



CEIBS is 20!

中欧20周年校庆特刊

持续一年的中欧20周年校庆活动将在11月8日达到高潮。在本期封面故事中，来自商界和学界的领袖人物，包括荷兰王室成员，纷纷向中欧20周年校庆表达了祝福。我们还呈现了15位影响中欧历史的杰出人物的故事，梳理了这一年来群星璀璨、精彩纷呈的校庆活动；学院领导也表达了他们对于中欧未来20年的展望。

敬请阅读以下相关文章：

- 中欧20年：祝福满园自馨香
- 中欧的15位杰出人物
- 中欧20周年校庆活动一览
- 展望中欧未来20年

It's been a year-long celebration of CEIBS' 20th Anniversary which falls on November 8. In this **Cover Story**, leaders of commerce and academia – and even royalty – provide special anniversary wishes that capture the essence of what CEIBS@20 means to them. We also feature 15 individuals who've helped shape the school's history, a wrap-up of some of the stellar events staged throughout the year, and school leaders offer us a glimpse of what's ahead for the next 20 years.

Read on for more in:

- CEIBS@20 – Messages from Luminaries in China & Abroad
- The CEIBS 15
- It's a Celebration!
- The Next 20 Years.



CEIBS @ 20

– Messages from Luminaries in China & Abroad

中欧20年：祝福满园自馨香

今年，来自商界和学界的领袖人物，甚至王室成员，参加了中欧校园内外举行的丰富多彩的校庆活动。他们也为中欧送上了生日祝福，表达了中欧20周年校庆对于他们的特殊意义。

Throughout the year leaders of commerce and academia – and even royalty – participated in various 20th Anniversary activities on and off CEIBS campuses. They also took the time to provide special anniversary wishes that capture the essence of what CEIBS@20 means to them.



观看更多校庆祝福视频请访问

Video versions of these and many more anniversary messages available at

http://www.ceibs.edu/20_en/

著名经济学家、中欧国际工商学院宝钢经济学教席教授吴敬琏
Renowned Economist & Baosteel Chair Professor of Economics at CEIBS Wu Jinglian



1994年,我非常有幸参与创立了中欧国际工商学院。中欧人勇于做事、敢于担当,具有创新的精神,我从他们身上看到了中国和中国经济的希望。

中欧20岁了,中国现在正站在一个新的历史起点上,进入一个大转型的时代。我相信我们中欧一定能够在这个大时代中扮演更加重要的角色。

我愿意与中欧共勉,和中欧同行,直到永远。

In 1994, I was very honoured to help establish CEIBS. The CEIBS community dares to take risks, assumes responsibility, and demonstrates an innovative spirit. In my eyes, they're the hopes of China and the Chinese economy.

CEIBS is now 20. China is at a new historical starting point, entering into a time of great transformation. I'm convinced that in this great age, CEIBS will play a more significant role.

I stand ready to move forward, along with CEIBS, forever.

荷兰亲王康斯坦丁·冯·奥兰治-拿骚·冯·阿姆斯伯格
Dutch Prince Constantijn van Oranje-Nassau van Amsberg

中欧已经转型为全球领先的商学院。它是中国与欧洲之间合作的典范。在中欧20周年校庆之际,我深表祝福。

CEIBS has transformed itself into a leading business school in the world. It is a prime example of China-EU co-operation. I'd like to congratulate CEIBS on its 20th Anniversary.



诺贝尔经济学奖得主拉尔斯·皮特·汉森
Nobel Laureate Lars Peter Hansen

20岁的中欧国际工商学院,是一所年轻但有着远大抱负的商学院,它将培养出一流的经济学者——其中也许会有诺奖得主。祝愿中欧前程似锦。

With a history of two decades, CEIBS, a fledgling but ambitious business school, will produce excellent scholars in economics – perhaps even a Nobel Prize. May good fortune smile upon China Europe International Business School.





领英联合创始人里德·霍夫曼
LinkedIn Co-founder Reid Hoffman

中欧在中国和全球的发展让我深受鼓舞,它促进了思想交流和先进管理实践的沟通。中欧20周年生日快乐!

I'm inspired by what CEIBS is doing, both in China and globally, to promote the exchange of ideas and cutting edge management practices. Happy 20th Anniversary CEIBS!

万科集团董事会主席王石
Vanke Chairman Wang Shi

“中国深度,全球广度”是中欧的理念,也是万科的理念。让我们一路相伴,祝福中欧生日快乐!

China Depth, Global Breadth that's CEIBS' tag line. It's also Vanke's tag line. Let's move forward together. Happy 20th Anniversary CEIBS!

大连万达集团董事长王健林
Chairman of Wanda Group Wang Jianlin

20年间,中欧成为了一所与沃顿、哈佛、斯坦福相比肩的世界级商学院。我为中欧骄傲!

Over the past two decades, CEIBS has grown into a world-class business school as famous as Wharton, Harvard and Stanford. I'm proud of CEIBS!



TCL集团董事长兼CEO李东生 (CEO 2003)
TCL Chairman and CEO Li Dongshen (CEO 2003)

中欧20岁了,我想它的成功不仅体现在它的国际排名上,也不仅体现在它为我们这个时代培养了一大批具有创新精神和国际视野的企业家上,更重要的是,它推动了世界经济和中国经济的融合。这正是中欧人所追求的“中国深度,全球广度”。未来20年,中欧一定会像一只展翅的雄鹰,越飞越高,直上云霄。

CEIBS is now 20 years old. I think its success lies not only in its international ranking, but also in its contribution to our times by cultivating many entrepreneurs with innovative spirit and global vision. More importantly, CEIBS has given a huge boost to the integration of the Chinese economy into the global one. This is what the CEIBS community is striving for: China Depth, Global Breadth. Over the next two decades, CEIBS will, like a soaring eagle, fly higher and higher in the sky.



香港永隆银行董事长、招商银行前行长马蔚华
Chairman of Wing Lung Bank, former President of China
Merchants Bank, Ma Weihua

中欧把“认真、创新、追求卓越”写进了校训。我把创新融入了我追求事业的过程中。祝中欧20周年生日快乐！

CEIBS has made “Conscientiousness, Innovation and Excellence” its motto; I’ve made innovation an engine of my business. Happy 20th Anniversary CEIBS!



复星集团创始人兼董事长郭广昌 (CEO 2006)
Founder & Chairman, Fosun Group Guo Guangchang (CEO 2006)

我经常被问到，最重要的投资是什么？有人说是股票，或是房地产。但我个人觉得，最重要、最应该投资的对象是自己。来中欧读书学习，是我人生最重要的投资之一。

I’ve often been asked, “What has been the most important investment in your life?” Some would say it was stocks, or real estate. But I think investing in yourself is the most important step. Studying at CEIBS has been one of the most important investments in my life.



新希望集团董事长刘永好
Chairman of New Hope Group
Liu Yonghao

和中欧一样，我将“认真、创新、追求卓越”贯彻于人生的始终。

十年树木，百年树人。过去30年我们辛勤耕耘，未来20年我们一定会有更大的收获。

祝福中欧。中欧生日快乐！

Just like CEIBS, I will stick to the idea of “Conscientiousness, Innovation and Excellence” throughout my life.

It takes one decade to grow a tree, but ten decades to cultivate a gentleman. Over the past three decades, we’ve been working diligently. Over the next two decades, we’re bound to reap greater rewards.

I offer my best wishes to CEIBS. Happy 20th Anniversary CEIBS!



京东创始人刘强东 (EMBA 2009)
JD.com Founder Richard Qiangdong Liu
(EMBA 2009)

企业家进化的速度决定了企业的成长速度，企业家进化的方向也决定了企业的发展方向。中欧国际工商学院是一棵可以让人破茧成蝶的参天大树。

感谢母校，祝母校生日快乐！

How fast an entrepreneur evolves determines the pace at which his company can grow. An entrepreneur’s evolution path also determines the direction his company will take.

CEIBS is a towering tree where one can emerge from the cocoon, transformed into a butterfly. Many thanks to my alma mater.

Happy 20th Anniversary, CEIBS!



The CEIBS 15

中欧的15位杰出人物

过去20年中，有15位杰出人物为中欧国际工商学院的创办和发展立下了卓著功勋。作为中国现代管理教育的开拓者，他们的远见、智慧和人格塑造了中欧的办学特色和价值观，也对中国的管理教育产生了深远影响。

Over the past 20 years, 15 distinguished figures have made remarkable contributions to the founding and development of CEIBS. As pioneers of Chinese modern management education, their foresight, wisdom and spirit have helped shape CEIBS' unique characteristics and values and have had far-reaching influence on China's management education.





人这辈子就是要为社会创造价值。

The purpose of our lives is to create value for society.



李家镐 Li Jiahao

作为一位以创建国际商学院为己任的杰出教育家，李家镐教授为中欧奠定了国际化办学之路，他的丰功伟绩将永载史册。在中欧创建时期，李家镐教授为学院建立了制度基础，是中欧办学框架和管理制度的主要设计者之一。当时计算机办公尚未普及，年逾古稀的李教授亲笔起草了许多制度文件，用心甚切，用情至深。李家镐教授负责EMBA“中国经济制度概论”的教学工作，参与MBA和EMBA课程招生面试；在承担日常行政事务的同时，还负责中欧浦东校园的建设工作，并为之殚精竭虑，校园开工仅半年后，他就不幸辞世了。2001年4月，为了表彰他的历史性贡献，中欧国际工商学院追授李家镐教授“中欧国际工商学院杰出贡献人士”称号。李家镐教授其他让人铭记的事迹还有：

- 李家镐教授的工作态度是“活着一分钟，奋斗六十秒”，他把生命的最后六年都献给了中国管理教育事业。
- 为填补浦东校园建设的资金缺口，李家镐教授承担了向中国企业筹资的任务，总筹资额超过1000万元人民币，这些资金基本上来源于他曾经供职多年的化工系统。
- 1996年，李家镐教授用自己从未在学院领取的工资作银行贷款担保，帮助了许多经济上有困难的合格考生入学。这开创了国内MBA课程助学贷款的先例。
- 李家镐教授设立了“上海汽车教育基金”，用于培养汽车业管理人才，并资助经济困难的学生去欧洲实习。

An excellent educator who aimed to establish an international business school, CEIBS Founding President Prof Li Jiahao blazed a trail towards internationalisation. His great contributions to the school will never be forgotten. A visionary, Prof Li built an institutional basis for the establishment of CEIBS. He was also one of the main designers of CEIBS' institutional structure and management system. While in his 70s, he drafted many of the school's policies and regulations by hand as computers were not yet widely used. He was an EMBA lecturer, he did recruitment for the programmes and he provided oversight for the construction of the Pudong Campus. The unexpected complexity of the project took a toll on Prof Li's energy and health. He passed away only



six months after construction began. In April 2001, he was posthumously awarded the CEIBS Outstanding Contribution Award for his historic contributions. Other noteworthy facts:

- Prof Li's attitude towards work was “sixty seconds of hard work gives you a minute of life.” He devoted the last six years of his life to educating China's managers.
- To fill a funding gap during the construction of the Pudong Campus, Prof Li sought sponsorship from Chinese enterprises. He raised RMB 10 million in donations that were mostly from the chemical industry, in which he used to work.
- In 1996, he used the salary he had saved over the years to guarantee banks loans for MBA students. This was the first ever student loan for an MBA programme in China.
- He set up the SAIC Education Foundation to train automobile industry managers and help offer scholarships to CEIBS' less well-off students for their internships in Europe.



