Lecture

3月29日，深圳大学文学院教授徐晋如来到中欧北京校区，在中欧人文艺术讲坛发表了题为“兴于诗：雅道传统与人心的安顿”的演讲，中欧教务长、会计学教授许定波出席讲座。徐晋如教授认为，雅言是中国文化的根本，只有人人服雅崇雅，生命才得安顿，礼乐文明才得重彰，社会才会有真正的和谐。他提倡恪守孔子“兴于诗，立于礼，成于乐”的圣训，认为诗教可以作为国学入门的第一阶梯。

Professor Xu Jinru, from Shenzhen University’s College of Arts, was the latest presenter in CEIBS Humanities and Arts Lecture Series. He gave a lecture on CEIBS Beijing campus on March 29 entitled “Uplifting through Poetry: the Tradition of Literary Pursuits and the Settlement of Souls”.





### 中欧国际工商学院院长佩德罗·雷诺教授获授“功勋外教”奖章

#### Prof Nueno Lauded

4月27日，在北京举行的国家外国专家局60周年活动上，中欧国际工商学院院长、成为基金创业学教席教授佩德罗·雷诺（Pedro Nueno）被授予“功勋外教”奖章，并在当天举办的“国际化人才之路”论坛上发表了有关培养国际化人才的见解。此次“功勋外教”颁奖活动由国家外国专家局组织，旨在表彰在推动中国教育事业发展中成就斐然的外籍教授，并以此优化教学环境从而吸引更多优秀国际师资。雷诺教授以其过去30年里对中国工商管理教育所做的卓越贡献被评选为十大“功勋外教”之一。

CEIBS President Pedro Nueno was among 60 foreign experts honoured for their exceptional contributions to education and culture in China at an awards ceremony on April 27. President Nueno was among the 10 award recipients in the education field who were selected by *International Talent Exchange* magazine and the China Society for Research on International Professional Personnel Exchange and Development. The judges recognised President Nueno for his exceptional contribution to management education in China and his role in developing the high-level, internationally recognised academic standards at CEIBS.

### 五位中欧校友当选“中航租赁·第二届浦东年度经济人物”

#### Economic Luminaries

4月16日，“中航租赁·第二届浦东年度经济人物”颁奖典礼在中国浦东干部学院报告厅举行。中欧国际工商学院院长朱晓明教授担任本届“浦东年度经济人物”评选委员会主席，宝钢经济学教席教授吴敬琏任评委会委员。此次共有五位中欧校友获得殊荣，他们分别是：上海外高桥（集团）有限公司副总经理刘宏（EMBA 1999）、上海三一重机有限公司董事长兼总经理俞宏福（EMBA 2008）、上海中心大厦建设发展有限公司总经理顾建平（EMBA 1999）、卡特彼勒亚太区总经理李征宇（DIMP 1999）、多利农庄董事长张同贵（EMBA 2005）。

Five CEIBS alumni were among those who received awards at the 2nd Annual Economic Figures of Pudong Awards Ceremony in April. They are Liu Hong (EMBA 1999), Deputy General Manager of Shanghai Waigaoqiao Group; Yu Hongfu (EMBA 2008), President and General Manager of Sany Heavy Machinery; Gu Jianping (EMBA 1999), General Manager of the Shanghai Tower Construction Company; Li Zhengyu (DIMP 1999), General Manager of Caterpillar Global Mining and Asia Pacific Remanufacturing; and Tony Zhang (EMBA 2005), President of Tony's Farm.

2



### 中欧校友乔健、汪静波、刘伟当选“2014年度商界木兰”

#### China's Top Businesswomen

近日，由《中国企业家》杂志主办的“2014年度商界木兰”评选活动落下帷幕。三位中欧女性校友荣登“中国最具影响力的商界女性30强”名单，她们分别是：联想集团高级副总裁乔健（EMBA 2004）、诺亚（中国）控股有限公司董事局主席兼CEO汪静波（AMP 2006）、上海巨人网络科技有限公司总裁刘伟（EMBA 2004）。目前，中欧女性校友的比例已达到20%左右，最新一届MBA班女性比例为41%。

Three CEIBS alumni were named among the 2014 Top 30 Most Influential Businesswomen in China by *China Entrepreneur* magazine. They are Senior Vice President, Lenovo Group, Qiao Jian (EMBA 2004); CEO and Board Chairman of the Board, Noah Holdings, Wang Jingbo (AMP2006); and CEO and Board Director of Giant Interactive Group, Liu Wei (EMBA2004).

