



# The Next 20 Years

## 展望中欧未来20年

毋庸置疑，中欧国际工商学院在短短20年间取得了令人瞩目的办学成果。建校以来，中欧开设的MBA、在职金融MBA (FMBA)、EMBA、EMBA国际班、高层经理培训和博士课程培养出了数以万计的专业人才，学院也在全球范围内建立了美誉。中欧教授和研究中心的工作成果对商业社会产生了重要影响，学院也将继续为深入的思想交流提供一方乐土。

20年来，中欧凭借着坚韧和信念迈向成功，未来20年，中欧的步伐将更加稳健。世界日新月异，新的挑战层出不穷，客户需求不断变化，如何持续激励横跨两大洲、四座城市的500余位教职员工、每年逾1000名学员以及全球近14000名校友，这是学院管理委员会面临的重要任务。那么他们对于中欧未来20年又有着怎样的展望呢？

There's no arguing with the fact that CEIBS has accomplished a lot in a very short time. Over the last 20 years the school has left its mark on the world through the impact made by the thousands of professionals educated through CEIBS' MBA, FMBA, EMBA, GEMBA, Executive Education and PhD programmes. CEIBS faculty and research centres produce work that shapes the way business is done, and the school continues to be a place for deep intellectual discourse mixed with just the right amount of fun!

The tenacity and confidence that made CEIBS possible two decades ago will be even more vital in the next 20 years. Fresh challenges arise with increasing frequency and clients' needs evolve as the world itself changes at a rapid pace. The school's Management Committee is faced with the task of continually inspiring 500+ employees in 4 cities across 2 continents, more than 1,000 students a year and almost 14,000 alumni spread across the globe. What are their thoughts on what the next 20 years will mean for CEIBS?





## 中欧国际工商学院中方院长朱晓明教授 Executive President Professor Zhu Xiaoming

始于一份远见,基于一种理念和信仰,中欧由一张蓝图跃然升起,逐步发展成为世界知名的商学院。20年,中欧茁壮成长,见证了中国经济的腾飞,致力于改变中国管理教育的理念。

今天我们站在新旧20年交接的时间点上,我们应当执着于当年的理想;应当坚持这20年中不断探索、不断突围、不断创新、不断超越的精神;应当着迷于这种氛围、这种境界。我们不会忘记新20年的使命:为了成为一个具有国际品牌的商学院,我们再出发。

The fruits of a great vision and the tenacity to hold onto our philosophy with continued faith in our dream, CEIBS has grown from a mere idea to a world famous business school. Over the past 20 years, CEIBS has witnessed the Chinese economy's take-off, and has been committed to the evolution of the philosophy of business management education in China.

Today, at the nexus of the past two decades and the 20 years ahead, we should hold onto that dream that has inspired us over the years, stick to the spirit of continuous exploration, continue making breakthroughs, innovating and exceeding all expectations, and do our best to keep this spirit alive forever. Over the next 20 years we will live by our goal: to make CEIBS a prestigious brand and *the* most respected international business school.

## 中欧国际工商学院欧方院长佩德罗·雷诺教授 President Professor Pedro Nueno

中欧将进一步提升全球影响力,并在欧洲、美洲、非洲和亚洲开设课程。中欧已经与许多志同道合的顶尖商学院建立了紧密的国际联盟,我们将携手共进,更好地实现国际化的愿景。

CEIBS will grow globally, increasing its presence and delivery of programmes in Europe, the Americas, Africa and Asia. CEIBS has developed strong international alliances with leading business schools that also want to have a global presence. Working together, this global ambition can be achieved.





## 中欧国际工商学院副院长兼教务长苏理达教授 Vice President and Dean Professor Hellmut Schutte

我希望能够将中欧真正建设成全球顶尖的商学院，我们所有人都将为这个宏伟目标而不懈奋斗。尽管与一流商学院相比，目前中欧还稍显稚嫩，但我们将毫不动摇地将这个目标变为现实。

I hope that we can *truly* establish CEIBS as one of the leading international business schools around the world. This is a very ambitious goal because while we may think that we're working hard, everybody else is doing the same. We're a new kid on the block among the leading schools; and that means we cannot be open to many compromises when trying to reach this goal.



## 中欧国际工商学院副院长兼中方教务长张维炯教授 Vice President and Co-Dean Professor Zhang Weijiong

未来20年，中欧将在中国经济发展中扮演更为重要的角色。管理教育的需求会很高，但来自全球顶尖商学院的竞争将更为激烈。

随着学生们对于高思维、高科技课程的需求日益增长，我们将不断创新、追求卓越，进一步扩大影响力。

未来20年，整个中欧社区将不断壮大。我们是一个大家庭，将齐心协力创造更多的社会价值。

The next 20 years will be a time for CEIBS to play an even more important role in the development of the Chinese economy. The demand for management education will be high, but the competition from top schools around the world will be fiercer.

Faced with the trends of high touch, high tech programme requirements from our students, we need to be innovative and excellent, and make an even bigger impact.

Over the next 20 years, the entire CEIBS community will become larger and grow in strength. We are one family. We will work together to add even greater value to the society.



## 中欧国际工商学院副教务长许定波教授 Associate Dean Professor Xu Dingbo

中欧用了20年的时间成长为一所亚洲顶尖的国际商学院,中欧的辉煌是中国奇迹的一部分,是改革开放的一枚果实,是几代中欧人心血和汗水的结晶。未来的20年将充满机遇与挑战,但只要 we 坚持认真和创新的传统,中欧一定能再创辉煌,成为亚洲乃至全球最受尊敬的国际商学院。

CEIBS has made significant achievements in its first 20 years; over a relatively short period of time it has become one of the top international business schools in Asia. CEIBS' success is a part of the Chinese Miracle and the fruit of the country's Opening Up and Reform policies. It's also the result of much hard work by several generations of the CEIBS community, who put their heart and soul into making this happen. The next 20 years will no doubt bring many challenges and opportunities. However as long as we insist on following our tradition of conscientiousness and continuous innovation, a tradition that we established in our first 20 years, CEIBS will enjoy a bright future and will no doubt become *the* most respected business school not just in Asia, but throughout the world.



## 院长助理、高层经理培训部主任刘湧洁 Assistant President, Director of Executive Education, Hobbs Liu

未来20年,转变的核心因素是人——包括客户、校友、学生、教授和员工。我们将延续不断创新、追求卓越、全面发展、兼容并蓄的精神。因为正是这种精神成就了今天的中欧。

寄语中欧管理层:锐意引领并推动变革,保持求知欲和开放心态,善于从年轻一代身上汲取养分,同时加大筹资力度。

寄语中欧大社区:感恩中欧、回馈社会。

Over the next 20 years, what will change will be the people – clients, participants, students, faculty and staff. What will be maintained is the spirit of pursuing excellence, and being innovative. What will be firmly held is the diversity, our inclusiveness – this is what makes CEIBS what it is today.

Suggestions to leadership: be determined to lead and drive change, stay intellectually curious, be open to the new generation and learn from them, spend more on fundraising.

Suggestions to the CEIBS community: be grateful to CEIBS, and give back.