我的梦想是把中欧带入世界前十名。
My dream is to take CEIBS into the global Top 10.



张国华 Zhang Guohua

张国华教授是中欧国际工商学院的创始人之一，从1992年开始与欧方谈判，1994年担任首任中方副院长和1995年兼任首任中方教务长，到2005年担任院长，直至2006年病故，他把生命最后的14年全部献给了中欧国际工商学院，献给了中国的管理教育事业。他生前最大的理想就是把中欧建成全球十强商学院之一。张国华教授其他让人铭记的事迹还有：

- 张国华教授曾是一名“老三届”学生，进入大学校门时，他已年届三十。1990年，43岁的张国华获得赴英国伯明翰大学留学的机会，1991年获得工商管理硕士学位，回国后担任上海交通大学管理学院常务副院长。
- 预计到中国经济发展对管理教育将产生巨大需求，并有感于国内外商学院之间的巨大差距，加入中欧之后，张国华教授忘我地投入了创办与发展中欧的事业。
- 2006年6月，国际商务学会授予张国华教授“全球商学院年度最佳院长奖”，以纪念他为中国管理教育做出的杰出贡献。他还曾在2004年获得西班牙政府授予的“国民成就大十字勋章”。

Prof Zhang Guohua was also one of the founders of CEIBS. He joined the school-founding negotiations with the European side in 1992, assumed the role of CEIBS Vice President in 1994 and took the concurrent post of Dean in 1995. He became CEIBS President in 2005 and passed away in 2006. During the 14 years of his life that he dedicated to CEIBS and management education in China, his biggest dream was to see CEIBS ranked among the world's Top 10 business schools. Other noteworthy facts about Prof Zhang Guohua:

- He didn't get the chance to go to university until he was almost in his thirties.
- In 1990, at 43 years old, he enrolled in the University of Birmingham in the UK. In 1991, after obtaining his MBA,

- he returned to China and became Vice President of the School of Management at Shanghai Jiao Tong University.
- Prof Zhang predicted the huge demand for management education during China's rapid economic development. He also felt the huge gap between business schools at home and abroad. His role at CEIBS was his way of addressing these two issues.
- In June 2006, the Academy of International Business posthumously conferred the "Best Business School Dean of the Year" award to Zhang Guohua, in commemoration of his great contribution to China's management education. He also received the "National Achievement Grand Cross" from the Spanish Government in 2004.





他是中欧的国际“推广大使”，也是学院筹资的主要力量。
The school's international “ambassador” and a major force in fundraising efforts.

佩德罗·雷诺 Pedro Nuño

20世纪80年代,雷诺教授担任EFMD (欧洲管理发展基金会)副主席,提出了在中国合作开展管理教育的想法,并参与创办了中欧的前身CEMI(中欧管理中心)。1994-2004年,雷诺教授一直担任中欧学术委员会主席和董事,2004年至今担任学院欧方院长。

作为国际管理学会前会长,雷诺教授领衔组建了中欧第一届学术委员会,并通过在教学课程和研究项目的评估,保证了学院办学活动达到国际标准。

雷诺教授积极推动了中国和其他世界顶级商学院之间的合作,他是中欧的国际“推广大使”,也是学院筹资的主要力量。雷诺教授的其他让人铭记的事迹还有:

- 他曾向两位美国前总统乔治·布什 (George H. W. Bush,即老布什)和比尔·克林顿(Bill Clinton)简要介绍过中欧办学情况,并引起了对方的兴趣。
- 学院初创时期,雷诺教授几乎每个月都去香港,与英美烟草、德国拜尔等跨国公司的亚太区总部进行沟通。这些世界一流的公司最终成为学院的长期赞助商,有些公司赞助学院长达十年以上。
- 在学院设立的众多教席和各种捐赠基金中,西班牙各界做出了最为显著的贡献,这是与雷诺教授的努力密不可分。迄今为止,西班牙政府和商界已向学院捐赠三个教席,冠名两座校园建筑,赞助一个研究中心,并提供了一份发展基金和五份MBA奖学金。

From as far back as the 1980s, when he served as Vice Chairman of EFMD, Prof Pedro Nuño proposed the launch of a joint educational project focused on management in China and participated in founding CEMI, CEIBS' predecessor. He was CEIBS Academic Council Chairman and Director from 1994 to 2004, and assumed the role of CEIBS Executive President between 2004 and 2009. Today he is the school's President as the executive presidency has rotated to the Chinese side according to the guidelines established when the school was founded.

As a former chancellor of the International Academy of Management, Prof Nuño took the lead in putting together CEIBS' first academic council, and introduced a scientific appraisal system for programmes and research projects to ensure all such activities would meet international standards.

Prof Nuño has actively promoted CEIBS' cooperation with other top-tier business schools around the world; he acts as the school's international “ambassador” and has been a major force in CEIBS' fundraising efforts. Other noteworthy facts about Prof Pedro Nuño:

- He briefed two former US Presidents, George H W Bush and Bill Clinton, on CEIBS and both became interested in the successful story of the young business school.
- In the early days, he went to Hong Kong nearly every month to visit the regional headquarters of multinational companies such as British American Tobacco and Bayer. Many of these global multinationals eventually signed up as the school's long-term sponsors with some sponsorships lasting over a decade.
- He has played an important role in enhancing cooperation between CEIBS, the Spanish government and Spanish enterprises which are among the school's largest sponsors having donated three chair positions, two campus buildings, one research centre fund, one development fund and five MBA scholarships.
- During construction of the Pudong Campus in 1998, Prof Nuño convinced the Spanish government to offer an endowment of USD 3 million to CEIBS, the largest donation the school had ever received at the time.

- 1998年,在浦东校园建设资金最为紧张之际,雷诺教授积极促成了西班牙政府向学院捐款300万美元,这也是中欧历史上获得的最大一笔捐款。
- 2003年3月9日是中国和西班牙建交30周年纪念日,西班牙王后索菲娅(Sofia de Grecia)亲临中欧向雷诺教授颁发了“西班牙国民成就勋章”。他还曾获得西班牙加泰罗尼亚自治区政府颁发的“圣乔治十字勋章”。2007年6月25日,雷诺教授获得了西班牙国王胡安·卡洛斯(Juan Carlos)一世亲自授予的“2007年国际Gresol勋章”。该勋章由西班牙Gresol基金会提供,旨在表彰当年最具国际影响力的领袖人物。
- 为了表彰雷诺教授为中国管理教育事业做出的杰出贡献,2004年11月8日,上海市政府为其颁发了“白玉兰纪念奖”。2007年,雷诺教授获得上海市“白玉兰荣誉奖”。2009年,雷诺教授获得中国政府颁发的“中华人民共和国友谊奖”,该奖项是表彰对中国经济建设、社会发展和文化交流做出贡献的国际友人的最高荣誉。2014年4月27日,雷诺教授以其过去30多年里对中国工商管理教育所做的卓越贡献,在北京被国家外专局授予“功勋外教”奖章,成为十大功勋外教之一。
- During a visit to CEIBS on March 9, 2003, the 30th anniversary of the establishment of diplomatic ties between China and Spain, Spanish Princess Sofia de Grecia awarded Prof Nueno the Order of Civil Excellence. He also received the Saint Jordi Cross from the Government of Catalonia. On June 25, 2007, His Royal Highness King Juan Carlos I of Spain awarded Prof Nueno the international Gresol Award for 2007. The award is given annually by the Gresol Foundation of Spain to the year's Most Influential International Business Leader.
- To recognise Prof Nueno's outstanding contributions to business education in China, the Shanghai Municipal Government awarded him the "White Magnolia Award" on November 8, 2004, and the "Golden Magnolia Award" in 2007. Prof Nueno received the esteemed Friendship Award from the Chinese government, the highest honour to recognise foreigners' contribution to China's economic construction, social development and cultural exchange. On April 27, 2014, Prof Nueno received an award from the State Administration of Foreign Experts Affairs in recognition of his exceptional contributions to management education in China over the past 30 years.



2014年,雷诺教授被国家外专局授予“功勋外教”奖章
2014, Prof Nueno receiving an award from the State Administration of Foreign Experts.



他提出了中欧校训——“认真、创新、追求卓越”。 Conceptualised the CEIBS Motto

刘吉 Liu Ji

1998年5月,李家镐教授去世后,中欧中方院长职位一度空缺。1999年,时任上海市委书记黄菊提议刘吉教授担任中欧院长。刘吉教授是中国著名学者,刚刚从中国社科院副院长任上退休。在刘吉教授任内,学院迎来了发展最快的五年。刘吉教授的其他让人铭记的事迹还有:

- 刘吉教授提出了中欧校训——“认真、创新、追求卓越”。
- 在刘吉教授的努力下,2002年,国务院学位委员会办公室正式颁文同意中欧国际工商学院颁发本院的MBA学位。
- 2012年,刘吉教授促成多方协商,为签署中欧办学展期协议及奠定中欧下一个20年良好发展的基础做出了突出贡献。
- 卸任院长的刘吉教授仍然心系中欧,并担任中欧教育发展基金会理事长。他还发起了刘吉管理教育基金,并捐款500万元,资助需要帮助的优秀学生。即便到了今天,他仍在帮助中欧筹资,并希望有生之年能筹到足够多的资金,为学院奠定坚实的财务基础。
- 鉴于刘吉教授对学院做出的重大贡献,学院董事会一致通过决定,自2005年1月1日起,聘请他担任学院名誉院长。
- 在2003年3月9日中国和西班牙建交30周年纪念日,为表彰时任中欧执行院长刘吉教授为促进中西友好合作所做的贡献,西班牙王后索菲娅亲临中欧向刘吉教授颁发了“西班牙国民成就勋章”。刘吉教授是第一位获得该勋章的中国人。

After Prof Li Jiahao passed away in May 1998, the post of CEIBS Chinese President became vacant. In 1999, then Shanghai Municipal Party Committee Secretary Huang Ju nominated Mr Liu Ji as CEIBS President. Mr Liu, a prestigious scholar in China, had just stepped down as Vice President of the Chinese Academy of Social Sciences. During his tenure at CEIBS, the school completed its first steps and finally took off, experiencing the fastest five years of growth it had seen yet. Other noteworthy facts about Mr Liu Ji:

- He conceptualised CEIBS' motto – “Conscientiousness, Innovation, and Excellence”.
- Thanks to his persistence, CEIBS, after years of waiting, finally has its MBA degree officially recognised by the Academic Degree Committee of the State Council in 2002.
- In addition to being Chairman of CEIBS Education Development Foundation, he is also the initiator of Liu Ji Education Fund and has personally donated RMB 5 million to help outstanding students in need of funding. Today, in his eighties, he is still active in the school's fundraising efforts.
- In 2012 Liu Ji's negotiation skills played a significant role in the signing of the agreement for CEIBS extension, thus laying a solid foundation for the school's next 20 years.
- In recognition of his great contributions to the school's development, CEIBS Board of Directors invited Mr Liu to serve as the school's Honorary President from January 1, 2005.
- On March 9, 2003, the 30th anniversary of the establishment of diplomatic ties between China and Spain, Mr Liu Ji became the first Chinese to receive the Encomienda de Número del Mérito Civil. Her Majesty Queen Sofia of Spain presented him with the award.



他是中国经济的积极改革者。
An active reformist for the Chinese economy.