### 中欧校友高臻荣获“意大利团结之星”奖章 Italy Lauds Alum

4月7日，中欧校友、曼达林基金执行合伙人高臻（CEO 2008）女士荣获由意大利总统乔治·纳波利塔诺（Giorgio Napolitano）颁发的“意大利团结之星”奖章，以表彰她为中意两国合作和友好关系所作出的杰出贡献。表彰仪式在意大利驻北京大使馆举行，意驻华大使白达宁（Alberto Bradanini）先生向高臻女士授予了奖章。“意大利团结之星”是意大利政府表彰加深意大利与世界各国友谊的人士的重要荣誉。奖章候选人由意大利外交部推荐，意大利总统在听取了海外领事的意见之后决定奖章获得者。

Italian President Giorgio Napolitano awarded the “Star of Italy” to Managing Partner at Mandarin Capital Partners, Jenny Gao (CEO 2008) on April 7. The “Star of Italy” is one of the highest awards conferred by the Italian Republic on eminent Italians or foreign individuals who have significantly contributed to collaborative relationships or friendship between Italy and the countries in which they operate (in this case, China). Italian Ambassador to China Alberto Bradanini presented Gao with the award.

### 中欧校友何毅荣获“法兰西国家功绩军官勋章” Alum Honoured by France

4月14日，法国驻华大使白林（Sylvie Bermann）女士在北京的大使官邸向中欧校友、依视路（中国）投资有限公司总裁何毅（CEO 2009）颁发了“法兰西国家功绩军官勋章”，以表彰其为促进中法关系所做出的突出贡献。依视路国际集团总裁兼首席执行官孙余沛（Hubert Sagnieres）代表法国总统向何毅授予勋章。中欧管理委员会成员、副教授长许定波教授受朱晓明院长委托参加授勋仪式，并代表中欧管理委员会送上祝贺。“法兰西国家功绩军官勋章”由戴高乐将军于1963年设立，主要颁发给在各领域取得杰出成就的人士。

Chairman of Essilor Holding Company (China) He Yi (CEO 2009) was conferred with France's National Order of Merit (Ordre national du Mérite) at the Officier rank at a ceremony held on April 14 at the residence of the French Ambassador to China H.E. Sylvie Bermann. Chairman and Chief Executive Officer of Essilor Hubert Sagnières presented the medal to He Yi on behalf of French President François Hollande.

### 中欧举办第九届中欧全球企业社会责任论坛 MBA Students Host 9th BGRC

5月17日，第九届中欧全球企业社会责任论坛（BGRC）在中欧上海校区举办。本次论坛聚焦“影响力”，关注互联网时代下的企业社会责任（CSR）和公益实践，得到了中欧教育发展基金会和腾讯基金的大力支持。腾讯、宝马、IBM、国际标准协会（BSI）、利洁时、雷励中国、百特中国等十多家积极履行社会责任的企业在论坛上发表演讲，分享了他们在CSR实践方面的心得体会。来自国内顶级院校共百余位MBA学生、各大公益组织成员及公司代表参与论坛，观众总数达300多人。

The impact of the internet and digital media on corporate social responsibility (CSR) practices was the focus of discussions at Asia's largest student-organised CSR conference held May 17 at the CEIBS Shanghai Campus. The 9th CEIBS Being Globally Responsible Conference (BGRC) attracted 200 participants including MBA students, business executives and various philanthropic organisations. Attendees turned out to hear senior executives from more than a dozen enterprises, including Tencent, BMW, IBM, BSI, Reckitt Benckiser, Raleigh China and Baxter China, share examples of innovative ways that CSR has become integrated into their companies' strategy.



