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President of Orsun Group Wu Jiangan

来自全国医疗健康产业的300多位企业家、投资人、学术专家和业内人士亲临现场观摩比赛。活动还吸引了包括央视在内的近20家媒体的关注。

大赛期间，中国医院协会副秘书长庄一强博士和华润医疗集团有限公司首席执行官张海鹏分别以“医院如何应对新媒体时代”和“中国健康产业的困境与机会”为主题发表演讲，受到现场嘉宾和参赛队伍的热烈欢迎。

SIEMENS

SIEMENS Cup Healthcare Competition

Eight teams from leading business schools across China demonstrated their abilities at research, analysis and innovation on April 13 as they competed in the final round of the “SIEMENS Cup” China MBA Healthcare Industry Business Innovation Competition at the CEIBS Shanghai Campus. Organised by CEIBS MBA students with assistance from the CEIBS Centre for Healthcare

Management and Policy and the CEIBS MBA Healthcare Club, the overall theme of the competition was “Innovation of Non-public Medical Services”. Teams were required to prepare in-depth case studies on a variety of areas, such as medical insurance, big data applications for R&D of new pharmaceuticals, private hospital management, chain medical services, pensions and mobile medical services.

After a fierce competition, first place went to the team from Peking University, which prepared a case study on Beijing Sanbo Brain Hospital. The CEIBS team tied for second place with Zhejiang University.

The SIEMENS China MBA Healthcare Industry Business Innovation Competition is the first MBA competition in China focused on innovation in the healthcare industry. It aims to help improve the development of China’s healthcare industry as well as deepen the reform

of China’s healthcare system. This year, 38 teams from 15 schools entered the competition. The eight teams that made it to the final round were CEIBS, Peking University, Zhongshan University, Tsinghua University, CKGSB, Shanghai Jiaotong University, Zhejiang University and Manchester University.

中欧与奥山集团联合呈现 2014“合聚课堂”十年特辑

4月12日，2014“合聚课堂”在中欧北京校区拉开序幕。作为中欧重要的人文学习和交流平台，2014“合聚课堂”将由中欧国际工商学院与奥山集团联合推出。

合聚课堂以“合大家智慧，聚万方心力”为宗旨，广邀各界专家学者，帮助学员和校友们搭建人文知识框架。今年是合聚课堂创立十周年，将邀请金观涛、苑举正两位教授联袂讲授“西方哲学与现代社会”。奥山集团借助合聚课堂这一成熟平台，与中欧展开深度合作，将让文化智慧为更多人带来启迪，同时彰显奥山集团“让生活充满阳光”的企业核心理念。



Orsun Group Co-hosts He-ju Lectures

The first He-ju lecture for 2014 was offered at CEIBS Beijing Campus on April 12. Co-organised by CEIBS and the Orsun Group, these events serve as an important platform for learning and sharing of culture and the arts. Based on the concept of “absorbing wisdom worldwide”, the series marks its 10th anniversary this year.