吴敬琏 Wu Jinglian

吴敬琏教授是中国最著名的经济学家之一，从1984年开始担任中欧管理中心(CEMI)的教授，之后又担任CEMI学术委员会成员。1994年中欧国际工商学院成立后，他即担任学院学术委员会成员，同时任访问教授与核心教授，2002年起受聘担任长期教授，同时出任宝钢经济学教席教授。30年来，吴敬琏教授对CEMI和中欧国际工商学院的各个方面产生着积极影响。

作为中国经济的积极改革者，吴敬琏教授将中国经济最前沿的知识精髓传授给中欧学子。同时，他也积极参与了中欧学术标准的制定和师资队伍的发展。

吴敬琏教授与中欧的渊源可追溯到20世纪80年代，那时他在CEMI担任学术委员会成员及教授。吴敬琏教授的其他让人铭记的事迹还有：

- 2007年，为了支持中欧国际工商学院办学，吴敬琏教授捐资设立“吴敬琏学术基金”，并于2008年6月正式启动，用于为优秀的MBA学生提供奖学金，以及支持学术队伍的建设。
- 2004年6月13日，国际管理学会在中欧国际工商学院向吴敬琏教授授予杰出成就奖，以表彰他在管理科学领域的突出贡献。他也是中国乃至亚洲地区首位获此殊荣的学者。
- 2005年3月24日，吴敬琏教授被授予首届中国经济学杰出贡献奖。

As one of the most prestigious economists in China, Prof Wu Jinglian joined the faculty of China-EU Management Institute (CEMI), in 1984 and later became a member of CEMI's Academic Council. After CEIBS was established in 1994, he became a member of its Academic Council, as well as a visiting professor and a core professor at the school. In 2002, he accepted a formal invitation from CEIBS and became its full-time professor and the first Baosteel Chair Professor. Over the past three decades, Prof Wu has exerted a positive influence on CEMI and CEIBS in many ways.

He is an active reformist for the Chinese economy, and is always willing to share his cutting-edge economic knowledge with CEIBS students. He also plays an active role in establishing academic standards for the school and promoting the development of CEIBS' faculty team.

Other noteworthy facts:

- The Wu Jinglian Academic Fund, donated by Prof Wu, was set up in 2007 to support the development of the school. The fund was officially launched in June 2008 to provide financial support for excellent MBA candidates at CEIBS and to subsidise the development of an academic research team at the school.
- On June 13, 2004 the International Academy of Management honoured Wu Jinglian with the Outstanding Achievement Award to acknowledge his excellent contribution to the field of management. Prof Wu became the first Chinese, and the first Asian scholar, to receive this honour.
- On March 24, 2005, Prof Wu Jinglian received the first China Economics Prize.



他为中欧带来了先进的管理教育思想和经验。

Source of advanced concepts and experience in the area of management education.

冯勇明 Joachim Frohn

1995年3月,经欧洲管理发展基金会(EFMD)推荐和董事会批准,冯勇明(Joachim Frohn)教授出任中欧国际工商学院执行院长兼教务长。冯勇明教授是德国著名的教育家,曾经担任德国统计学会副会长,1990-1991年曾受EFMD委派,担任CEMI教务长。EFMD认为,冯勇明教授熟悉中国的情况,并对中国抱有深厚感情。建院之初,冯勇明教授开展的各项卓有成效的工作,也为学院后来的快速发展打下了良好基础。

冯勇明教授为中欧带来了先进的管理教育思想和经验。他十分重视师资队伍建设,并帮助中欧从世界各地聘请高水准的访问教授,从根本上保证了学院建院之初的教学质量。

学院初创时期,冯勇明教授积极拜访驻华外资企业,努力开拓市场。在冯勇明教授的努力下,包括国际电气行业巨头ABB在内的一批欧洲企业与中欧结下了不解之缘,过去20年中,他们一直把中欧作为最重要的培训伙伴。

冯勇明教授对师资队伍要求严格,从一开始就为中欧从严管理和治学的传统奠定了基础。

In March 1995, following a recommendation by the EFMD and approval by the Board of Directors, Prof Joachim Frohn assumed the roles of Executive President and Dean at CEIBS. A well-known German educator and former Vice Chairman of the German Statistical Society, the EFMD appointed him as Dean of CEMI between 1990 and 1991. He was thus believed to be familiar with China's conditions and to have deep ties to the country. The effective work he did in the start-up phase laid a solid foundation for the school's rapid development later on.

Prof Frohn was an excellent source of advanced concepts and experience in the area of management education. He placed great emphasis on building a high-profile faculty team and helped the school recruit top-quality visiting professors from around the world, helping ensure the school's ability to offer world-class education from its inception.

In the early days of the school, Prof Frohn actively supported CEIBS' efforts to establish and expand its market presence. He frequently visited foreign-funded enterprises and, because of his efforts, a string of European enterprises entered into long-term relationships with CEIBS and have regarded the school as an important training partner for the past 20 years.

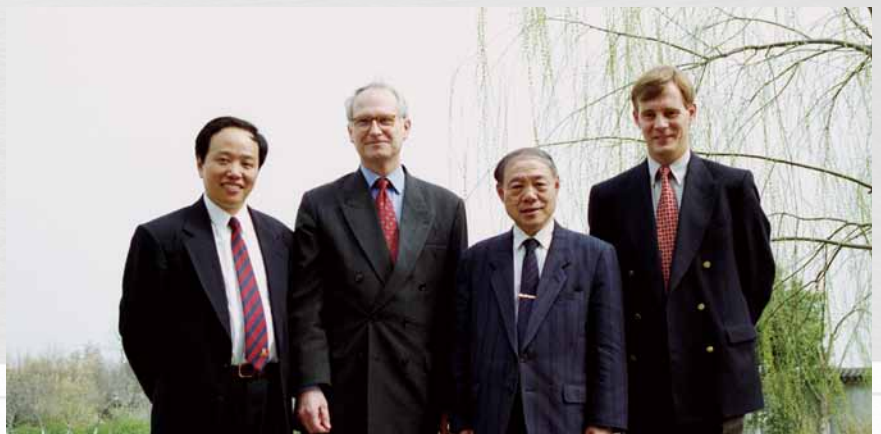
Prof Frohn set up rigorous requirements for the faculty team, and made prudent management a CEIBS tradition since its founding.

1997年中欧管理委员会成员合影
(从左至右:张国华、冯勇明、李家镐、苏史华)

1997 Management Committee

From left: Zhang Guohua, Joachim Frohn,

Li Jiahao and David B. Southworth





他促成了CEMI南迁和中欧国际工商学院成立。 Tied to CEIBS' history.

杨亨 Jan Borgonjon

杨亨先生于20世纪80年代初来到中国，1988年担任CEMI行政主管，并于1990年起担任CEMI主任。1992年，在CEMI的合作办学合同即将期满时，杨亨先生根据欧盟意见开始考虑如何将该中心从一个合作办学项目扩展为一个符合国际管理教育惯例的独立商学院。杨亨先生曾把自己的想法总结成一份《合作办学建议书》与北京的一些大学做了交流，但未得到积极响应。在吴敬琏教授的提醒下，他南下上海，与上海交通大学的李家镐教授、张国华教授一拍即合，达成了最基本的合作办学框架。

从1992-1994年，杨亨先生奔走于欧盟、北京、上海之间，努力消除各方分歧，寻求最佳解决方案，经过长达两年的艰苦谈判，终于促成了CEMI南迁和中欧国际工商学院成立。

Mr Jan Borgonjon came to China in the early 1980s and took successive posts as Administrative Director and Director at CEMI in 1988 and 1990. When the CEMI cooperation agreement was about to end in 1992, the European Union asked Mr Borgonjon to consider changing CEMI from a cooperative education programme into an independent business school featuring international management education. He failed in early attempts to use Beijing as the location for a first-class, globalised business school that functioned autonomously from state institutions with support from a joint venture partner. He took Prof Wu Jinglian's advice and headed for Shanghai where he hammered out a preliminary agreement with Professors Li Jiahao and Zhang Guohua. They got along well and soon reached a preliminary framework for cooperation.

After two years of strenuous negotiation, CEMI was finally relocated to Shanghai and then CEIBS was established.



1988年，CEMI办学学者博思迈博士（右二）、陈德蓉博士（右三）与杨亨先生（左三）等在CEMI办学点前合影

1988: The founders of CEMI Dr Max Boisot (2nd right), Dr Chen Derong (3rd right) and Mr Jan Borgonjon (3rd left) at the CEMI teaching facility.



他的脚步始终踏在创新的潮头。 At the forefront of innovation.

朱晓明 Zhu Xiaoming

朱晓明教授与中欧的缘分可以追溯到中欧筹备之初，正是他在1994年将中欧引入了那时他任总经理的浦东金桥开发区。他自己也没有预料到这份缘分日后会变得如此不可分割：2006年6月5日，时任上海市人大常委会副主任朱晓明被任命为中欧国际工商学院中方院长。

从企业家到官员，再到教育家，朱晓明院长的脚步始终踏在创新的潮头。企业家、学者、官员的复合型背景，更赋予了他作为商学院院长的独特视野。在他的推动下，“创新”的基因日益融入中欧的血液，20周岁的中欧变得越来越年轻。

如何选址是中欧最早的重大决策之一。金桥开发区是上海市政府提供的三个方案之一。1993年吴敬琏教授和雷诺教授来上海考察时，专程考察了金桥开发区。朱晓明总经理感冒抱病从医院出来，边打吊针边接待吴敬琏教授。当他了解到中欧双方准备在上海创办一所国际化的商学院时，主动提出了提供土地的意向。几天后，金桥开发总公司向上海市教育卫生办公室正式表示，愿意无偿提供土地。

不久，中欧正式选址金桥。从此，朱晓明教授与中欧结下不解之缘，他于2000年起担任中欧国际工商学院中方董事，2006年起担任学院中方院长至今。朱晓明教授的其他让人铭记的事迹还有：

- 中欧成立初期，EMBA和高层经理培训课程在招生中遇到了挑战。时任上海市政府副秘书长兼外经贸委、外资委主任朱晓明召集所有外贸公司的总经理开会动员，并让外经贸委干部处布置推荐企业中青年领导干部报名去中欧学习。
- 随着中欧的快速发展，原有的教学设施逐渐成为瓶颈，朱晓明院长不辞辛苦去浦东新区政府汇报上海校园扩建项目土地需求方面的情况。2006年8月3日，中欧与金桥开发公司签署了土地转让协议，转让的土地面积约为36000平方米，使得上海校园面积扩展了近一倍。

Prof Zhu Xiaoming's history with CEIBS dates back to the early years when the school was still in the early planning stages. As then General Manager of Jinqiao Export Processing Zone Development Co Ltd, Prof Zhu invited CEIBS to locate its campus in Jinqiao. At that time, he didn't expect that he would develop such a deep relationship with the school. On June 5, 2006, while he was then Deputy Director of the Standing Committee of the Shanghai Municipal People's Congress, Prof Zhu was appointed Chinese President of CEIBS.

Throughout his various roles – from entrepreneur to government official, and then to educator – Prof Zhu has always been at the forefront of innovation. His diversified experience in the business, academic and political fields gives him unique perspectives as a business school leader. With his efforts, “innovation” has been an increasingly important part of CEIBS' DNA and has brought great vitality to the 20-year-old school.

