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It's a Celebration!

中欧20周年校庆活动一览

2014年11月8日,是中欧国际工商学院正式迎来20周年校庆的日子,也是这一年中最具纪念意义的日子。届时中欧校友、学员、企业家、学者和艺术家们将汇聚一堂,共同回顾中国在过去20年中所取得的非凡成就,并就中欧的使命“中国深度,全球广度”进行深入交流。

在各项校庆活动中,最具亮点的学术活动是“大师课堂”系列讲座。该讲座邀请了国内外顶尖学者与商界领袖,就创新、全球化、人才开发、外国投资和社会责任等话题展开了深度探讨。

作为一所融汇中西文化的学校,在培养高端管理人才的同时,中欧也非常注重人文建设。文化与艺术是很多校庆活动的亮点。上海和北京校园均举办了艺术家作品展;学院还举办了与校庆相关的各类竞赛,使得学员和校友们能够向整个中欧社区展示他们的摄影、表演和视频制作才华。以下是中欧20周年校庆活动的简要介绍。

When CEIBS officially marks its 20th birthday on November 8, 2014, it will be the culmination of a year of special events that have brought together alumni, students, leading business executives, scholars, and artists for a vital exchange of ideas that embody the school's mission of “China Depth, Global Breadth” while also highlighting China's extraordinary achievements of the past two decades.

Special anniversary Master Classes have brought the founders and CEOs of many of China's largest companies to the school's Shanghai and Beijing Campuses this year for lively discussions on the hot business issues of the day, such as innovation, globalisation, talent development, foreign investment and social responsibility.

There were also many anniversary activities that highlighted the importance of art and culture, an integral part of CEIBS' history and development over the years. Both the Shanghai and Beijing Campuses hosted exhibitions of renowned artists' works, and the school also held several anniversary-related competitions that enabled students and alumni to show the entire CEIBS family their talents in photography, the performing arts and video production. Read on for highlights of CEIBS 20th Anniversary events.



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中欧20周年校庆系列活动“大师课堂”邀请了20位国内外顶尖学者与商界领袖来到中欧发表演讲,激荡思维、共享智慧。

“爱·中欧·20年”论坛全年在中欧北京校区举行,论坛期间中欧著名教授与中国知名企业家会进行精彩对话。

9月26日,2014中欧·成为美国论坛“中美合作:‘镜像再平衡’时代的机遇”在纽约举行,活动邀请了中美学者与商界领袖共同出席,旨在为中美企业之间寻找新的互利共赢合作点,通过两国政府战略层面的宏观合作,发掘出中美企业层面的微观机遇。

中欧20周年校史展在10月拉开帷幕,展览分为历史回顾、师资与研究、四大课程、校友风采、企业赞助、未来展望等6大部分,以生动的图片和翔实的数据向观众展示这所创办仅20年即名闻全球的国际商学院的动人历程、骄人业绩和感人故事。与此同时,中欧学者著作展也在学院图书馆举行。

中欧将于10月和11月在上海校区分别举办中国当代水墨艺术展和西方艺术展,所有到访中欧的嘉宾均可前来欣赏。

5月至年底,北京校区会举办“艺术·传承”中国当代艺术展。展览由中欧与保利文化集团联合推出,旨在梳理中国当代艺术的发展脉络,展示当代艺术大师和优秀中青年艺术家的力作。