### 中欧总经理课程20班毕业生筹集善款 回馈社会

#### AMP Class 20 Donates RMB 300,000

3月28-29日，中欧国际工商学院总经理课程（AMP）20班毕业典礼——“绽放20”在浙江宁波举行，有近60位中欧师生出席。在本次毕业典礼上，20班学员们以“奉献爱·中欧情”为主题举行了一场别开生面的慈善义卖活动，共筹集善款逾31万元人民币，用于帮扶衢州市衢江区康复中心，以特别的方式向中欧和社会交出了一份令人满意的毕业答卷。

Graduates of CEIBS AMP Class 20 did their alma mater proud by raising RMB 300,000 during a charity bazaar held as part of their graduation ceremony towards the end of March. Many of the 60+ professors and students who were in Ningbo for the graduation gala were at the bazaar aptly themed “Love at CEIBS”. The funds raised will be donated to Qujiang Rehabilitation Centre in Quzhou, Zhejiang Province.

### 中欧MBA课程推出首个国际学生助学 贷款计划

#### New International Student Loan Available

4月11日，中欧国际工商学院MBA课程推出了首个国际学生助学贷款计划。一直以来，海外学生从中国国内银行获取助学贷款限制颇多，该贷款则专门针对非中国大陆籍（包括中国港澳台地区）学生，由中欧携手招商银行以创新的方式联合推出，有效提升了对国际学生的资金支持。该助学贷款每年最多发放15笔，每位学生最高可申请人民币20万元的贷款，还款期限为5年。根据中欧的规定，每位学生获得的资助总额（包括各类奖学金在内）不超过人民币20万元。有关助学贷款申请和合同条款的更多信息可在中欧网站上查询。

The CEIBS MBA Office has launched its first International Student Loan Programme – a breakthrough for international students who wish to do their MBA at CEIBS. The loan programme is specifically tailored to all students who do not hold Mainland China passports.

The loan can cover up to RMB 200,000 per student, with a maximum of 15 loans offered every year. The repayment period will be five years. The maximum sum of financing available per student, including any possible scholarships received is RMB 200,000.



## “与红枫会VC/PE投资精英面对面”交流活动成功举行

### Top Investors Meet MBAs

4月20日，“与红枫会VC/PE投资精英面对面”交流活动在中欧上海校区举行，本次活动由中欧红枫会和中欧MBA职业发展中心主办、中欧投资俱乐部协办。红枫会会长、琨玉资本董事长杨戈，锴明投资执行董事蔡昱晨等七位资深的投资行业校友来到中欧，与60多位MBA学生分享了从业感悟。

Seven CEIBS alumni who are currently senior investment industry executives spoke about their careers with MBA students at an April 20 event organised by the CEIBS Maple Club and the CEIBS MBA Career Development Centre. Around 60 MBA students attended.

## 中欧勇夺2014全国MBA龙舟邀请赛冠军

### CEIBS Wins National MBA Dragon Boat Race

5月18日，2014第二届全国MBA龙舟邀请赛在华东理工大学奉贤校区举行，本次龙舟赛由华东理工大学和上海MBA联合会共同主办，共有中欧国际工商学院、华东理工大学、中国科学技术大学、上海财经大学、交大安泰等14支MBA代表队参赛。中欧代表队“Power Stroke（动力挥桨）”勇夺本次大赛冠军。中欧代表队由20名队员和3名啦啦队员组成，成员分别来自德国、西班牙、美国、中国大陆和中国香港。

In a great display of teamwork, camaraderie and dedication, the CEIBS Dragon Boat Team “Power Stroke”, led by Felicia Nan, defeated 12 others to win the National MBA Dragon Boat Race on May 18. Hosted by the East China University of Science and Technology (ECUST) and the Shanghai MBA Networking Association, the 200-metre racecourse was located on ECUST’s Fengxian Campus Tonghai Lake. The CEIBS team crossed the finish line in the final race far ahead of the other teams, posting a race time of 1:00:29.