In the early days, the issue of where to locate the campus was one of the major decisions CEIBS faced. Jinqiao Development Zone was one of the three options provided by the Shanghai Municipal Government. During their visit to Shanghai in 1993, Profs Wu Jinglian and Pedro Nueno made a special trip to Jinqiao. They were received by then General Manager of Jinqiao



- 在有关中欧办学展期的谈判中,朱晓明院长坚持改革,解放思想,集思广益,以积极可行的方案、审时度势的智慧、胸怀天下的包容和细致到位的沟通,团结各方力量,跨越重重障碍,最终使有关各方达成共识并签署协议。
- 在课程创新之外,朱晓明教授还积极推动教学方法的创新。在中欧,他第一个使用无线投影、无线视频、无线音频技术,使师生互动达到极致的效果。他率先引入最先进的教学软件和教学设备,大大改善了学员体验。他还专门为中欧教师们开课传授如何在教学中使用先进的技术和工具来改善教学体验。得益于数字化教学创新手段的高效率,2013年他一年做了50份教材、讲义和主题演讲,其承担的教学研究工作量已与不兼行政工作的教授相当,其课件之精美,内容之新颖赢得了学员和听众的好评。



Development Company Zhu Xiaoming even though he was ill and hooked up to an IV drip. After learning that China and the EU were looking for a location to house a world-class international business school, Zhu immediately showed interest in providing land. A few days later, he wrote to the Shanghai Municipal Education and Public Health Office on behalf of the Jinqiao Development Company, saying that it was willing to provide land free of charge.

Soon after, it was officially announced that CEIBS was to be placed in Jinqiao. Since then, Prof Zhu's name has become synonymous with CEIBS. He joined the school's governing board in 2000, and assumed the office of CEIBS Executive President in 2006. Other noteworthy facts:

- In the early days when CEIBS had a challenge attracting clients for the EMBA and Executive Education programmes, Prof Zhu, then Deputy Secretary-General of Shanghai Municipal People's Government and Chairman of both Shanghai Foreign Economic Relation and Trade Commission (SFERTC) and Shanghai Foreign Investment Commission, was instrumental in convincing a large number of SFERTC employees to enrol.
- When the school's rapid development led to a need for more teaching facilities President Zhu tirelessly lobbied the Pudong New Area Government for the land needed to expand CEIBS Shanghai Campus. On August 3, 2006, Jinqiao Development Company entered into a land transfer agreement with CEIBS to transfer 36,000 square metres of land to the school. The expansion doubled the size of CEIBS Shanghai campus.
- During the negotiation on the CEIBS Extension Agreement, Prof Zhu's guidance and wisdom were indispensable in bringing together all the parties involved and helping them reach the consensus needed to accomplish their goal. A man of ideas, he often put forward feasible proposals and solutions for overcoming hurdles encountered along the way.
- In addition to programme innovation, President Zhu is also known for his innovation in teaching methodology. He was the first CEIBS instructor to embrace the technology for using wireless projector, wireless video and audio technology ensuring improved interaction with students. He took the lead to introduce state-of-the-art teaching applications and facilities that have greatly improved students' learning experience. He also provides special training to faculty members on how to use advanced technology and tools that can improve the teaching effect. With the high efficiency brought about by digital teaching tools, President Zhu completed 50 teaching materials, hand-outs and keynote speeches in 2013 alone. His teaching and researching workload is almost equal to that of professors who do not have the added responsibility of management tasks.



他以将中欧建设成为一个优秀的平台为己任。 Man of many roles.

张维炯 Zhang Weijiong

张维炯教授堪称“老牌”中欧人，他在中欧发展初期加入学院，至今已为中欧兢兢业业工作了17年。1997年5月，他应时任中欧副院长张国华的邀请来到中欧，出任EMBA首任课程主任，此后相继担任中欧副教务长、副院长兼中方教务长。张维炯教授为中欧EMBA等四大课程的发展、中欧教授队伍的建设以及中欧的日常运营做出了实实在在的贡献。

张维炯教授在EMBA课程部任职五年，为EMBA课程的日后发展奠定了坚实基础。2002年，因学院缺少专门管理教授事务的人，张维炯教授被任命为副教务长。他到任后组织成立了教授支持部。

张维炯教授从2005年起担任中欧副院长兼中方教务长，他将这个位置比作中欧的“总管家”。张维炯教授将自己的使命设定为把中欧建设成一个优秀的平台：让中欧的教授有理想的教学体验，让中欧的学生有理想的学习体验，让中欧的员工有理想的工作体验。

张维炯教授的“抠门”在中欧几乎人尽皆知，掌管学院财政大权的他对大家的玩笑不以为忤，他坚持“每一分钱都花在刀刃上”，该花钱的地方绝不吝啬，不该花的地方则一分都不能浪费。

在中欧20年的发展中，张维炯教授经历的大小难题数不胜数，无论是最初EMBA课程的起步，高层经理培训课程首届CEO班的设计推出，还是上海三期校园土地的争取、中欧办学展期协议的顺利签署，他都亲身参与并发挥了重要作用。

Prof Zhang Weijiong's history with CEIBS goes back to when the school was just established. In May 1997, invited by then CEIBS Vice President Zhang Guohua, Prof Zhang joined CEIBS as the first EMBA Director, and later successively assumed the positions of Associate Dean, Vice President & Co-Dean. He has made a tremendous contribution to the development of CEIBS' programmes, faculty team and the school's day-to-day operations.

During his five-year stint as EMBA Director Prof Zhang helped lay a solid foundation for the future development of the programme. In 2002, he was appointed Associate Dean of CEIBS to handle faculty management and recruit excellent faculty members for the school. He soon set up a faculty support department.

Prof Zhang became CEIBS Vice President and Co-Dean in 2005 and he often compares this role to being the school's "housekeeper". He defines his mission as building CEIBS into an excellent platform to provide the school's faculty with the ideal teaching environment, students with an excellent learning experience, and staff with desirable working conditions.

He is known within the CEIBS community as a "tight-fisted" person as he is in charge of the school's finances and insists on only "spending money on things that are vital". He has been able to find the right balance. He has never scrimped when expenditure is necessary and meaningful to the school and never wasted a penny on anything that is not essential to the school's operations.

Prof Zhang wades through many tedious details on a daily basis, and over the past two decades he has assisted the school in overcoming countless difficulties. He played a major role in facilitating the launch of the EMBA and Global CEO programmes, finding land for the Phase III campus construction in Shanghai, and actualising the signing of CEIBS extension agreement.



他使全球视野与国际标准真正地进入中欧。 Pushed international perspectives and standards at CEIBS.

约翰·奎尔奇 John Quelch

约翰·奎尔奇(John A. Quelch)教授继郭理默(Rolf D. Cremer)教授之后担任中欧国际工商学院副院长兼教务长,2011年2月就任,2013年1月卸任。在其离任后,中欧继续聘请他担任中欧国际顾问委员会外方主席。

约翰·奎尔奇教授有着在世界顶尖商学院担任高级管理职务的经历,他的到来使全球视野与国际标准真正地进入中欧,使中欧开始真正向国际一流商学院看齐。

在中欧担任副院长兼教务长的两年时间里,约翰·奎尔奇教授致力于用自己早年在哈佛和伦敦商学院积累的经验帮助中欧以比平常更快的速度发展,在帮助中欧学生成为出色的领导者的同时,也把中国的观点和文化推向世界舞台。他对中欧所做的贡献与他出色的人格魅力赢得了全体中欧人和社会各界人士的尊敬。

提到约翰·奎尔奇教授的贡献,人们最先想到的往往是他提出的“中国深度,全球广度”(China Depth, Global Breadth)这一定位语,这句中英文皆朗朗上口的口号如今已成为中欧的一大标签。

加盟中欧之后,奎尔奇教授的主要工作之一就是为中欧招揽全球最出色的教授,这需要大量的资金,但中欧不愿意通过简单地提高学费或增加学生人数来创收。于是,奎尔奇教授大胆选择了一个中欧从未尝试的突破口:向校友募集资金。但在中国,校友捐助还没有产生规模,要募集足够的资金是非常困难的。奎尔奇教授在某次采访中坦诚地说:“中国人对于向别人要钱这件事情比较害羞,但对我这个美国人而言不是问题。我可以被别人斥责为行为粗鲁,但我期望能够推动更多人为学校捐款。”尽管中欧的校友捐赠还无法跟哈佛商学院相提并论,但奎尔奇教授的坚定与执着已经影响了很多校友,捐赠文化正日益深入人心。

In February 2011, Prof John A Quelch succeeded Prof Rolf D Cremer as CEIBS Vice President and Dean. Upon completion of this tenure in January 2013, he was appointed Co-Chairman of CEIBS International Advisory Board.

After joining CEIBS, Prof Quelch vigorously promoted the adoption of international perspectives and standards at CEIBS, driving the school to benchmark itself against the world's leading business schools.

During his two-year tenure at CEIBS, Prof Quelch, by capitalising on his experience accumulated at Harvard and London business schools, was dedicated to facilitating the school's development at a faster speed than ever, cultivating CEIBS students into excellent business leaders, and bringing Chinese culture and values onto the world stage as a leader of globalisation efforts. He is widely respected by the CEIBS community and people from all walks of life for his enormous contribution to the school and his unique personal charisma.

One of Prof Quelch's most significant contributions was the redefining of CEIBS positioning. Today, the “China Depth, Global Breadth” tag line has become synonymous with CEIBS. This catchy slogan has helped the school build its brand image and push forward its strategic development.

After joining CEIBS, one of Prof Quelch's major jobs was to help the school recruit the best professors from around the world. This created a high demand for funds. However the school was unwilling to increase revenue simply by raising the tuition fees or just increasing enrolment. Prof Quelch made a daring proposition: attempt to raise money from CEIBS alumni. However, China does not have a history of alumni donation and it is very difficult to raise enough funds this way. Prof Quelch said frankly in an interview, “Chinese people are shy to ask others for money, but it is not a problem for me, an American. I don't mind if people complain that I'm brash. I hope that my effort will bring about more donations for the school.” Though the size of CEIBS' alumni donations is far smaller than that of HBS, Prof Quelch's determination and persistence have had a positive impact on a great number of alumni and a donation culture has gradually grown at CEIBS.



他一直努力推行与中国国际化相关的各种举措。 Focused on taking CEIBS global.

苏理达 Hellmut Schütte

苏理达(Hellmut Schütte)教授于2009年9月加盟中欧国际工商学院,担任管理学特聘教授及全球管理和中欧商务联系教席教授。2013年2月,苏理达教授接替约翰·奎尔奇教授,担任新一任中欧副院长兼教务长。

25年前苏理达教授就曾来到中国授课,早在中欧仍在闵行交大校区过渡时期,他就曾为中欧上课,也见证过中欧上海校园各期工程的落成典礼。

在担任中欧副院长兼教务长后,将推动中欧真正走向国际化成为苏理达教授的工作重点。这也是中欧各届董事会的共同目标之一。

在苏理达教授看来,中欧国际工商学院要想实现真正的国际化,仍然有很长的路要走。他上任以来,一直在努力推行与中欧国际化相关的各种举措,比如:在中欧的教学研究中增加新的主题和课程,如跨国公司管理、跨文化管理、国际营销等;为中国学生提供更多机会到海外去完成某些课程模块;大力引入外籍学生,以提升课堂辩论的国际水准(对此苏理达教授强调,中欧招收外籍学生不是为了增加生源,中国本身已有足够的生源,关键在于让中外学生共同学习,增加智力辩论时的丰富性和多元性);提出“融合教学”模式,即将线上课程与线下讨论相结合,学生可灵活选择时间地点完成线上部分的学习,从而将更多的时间和精力分配给课堂上的讨论交流和人际互动,等等。

Prof Hellmut Schütte officially joined CEIBS in September 2009 as Distinguished Professor of Management and European Chair for Sino-European Business Relations. In February 2013, he succeeded Prof John Quelch as CEIBS Vice President and Dean.