今年校友摄影大赛及展览的主题为“水之梦”。

中欧20年视频大赛自9月20日开始,为期一个月,邀请中欧社区的成员拍摄一段15秒的视频,并以此展示中欧20周年对于他们的意义。

8月底,具有艺术表演才华的校友和学员们参加了“直通大剧院”才艺选拔赛,获奖者赢得了在11月8日中欧20周年庆典晚会暨颁奖典礼上登台表演的机会。

- “CEIBS 20th Anniversary Master Class Series” saw outstanding scholars and business leaders from both China and abroad sharing their insights and wisdom.
- “Passion-CEIBS-20 Years” Forums were held at the CEIBS Beijing Campus throughout the year, and featured lively discussions with the school’s renowned faculty and China’s leading entrepreneurs.
- “CEIBS & Chengwei America Forum 2014: China-U.S. Cooperation: Opportunities in Times of Mirror Image Rebalance” was held in New York on September 26. It brought together Chinese and American scholars and business leaders for a discussion on how to leverage strategic cooperation between the US and Chinese governments to provide mutually beneficial business opportunities for companies from both countries.
- “CEIBS 20th Anniversary Exhibition” began in October, and showcases the development history of the school, using a combination of photographs, data and physical models to highlight the remarkable achievements of the school along with CEIBS faculty, alumni, and key partners. There was also a CEIBS Scholastic Works Exhibition in the Shanghai Campus library.

精彩纷呈的校庆活动将在11月达到高潮。11月7日晚,学院将在上海校区的标志性建筑——玻璃金字塔内举办“中欧国际工商学院成立20周年招待会”,宴请中欧新老董事、校友、学员、教授和员工等。11月8日,2014全球管理论坛将在上海校区石化演讲厅举行,著名学者们将从全球宏观经济政策与产业变革的角度,探讨世界经济的未来格局。曲终奏雅,中欧校庆庆典晚会暨颁奖典礼将于11月8日当晚在中欧会堂举行,庆典将表彰20位德才兼备、成就卓越的杰出校友,并展现中欧20年一路走来的辉煌历程。

- “Contemporary Chinese Ink Wash Art Exhibition” and “Western Art Exhibition” were held at the Shanghai Campus in October and November respectively.
- The Beijing Campus hosted an exhibition entitled “Art and Inheritance” that began in May and ran through the end of the year. Sponsored by CEIBS and Poly Culture Group, it featured the works of both traditional and contemporary Chinese artists.
- The Alumni Photography Competition and Exhibition this year featured the theme “Dream of Water”.
- The CEIBS@20 Social Media Video Contest ran for a month beginning September 20th and invited members of the school community to shoot a 15-second video that shows what CEIBS’ 20th Anniversary means to them.



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- Alumni and students with a gift for the performing arts got involved, at the end of August, to compete in a talent show for a chance to perform at the CEIBS 20th Anniversary Gala Evening & Award Ceremony on November 8.

The special 20th Anniversary events conclude in November. On November 7, there will be a 20th Anniversary Reception Dinner at the campus' iconic Central Pavilion, commonly referred to as the Pyramid. Past and present members of the CEIBS Board of Directors, alumni, students, faculty and staff attended. The following day, the school held the Global

Management Forum 2014 at the Shanghai Petrochemical Auditorium in which leading scholars explored the prospects for the global economy from the perspective of macroeconomic policies and industrial changes. The grand finale of the 20th anniversary celebrations was also held that evening. The CEIBS 20th Anniversary Gala Evening & Award Ceremony was held at the CEIBS Conference Centre. A highlight of the event was the announcement of the 20 members of the CEIBS community who received the CEIBS 20th Anniversary Distinguished Alumni Award.

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- 01 中欧北京校区20周年校庆系列论坛之“别样的活力”
CEIBS 20th anniversary forum explored “Two generations, One dialogue”. The venue was the Beijing Campus.
 - 02 2014中欧·成为美国论坛“中美合作：‘镜像再平衡’时代的机遇”
CEIBS & Chengwei America Forum: China-US Cooperation: Opportunities in Times of Mirror Image Rebalance.
 - 03 04 中欧20周年校庆“水之梦”摄影大赛获奖作品：廖原《年轮》(上图)、邓卫红《水之梦》
Award winning works from CEIBS 20th anniversary “Dream of Water” photography competition: Liao Yuan’s “Annual Ring” (top) and Deng Weihong’s “The Dream of Water”
 - 05 “直通大剧院”才艺选拔赛
The talent show for a chance to perform at CEIBS 20th Anniversary gala evening.