## 金融精英相聚中欧参加“FMBA六小时”活动

### FMBA Introductory Course

5月18日，60位金融行业精英以“临时FMBA（在职金融MBA）学员”的身份相聚中欧，通过“FMBA六小时”活动全程体验了FMBA课堂内外的精彩。他们聆听了中欧会计学教授苏锡嘉有关会计课程的精彩讲座，在分组讨论中感受了中欧独特的案例教学法，并与9位FMBA学长进行了交流，对中欧FMBA课程有了全面的了解。

Sixty senior finance executives spent May 18 immersed in the coursework typical of the CEIBS Part-time Finance MBA (FMBA), in order to better understand what participating in the programme will be like. They had an accounting class with Academic Director of the EMBA Programme, Professor of Accounting Su Xijia and took part in a case study discussion. They also listened to current FMBA students share their experiences.





### 中欧首次在欧洲举办校友聚会 CEIBS First European Alumni Reunion

6月6-7日，中欧国际工商学院首次在西班牙巴塞罗那举办校友聚会，共有逾50名欧洲及海外校友前来参加。中欧院长、成为基金创业学教席教授佩德罗·雷诺（Pedro Nueno），中欧副院长兼教务长苏理达（Hellmut Schütte），中欧欧盟教席教授罗马诺·普罗迪（Romano Prodi）在活动上发表了精彩观点。

More than 50 alumni from across Europe and beyond came together in Barcelona, Spain June 6 and 7 for the first Alumni Reunion the school has held in Europe. Participants enjoyed a weekend of networking and thought provoking discussions from highly regarded senior business leaders and academics, including CEIBS President and Chengwei Ventures Chair Professor of Entrepreneurship Pedro Nueno, CEIBS Dean and Vice President Hellmut Schütte and CEIBS Sino-Europe Dialogue Chair Professor Romano Prodi.

### 2007、2009级MBA校友 参加返校日活动 MBA Reunions

4月19日，70多位中欧2007级MBA校友和90多位2009级MBA校友回到母校，分别参加了毕业五周年和三周年返校日活动。中欧副院长兼教务长苏理达（Hellmut Schütte）教授、副教务长兼MBA课程主任陈世敏教授出席了两场返校活动。

Nearly 80 MBA 2009 alumni and more than 90 MBA 2011 grads gathered at the Shanghai Campus on April 19 to reconnect with one another and CEIBS and celebrate all they have accomplished since graduation.

2

### 2014中欧EMBA国际班校友返校 日活动 GEMBA Reunion 2014

4月12日，70余位中欧EMBA国际班校友回到中欧上海校区参加2014中欧EMBA国际班校友返校日活动，并参观了中欧三期新校园。中欧副院长兼教务长苏理达（Hellmut Schütte）教授出席活动，组织行为学教授穆恩发表了题为“战略领导力和有效绩效管理”的演讲。

More than 70 Global EMBA alumni returned to CEIBS Shanghai Campus on April 12 for the much-anticipated "Global EMBA Reunion 2014". For most, this was their first visit to the newly expanded campus. Besides enjoying the chance to catch up with old friends, they also sat in on an insightful lecture by CEIBS Professor of Organisational Behaviour Henry Moon, who focused on Strategic Leadership and Effective Performance Management.



1

**中欧2012级MBA毕业典礼  
隆重举行  
CEIBS MBA 2012  
Graduates!**

4月27日，中欧国际工商学院2012级MBA毕业典礼在上海校区石化厅隆重举行，为186名毕业生在中欧18个月的学习生活画上了圆满的句号，并开启了事业的新征程。中欧院长朱晓明教授、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、副教授兼MBA课程主任陈世敏教授等出席典礼。前西门子中国区首席执行官程美玮先生应邀发表主题演讲。

The 18-month MBA journey for the CEIBS MBA Class of 2012 came to a close on April 27 as its 186 students graduated in a ceremony at the school's Shanghai Campus.