As early as 25 years ago, Prof Schütte had come to China to give lectures. He taught at CEIBS' temporary campus at Shanghai Jiao Tong University's Minhang campus and attended the inauguration ceremony of CEIBS permanent campuses.

After assuming the role of CEIBS Vice President and Dean, Prof Schütte made it his goal to enhance the school's international dimension, an objective shared by CEIBS Board of Directors.

He acknowledges that CEIBS still has a long way to go to *truly* realise its goal of internationalisation, and he has embraced this challenge. Since joining the school, he has actively facilitated the implementation of international initiatives, including adding new research topics and new courses such as multinational corporation management, cross-culture management, international marketing, etc. There have also been more opportunities for Chinese students to complete some programme modules overseas; a push towards enrolling more students from abroad to create an international atmosphere and enhance the richness and diversity of in-class debates; the introduction of an “integrated teaching” approach to combine online courses with offline discussion, so that students are not limited by time and venue, and there is more time and energy for classroom discussion and interaction.



他在中欧获得欧洲商学院质量系统(EQUIS)认证的过程中发挥了重要作用。

Major player in EQUIS accreditation.

埃里克·科尼埃尔 Eric Cornuel

2004年,中欧获得欧洲商学院质量系统(EQUIS)认证,创国内商学院参加国际认证之先河。在中欧成功获得EQUIS认证的过程中,欧洲管理发展基金会(EFMD)总干事兼首席执行官埃里克·科尼埃尔(Eric Cornuel)发挥了至关重要的作用。

1997年,在加盟EFMD的众多欧洲商学院的委托之下,EQUIS认证体系得以创建。EQUIS认证由EFMD负责管理和运行,其基本目标与EFMD的使命相关联,即设定全球管理教育标准,全面提升全球管理类教育水平。EQUIS认证体系发端于欧洲,覆盖全球,为商学院提供了一个绝佳的框架,对处在高度多样化的制度环境和文化环境中的商学院进行质量评估。EQUIS认证被公认为工商领域高等教育评估领域的领头羊。

基于对中欧国际工商学院和EQUIS认证的深入了解,埃里克·科尼埃尔一直积极推动中欧申请EQUIS认证。他认为人们对认证存在广泛误解,以为认证就是依照强加的标准逐项核查,而实际上EQUIS认证“注重商学院依照其战略和愿景,凭借其领导力实现卓越绩效和持续的质量改进”。

在通过EQUIS认证后的2008年,中欧又通过了国际商学院联合会(AACSB)权威认证。目前,全球只有5%的商学院获得了AACSB认证。中欧在EQUIS认证中吸取经验,并基于该认证体系不断对各方面工作进行改善,也为通过AACSB认证做了重要铺垫。

In 2004, CEIBS received international accreditation from the European Quality Improvement System (EQUIS), the first school in mainland China to accomplish this. Mr Eric Cornuel, Director General & CEO of EFMD who joined CEIBS Board of Directors in 2007, played a vital role in helping CEIBS become accredited.

EQUIS was created in 1997 by mandate of EFMD's member business schools in Europe. The EQUIS accreditation is managed and operated by EFMD. The fundamental objective of EQUIS, linked to the mission of EFMD, is to raise the standard of management education worldwide, and improve the quality of management education globally. With its origins in Europe, EQUIS accreditation has global coverage, provides a fabulous framework for business schools and evaluates the quality of these schools in highly diversified cultures and systems. EQUIS has been widely regarded as the leading accreditation in the field of business management education.

With his in-depth understanding of CEIBS and EQUIS accreditation, Eric Cornuel vigorously promoted CEIBS' application for this international stamp of approval. EQUIS accreditation, he explains, “attaches much importance to whether a business school is able to achieve excellent performance and continuous quality improvement based on its strategy and vision.”

CEIBS drew on the experience of applying for EQUIS accreditation to make constant improvements, which contributed to its later success in obtaining AACSB (the Association to Advance Collegiate Schools of Business) accreditation in 2008. Only about 5% of business schools around the world have gained AACSB accreditation.



胸襟开阔的董事长 Board Chairmen

翁史烈、谢绳武、张杰

Weng Shilie, Xie Shengwu & Zhang Jie

翁史烈教授、谢绳武教授和张杰教授先后担任上海交通大学校长。根据《财务协议》，中欧国际工商学院的董事长由中方办学单位上海交大校长担任。因此，翁史烈教授、谢绳武教授和张杰教授先后担任了学院董事长。

作为中欧国际工商学院第一任董事长，翁史烈教授对于学院体制外办学给予了极大的支持。在学院创建阶段，翁史烈教授担任上海交大校长，谢绳武教授担任分管国际合作交流与研究生教育的副校长。从1992年开始，两位教授一直关心指导学院的发展，在不干预中欧独立办学的同时，为处理好学院与中国教育制度的衔接尽其所能，为拓展学院的制度空间做出了重要贡献。

为了表彰翁史烈教授与谢绳武教授在担任学院董事长期间做出的贡献，他们在卸任学院董事长后都被授予“名誉董事长”与“中欧国际工商学院杰出贡献人士”称号。

谢绳武教授担任中欧国际工商学院董事长长达九年，不仅学院董事，还有学院许多工作人员都很熟悉他，他那温良敦厚的形象给大家留下了深刻印象。他领导董事会做出了学院历史上的一些重大决定，如校园扩展、学院发展战略的审定等。他还为国务院学位委员会办公室批准、认可中欧MBA学位做出了积极努力。

张杰教授十分强调基于对未来的预见对学院的发展进行长远规划。他提出，未来的管理教育乃至教育本身都可能发生很大变化，中欧现在所处位置之高已今非昔比，需要研究的问题变得更多，如远程教育、全球化教育、管理学与其他学科的融合等都需要及早思考布局。基于此，他推动制定了“中欧2012-2016年战略发展规划”，对中欧的未来发展战略进行了深入探讨与全面阐述。

As stipulated in the Financing Agreement, the president of SJTU, CEIBS' Chinese executive partner, shall be appointed Chairman of CEIBS Board of Directors. Over the years, that role has been successively filled by Professors Weng Shilie, Xie Shengwu and Zhang Jie.

As chairman of CEIBS' first Board of Directors, Prof Weng played an important role in helping the school shake off a long list of restrictions and win autonomy in its operations. During the preparatory phase for CEIBS' launch, Prof Weng was President of SJTU while Prof Xie was Vice President in charge of international cooperation, exchange & postgraduate education. From 1992, the two professors began to get involved in facilitating the establishment and development of CEIBS. While acknowledging the school's independent status, they tried their best to justify the existence of the school within the framework of China's education system.

In recognition of the contributions made by Profs Weng and Xie as CEIBS Board Chairmen, the school conferred them each with the CEIBS Outstanding Contribution Award and named them CEIBS Honorary Board Chairmen.

Prof Xie served as CEIBS Board Chairman for 9 years. His gentleness and kindness deeply impressed school directors and his colleagues. He led the Board of Directors in making many major decisions for CEIBS, such as pinpointing the campus expansion project, and determining the school's development strategy. In addition, he played an active role in seeking approval and recognition for CEIBS' MBA degree from the Academic Degrees Committee of China's State Council.

On June 30, 2008, the incumbent President of SJTU Prof Zhang Jie became Chairman of CEIBS Board of Directors. Prof Zhang has attached great importance to long-term planning for the school's future development. With his strong support, the CEIBS Extension Agreement was successfully signed, paving the way for another 20 years in the CEIBS story.



01

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.



02

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.



05

- 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.



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.

中国影业： 闪光的 未必是金子

China's Movie Industry: All That Glitters Isn't Gold

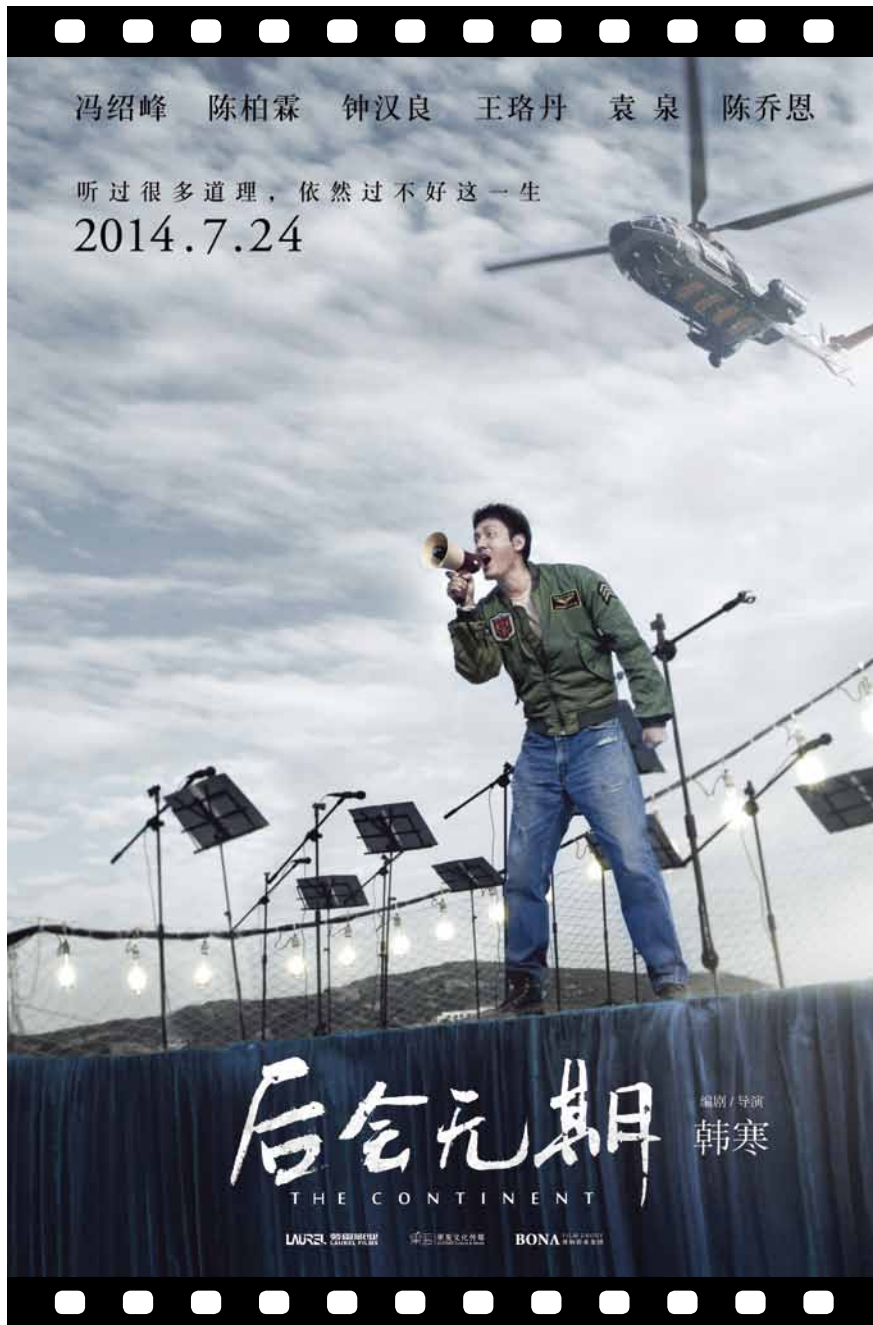
文/ 蒋炯文 林宸 By Jeongwen Chiang & Chen Lin



两位30出头的电影导演以前所未有的力度震撼了中国影坛，他们就是同为畅销书作家的郭敬明和韩寒。郭敬明的《小时代3》是根据同名小说改编的最新电影力作，该小说在面世两个月内销出了140万本。《小时代3》在7月17日公映首日拿下了1.1亿元人民币的票房，此后更获得了45%的全国排片率，成功打破了国产2D电影的纪录。一周之后的7月24日，韩寒的《后会无期》举办首映礼，截至撰稿时，这部电影已将7亿票房收入囊中。这两部电影一举粉碎了《变形金刚：绝迹重生》问鼎中国票房的可能。

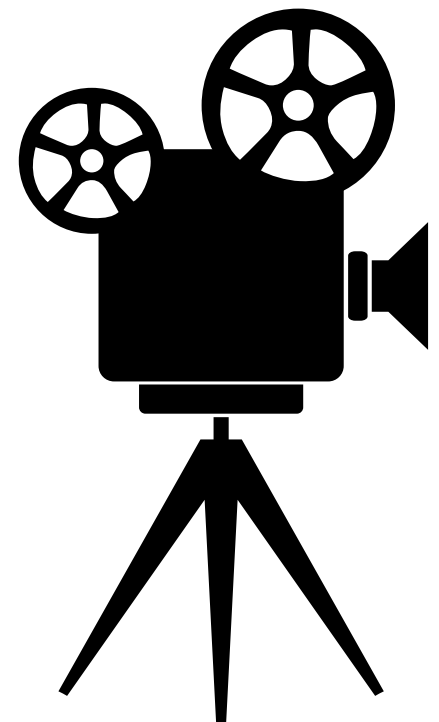
郭韩二人是长期的竞争对手。他们都是最受争议的畅销书作家，两人的版税分别高达1.2亿元和5120万元人民币，现在他们又在电影市场掀起风暴，宣告着中国“粉丝电影”新时代的到来。

2013年，中国电影票房为216亿元人民币（31.7



The Chinese movie industry has never been so shocked as it's been by two 31-year-old movie directors: Guo Jingming and Han Han, both of whom are also best-selling authors in China. Guo's *Tiny Times 3* is the latest sequel of a film franchise adapted from his own

novel of the same name which sold 1.4 million copies within two months after being published. *Tiny Times 3* was on 45% of China's movie screens after its June 7 premiere pulled in revenues of over RMB 110 million, a record for domestic 2D films. A few weeks later on July 24 Han Han's *The Continent*



premiered as well, and had quickly made more than RMB 700 million. Both movies unseated *Transformers: Age of Extinction* to take the top spot at China's box office.

Guo and Han are long-time rivals. They're the best-selling as well as most controversial writers with royalties of RMB 120 million and RMB 51.2 million respectively, and now they're taking the film industry by storm, marking a new era of "fan films" in China.

China's box offices pulled in RMB 21.6 billion (\$3.17 billion) in 2013, a 27% jump from 2012. The Top 10 domestic films grossed RMB 5.658 billion at the box office, RMB 1.131 billion more than the Top 10 imported films (RMB 4.527 billion). Massive cinema growth in the country in recent years has helped boost box office sales: according to the Motion Picture



亿美元)，较2012年上升27%。票房排名前十的国产电影获得了56.58亿人民币，比票房排名前十的进口电影（45.27亿人民币）多11.31亿。近些年来全国影院数量的大规模增长为票房收入立下了汗马功劳：据美国电影协会（MPAA）的统计数据，中国每天都会新增13家影院。但我们观察到，以下三种现象也为推动票房收入做出了贡献：

1. 年轻人市场的崛起

2009年，郭敬明在接受美国国家公共电台的采访时透露，他的成功秘诀就在于传达他这一代人的期待与不安全感，“现在的年轻人理解不了老一辈作家所刻画的生活，所以他们喜欢我的作品。因为是同龄人写的，内容上很贴近他们的生活。”

郭敬明和韩寒一直以来都身处中国网民论战的风口浪尖。他们都是独生子，都品尝了中国改革开放的第一批果实，他们手持镶宝石的镜子，折射出中国在2014年的飞速变化。

郭敬明的《小时代3》将故事背景放在了上海，讲述了四个“白富美”之间的友谊与情感纠葛。在他的电影中，郭敬明为他年轻的粉丝们打造了一个瑰丽的、盖茨比式的都市梦。电影取景于上海的一座价值上亿的豪宅（郭敬明自己的房产），片中人物穿戴奢华，出入有宾利代步，在富丽堂皇的宴会厅里喝香槟酒，约会时男生成功魅力，女生温柔美丽。

相反，韩寒的《后会无期》则是当代励志故事，一部悲喜交加的公路电影，主角是来自中国东部的两个年轻男子。作为一位颇有名气的赛车手和政治意见领袖，韩寒选择了不同方向，尝试赤裸裸地揭示中国年轻人的当下处境——他们中的许多人就如电影主角一样，在追求更好生活的道路上迷失了方向。随着经济的快速发展，他们在个人主义和消费主义抬头的背景下日渐成熟——似曾相识的现代标志让他们与西方的同龄人更为相像。

郭韩二人都在繁荣的年轻人市场中

找到了合适的定位来迎合热情的粉丝。

2. 热钱涌入资本市场

2013年，A股市场中传媒板块增幅高达103.29%，高居榜首。根据WIND资讯的数据，A股市场共有54家上市传媒公司，市盈率为46.54倍。

今年3月，阿里巴巴集团收购文化中国传播集团60%的股份，将其更名为阿里巴巴影业集团。上海电影节期间，腾讯集团宣布他们会开拍6部电影。大数据分析会成为预测未来市场的水晶球，而移动媒体的推广会是电影票房的推动力。互联网与电影产业的结合不仅将改变商业模式，也会影响电影的内容与制作。

我们在《小时代3》中看到了巨大的投资改革。10万多网民参与了这部电影及其续集《小时代4》的投资。投资门槛低至100元人民币，年收益率为7%。作为投资人，他们有机会见到电影明星，获得专门为其发行的电子杂志和明星签名照片，竞拍电影道具，参观

Association of America (MPAA), there are 13 new cinemas opening in China each day. But, we've also observed three phenomena that have helped rake in the big bucks:

1. Rise of the youth market

As Guo told *NPR* in 2009, the secret to his success was channelling the aspirations and insecurities of his generation: "Today's young people don't understand life depicted by older authors. So they like my work because it's by a writer their age about stuff very close to their lives."

Guo and Han have consistently been at or near the centre of some of the liveliest debates taking place among Chinese netizens. Each is an only child; they've both tasted the first fruits of China's economic reforms, holding a jewel-encrusted mirror to show what the country is fast becoming in 2014.

Guo's *Tiny Times 3* explores the friendships and romantic entanglements of four young women living in Shanghai, soaking up all the wealth and glamour around them. In his film Guo has built a rosy, Gatsby-like, big-city dream for his young fans. It's a glorious RMB 100 million house in Shanghai (Guo's own property) filled with big-name fashion labels, Bentleys, champagne in glistening ballrooms, and dates with successful

and attractive men and women.

In contrast, Han's *The Continent* is a contemporary aspirational tale structured as a tragi-comedy road movie featuring two young men from eastern China. As a notable car racer and Op Ed blogger on political issues, Han tilts towards the other direction, attempting to show the unflattering contemporary lives of young Chinese, many of whom identify with the film's characters as they sometimes lose their way in the pursuit of better lives. Rapid economic development has seen them come of age along with the emergence of individualism and consumption – familiar modern trappings that make them more like their peers in Western countries.

Both men have found niches of eager fans within the booming youth market.

2. Influx of hot money into the capital market

In 2013, media stocks ranked first on the A-shares market by rising as high as 103.29%. According to statistics from WIND Information, the media industry has 54 listed companies on the A-shares market with a price-to-earnings ratio of 46.54 times.

In March, Alibaba Group acquired 60% of shares issued for China Culture Media Group, and changed the name

to Alibaba Pictures Group. During the Shanghai Film Festival, Tencent Group announced that they would be launching six movies. Big data analytics will be the new crystal ball used to predict future markets while mobile media promotion will be what drives a box-office hit. The combination of Internet and film industry will not only transform the business model, but also influence movie content and production.

We've seen major investment reform for *Tiny Times 3*. More than 100,000 netizens have invested in this movie and the sequel, *Tiny Times 4*. They're offered an expected annual interest rate of 7% for putting up as little as RMB 100. As producers, they have the chance to meet movie stars, get the exclusively issued electronic magazines and stars' autographed photos, auction the film props and travel to filming locations. Netizens' investment has raised nearly RMB 10 million for *Tiny Times 3* and, as producers, they've encouraged their friends to go to the cinema, thus guaranteeing high box office sales.

3. Triumph of social media

With both Guo and Han having more than 30 million Weibo fans, it's not surprising that the battle between them takes place on social media.



外景基地。网友们为《小时代3》筹集了1000万元人民币，为确保电影高票房，他们鼓励自己的朋友们走进电影院捧场。

3. 社交媒体的胜利

郭敬明和韩寒的微博粉丝都超过3000万人，无怪乎他们之间的战役会在社交媒体上进行，而社交媒体也是将这两部电影进行最多比较的平台。一切都被仔细分析：粉丝关注度、公众影响力、粉丝性别、微博转发与评论数量、预告片 and 精彩花絮的传播度。如果将电影审美方面的讨论搁置一旁，只关注商业层面的话，是可以轻松预见票房表现这一最终结果的。

如果从营销角度近距离观察郭敬明的商业或文化模式，你会觉得他是成功商人的最佳典范。他成功地经营着公司的方方面面：市场定位、产品研发、品牌与产品线扩张、内容供应、广告与推广、数字与多渠道媒体营销。某种程度上来说，韩寒是追随郭敬明的步伐前进的。

如果我们只关注他们表面上的成功，中国的电影产业也许正欣欣向荣；

但也有一些让人忧心的地方。

1. 电影资本市场过热

电影公司股票在A股市场表现优异，但飙升的股价也让投资者质疑这些公司的真正价值。譬如，美国梦工厂的市值约为119亿元人民币，而中国华谊兄弟的市值却高达301亿元人民币。内部人士将中国电影业的过热归咎于A股市场内的投机行为。换言之，泡沫正迅速形成。

事实上，泡沫破灭的迹象已经出现。根据WIND资讯，2014年上半年整个传媒板块的市值平均增长率约为6%，低于创业板的指数14.4%。华谊兄弟的市场价值甚至还下跌了12%。尽管华策影视可以保持72.77%的年增长率，但光线传媒和华录百纳的增长率则分别下滑了66.64%和27.92%。