1

**中欧在肯尼亚推出“非洲女性创业与领导力（WELA）”课程  
WELA Launched in Nairobi**

5月13日，中欧携手肯尼亚女企业家协会在肯尼亚首都内罗毕推出“非洲女性创业与领导力（WELA）”课程，这是继该课程于2012、2013年先后在加纳首都阿克拉和尼日利亚的德拉格斯推出后的又一重要举措。“非洲女性创业与领导力”课程旨在帮助非洲女企业家寻找商业机遇，保持企业可持续发展。中欧将为该课程提供核心教员。

CEIBS and the Kenya Association of Women Business Owners (KAWBO) jointly launched the Women Entrepreneurship and Leadership for Africa (WELA) training programme in Nairobi on May 13. WELA was first launched in Accra, Ghana in 2012 and then in Lagos, Nigeria in 2013. CEIBS Professor of Management Practice in Accounting Matthew Tsamenyi spoke at the Nairobi launch, along with KAWBO Chairwoman Eva Muraya. The keynote speaker was CEO of Brand Kenya Mary Kimonye.

2

**中欧-佳士得美术学院合作课程举办首届毕业典礼  
CEIBS-Christie's Programme Graduation**

4月26日，中欧与佳士得美术学院首次合作课程——“全球艺术市场：艺术品收藏与投资课程”毕业典礼在伦敦佳士得公司总部举行。该课程历时一年，横跨四个国际大都市，融汇国际化和专业化的优质高端艺术资源，由华人专家以中文授课，受到学员们的一致好评。

The graduation ceremony for the first CEIBS-Christie's Education Programme, titled The Global Art Market: Artwork Collection & Investment, was held at Christie's London headquarters on April 26. The one-year programme saw students travel to Beijing, Taipei, Hong Kong, and London to visit top museums, galleries and artists' studios. They also attended an art auction. These visits plus classes with expert faculty enabled them to learn more about the works of many artists, and better understand the global art market.

3

## 朱晓明院长赴珠海调研格力电器

### Gree Visit

4月14日，中欧国际工商学院院长朱晓明教授来到珠海实地考察校友企业格力电器。格力集团董事长兼格力电器总裁董明珠（CEO 2006）接待了朱院长一行。中欧深圳代表处副首席代表孔飏、中欧案例中心助理主任许雷平等参与了本次调研。

CEIBS Executive President Prof Zhu Xiaoming was warmly received by President and CEO of Gree Dong Mingzhu (CEO 2006) when he visited the company's Zhuhai headquarters on April 14. Assistant Director of CEIBS Case Centre Raymond Xu and Deputy Chief Representative of CEIBS Shenzhen Office Brian Kong also joined in the visit.

## 朱晓明院长赴深圳调研普惠金融与数字金融

### Researchers Learn About Shenzhen Giants

近期，朱晓明院长赴深圳开展密集调研，探索普惠金融的理论与实践。南方科技大学副校长覃正、中欧深圳代表处副首席代表孔飏、中欧陆家嘴国际金融研究院执行副院长刘胜军等全程参与了调研。本次调研的机构包括：大族激光、腾讯集团、南方科技大学、深圳农商行、华为集团和平安集团等。

Huawei, Tencent, Ping An Group, Han Laser Technology and the Shenzhen Rural Commercial Bank were among the companies visited in March by a research delegation led by CEIBS Executive President Professor Zhu Xiaoming, who is also Director of the Shanghai Institute of Digitalisation and Internet Finance (SIDIF). The researchers are studying innovations in digital and inclusive finance, which will play an important role in the recently announced economic development goals that China's leadership has set for the country.

## 中欧MBA学生参观亚马逊昆山运营中心

### Amazon Adventure

4月17日，25名中欧MBA学生前往参观亚马逊昆山运营中心，深入了解亚马逊的运营、电商和物流部门，亚马逊中国区的资深高管向学生们介绍了公司的物流创新、经营哲学和全球市场定位。此次活动由中欧IT俱乐部和电商俱乐部组织。

Innovation was the theme of the day on April 17 as 25 MBA students visited the Amazon Fulfillment Centre (AFC) in Kunshan with the aim of deepening their understanding of the company's operations, as well as the e-commerce and logistics sectors. The visit was organised by the CEIBS IT and E-commerce Clubs.