2. 进口电影配额限制，商业模式不同

目前，中国每年的进口电影不超过34部——因此不像其他市场，国产电影面对的竞争比较少。

在财务方面，国产电影的票房是这样分配的：8.3%的利润上缴国家，

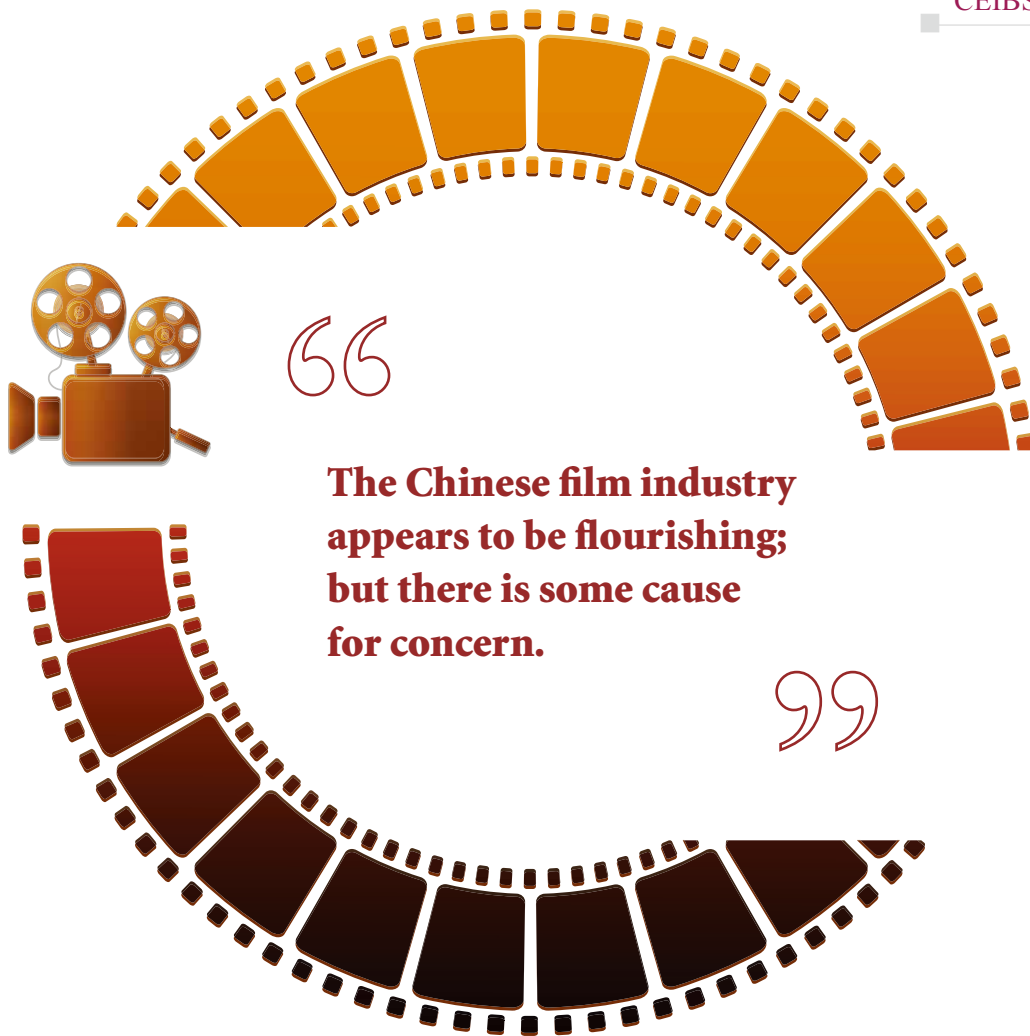
剩下的部分被一分为三。30%以上的利润给了制片公司，发行方取10%左右，而电影院则能获得50%。三方合作共同宣传电影。相较之下，海外电影制片公司、发行方和影院的获利分配是35%、17%和48%。但是为了吸引观众，海外电影制片公司必须独自承担所有的推广费用。显然，这并不是有一种有利于海外电影制片方的安排。

3. 知识产权保护不力

在中国，票房在国产电影总收入中占八成以上。在好莱坞或欧洲，这一比例只有三成，而其余七成则来自于DVD租赁、销售、相关游戏、玩具、商标授权、软广告、网络及电视播放所产生的版税等。但在中国，有效保护知识产权还任重道远。

因此不要被全球夺目的票房和郭敬明、韩寒等本土导演的成功蒙蔽双眼。中国电影业若想具备全球影响力与竞争力，路漫漫其修远兮。

本文最初发表于福布斯网。蒋炯文是中欧国际工商学院市场营销学教授，林宸是密歇根州立大学市场营销学助理教授。



**The Chinese film industry
appears to be flourishing;
but there is some cause
for concern.**

That's where the similarities between their two movies have been analysed most. Everything has been scrutinised: fan attention, public influence, fans' gender, the number of forwards and comments on Weibo and the spreading of trailers and interesting outtakes. As for the final result, performance at the box-office, it's quite easy to predict if we put aside any discussion of the artistic side of the films and focus purely on business.

When we look closely at Guo's business/cultural model from a marketing perspective, we think he's the best example of a successful businessman. He successfully operates

his company in terms of market positioning, product R&D, brand and product line extension, content supply, advertising and promotion, digital and multi-channel media marketing. To some degree, Han is following in Guo's steps.

If we just looked at their success, on the surface, the Chinese film industry appears to be flourishing; but there is some cause for concern.

1. Overheated movie capital market

Film company stocks have done well on the A-shares market, but their soaring valuation has left investors

questioning the true value of these companies. For example, the market value of the US firm DreamWorks stands at about RMB 11.9 billion, while China's Huayi Brothers is valued at up to RMB 30.1 billion. Insiders attribute the overheating of China's film industry to speculation within the A-shares market. In other words, bubbles are forming rapidly.

In fact, there are signs of bubbles bursting. According to WIND Information, the average growth rate of the total market value of media stocks for the first half of 2014 was about 6%. This is lower than that of the Growth Enterprise Index, which



China's home-grown movies face less competition.



was 14.4%. Huayi Brothers even saw a drop of 12% in its market value. Although Huace was able to maintain a year-on-year growth of 72.77%, the growth rate for Enlight Media and Hualu Baina dropped by 66.64% and 27.92% respectively.

2. Limited supply of foreign films, different business models

Today, China imports no more than 34 films annually – so unlike other markets, the country's home-grown movies face less competition.

On the financial side, this is how the box office for home-grown movies is shared: after 8.3% of profits is turned over to the state, the rest is divided into three parts. More than 30% goes to the filmmaker, the publisher gets around 10%, and the theatre gets 50%. All three parties work together on promotions. In

contrast, the proportion of profits shared by the foreign filmmaker, publisher, and the theatre is 35%, 17%, and 48% respectively. But, in order to pull in an audience, the foreign filmmaker must bear all the promotional costs. This is obviously not an arrangement that benefits foreign filmmakers.

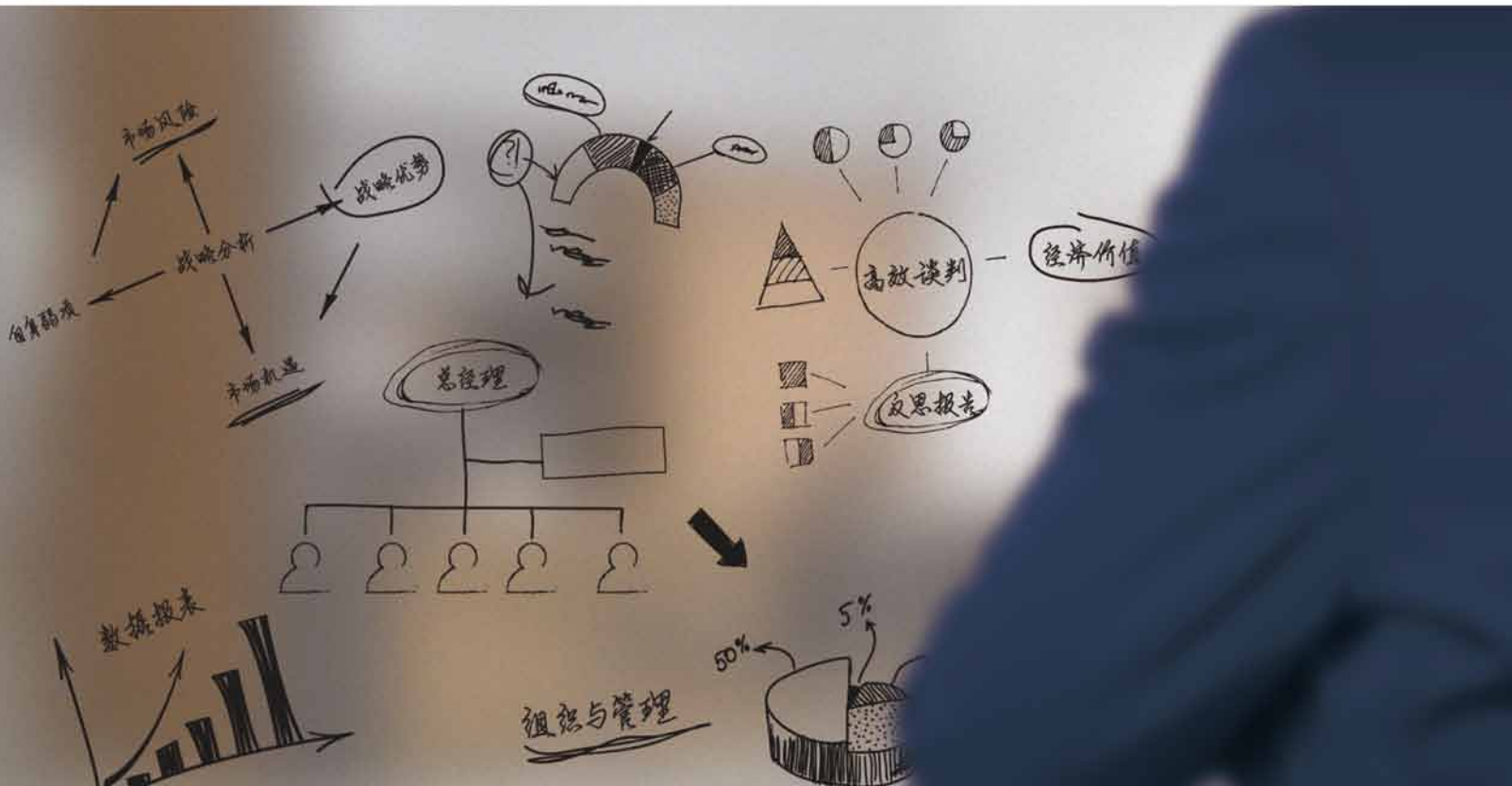
3. Little protection for intellectual property rights

In China, the box office accounts for more than 80% of the total revenue of home-grown movies. In Hollywood or Europe, the proportion is merely 30%, with the remaining 70% coming from DVD rentals, sales, related games, toys, trademark licensing, soft advertising, as well as copyright royalties from online use and TV broadcasting, etc. China is still miles away from effectively

enforcing intellectual property rights.

So don't be blinded by the impressive box office numbers that make the market so attractive for filmmakers from around the world, and the success of locals such as Guo and Han. There's still a long way to go before China's film industry can really be globally influential and competitive.

This article first appeared in Forbes.com. Jeongwen Chiang is Professor of Marketing at China Europe International Business School (CEIBS) and Chen Lin is Assistant Professor of Marketing at Michigan State University.



“总”览商界变化，经营了然于心

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1998级MBA校友集体捐赠冠名“相约98讨论室”

MBA 1998 Alumni Invest in CEIBS

近日，1998级MBA校友集体捐赠人民币45万元，用以冠名上海校园第一教学中心115讨论室，今后该讨论室将以“相约98讨论室”为名。8月27日，冠名仪式在中欧上海校区举行，中欧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、1998级MBA校友代表钱汉东、胥涛等出席仪式。苏理达副院长代表学院向1998级MBA全体校友表达了感谢之情，并希望更多校友能够为学院的教学发展贡献力量。

A ceremony was held on August 27 at the school's Shanghai Campus to rename Room A1.115 the "Meet 98 Discussion Room" in honour of MBA 1998 alumni who came together to make an RMB 450,000 investment in their alma mater. Dean and Vice President Hellmut Schütte and Vice President and Co-Dean Zhang Weijiong were on hand to thank the alumni for their generosity. Alumnus Qian Tao said he and his classmates were honoured to have an opportunity to contribute to the school's development.

1997级MBA校友捐赠设立李家镐院长专项基金

MBA 1997 Alumni Establish Li Jiahao Fund

9月8日，1997级MBA校友集体捐赠60万元人民币成立李家镐院长专项基金，以纪念杰出的管理教育家、中欧首任中方院长李家镐教授。该专项基金的宗旨是向优秀的MBA新生颁发奖学金，并支持特定领域的学术研究。1997级MBA作为该专项基金的发起年级，共有6名校友成为该基金的创始理事。自创立之日起，李家镐专项基金即接受其他年级、其他课程校友和学员的捐赠，并面向企业募资，以壮大基金规模，加大支持教育的力度。

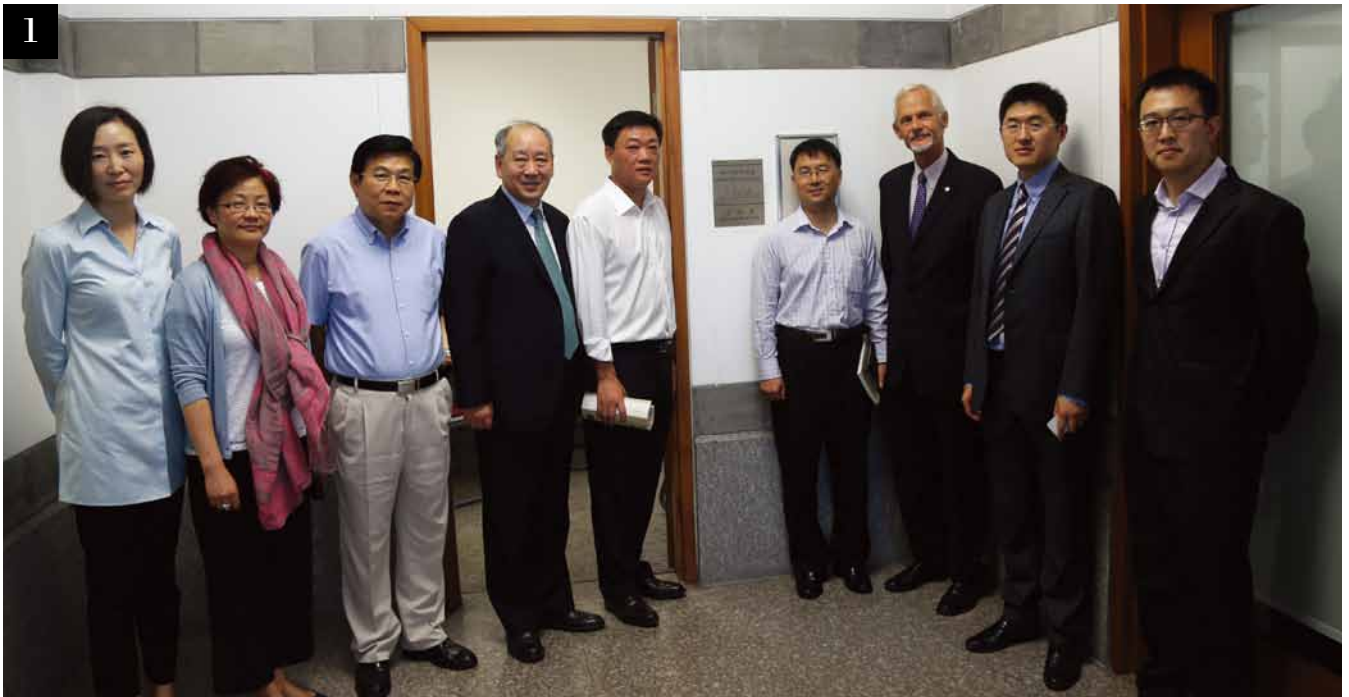
MBA 1997 alumni have invested RMB 600,000 to establish the Li Jiahao Fund in honour of CEIBS' first president. The fund will be used to provide scholarships for MBA students and support academic research by CEIBS faculty. Professor Li was a pioneer in developing international education and management training in China. Though he passed away in May 1998, his vision, wisdom and integrity continue to flourish at CEIBS.

上海置诚赞助2014中欧“精准创新”课题研究及主题论坛

Sponsor for Innovation Forum

9月15日，上海置诚城市管网工程技术股份有限公司与中欧国际工商学院“精准创新”课题研究及主题论坛合作签约仪式在中欧上海校区教授楼举行。中欧国际工商学院院长朱晓明教授，上海置诚城市管网工程技术股份有限公司总经理崔立建（EMBA 2006），中欧校友关系事务部主任王庆江，中欧校友上海分会副会长、上海水产集团总公司董事长汤期庆（EMBA 1996）等共同出席了签约仪式。

A signing ceremony was held at the school's Shanghai Campus on September 15 to accept an investment from Zhicheng City Pipe Network Engineering to sponsor the CEIBS Hype Cycle Innovation Forum 2014. The Forum was held on October 29 at the CEIBS Shanghai Campus. CEIBS Executive President Professor Zhu Xiaoming and company General Manager Cui Lijian (EMBA 2006) signed the sponsorship agreement. Director of the CEIBS Alumni Relations Office Wang Qingjiang and Vice President of the CEIBS Alumni Association Shanghai Chapter Tang Qiqing (EMBA 1996), who is Chairman of Shanghai Fisheries General Corporation, also attended the ceremony.



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中欧校友教育行业协会在京成立 Education Association Launched

8月23日，中欧校友教育行业协会在北京校区正式成立。中欧院长助理、北京代表处首席代表马遇生，中欧校友关系事务部主任王庆江参加了活动。北京顺航教育管理咨询有限公司董事长郑德林（EMBA 2012）在仪式上介绍了协会的发起和筹备过程，校友关系事务部助理主任谈磊宣读了第一届理事会成员名单，王庆江主任向理事会颁发了证书。教育部发展规划司副司长陈锋（EMBA 2009）被推选为协会会长，并在仪式结束后作了题为“面向新时代的现代教育体系建设”的演讲。60余位来自教育行业的校友出席了活动，苏州新东方学校校长张戈（EMBA 2013）担任主持。

A launch ceremony for the CEIBS Alumni Education Association was held on August 23 at the school's Beijing Campus. CEIBS Honorary President Liu Ji will act as Honorary President of the Association and the elected president is Vice Director of the Department of Development and Planning, Ministry of Education, China, Chen Feng (EMBA 2009). Launch ceremony attendees also included CEIBS Assistant President Ma Yusheng, Board Chairman of the Beijing ShunHang Education Management Consulting Company Zheng Delin (EMBA 2012) and President of Suzhou New Oriental School Zhang Ge (EMBA 2013).

1

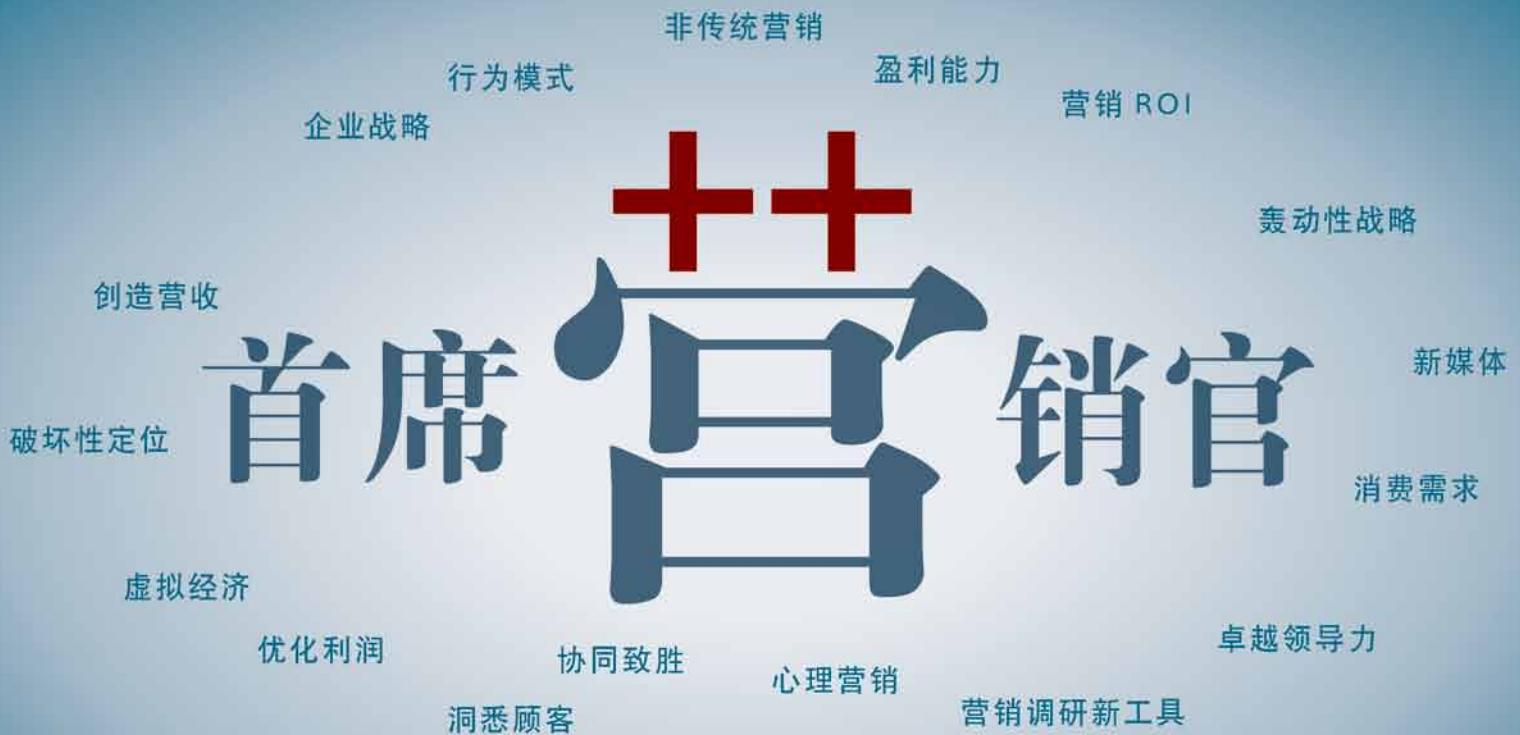
中欧校友旅游行业协会选举首届理事会 Tourism Association Elects Council

9月5日，中欧旅游行业协会首届理事选举在中欧上海校区顺利举行，经过民主推选与无记名投票，首届理事会人选顺利产生。中欧校友关系事务部主任王庆江到场祝贺，副主任傅丹阳全程参与。作为协会首届会长，谢震（MBA 2000）校友表示，旅游行业正面临着前所未有的机遇，中欧旅游行业协会首届理事会的成立，标志着协会服务团队的正式形成；通过定期举办各类线上和线下活动，协会将为推动中国旅游行业的发展做出应有的贡献，并为广大校友提供更好的旅行服务。

In order to better leverage opportunities in China's rapidly developing tourism industry and contribute to its development, CEIBS alumni working in the industry have recently established the CEIBS Alumni Tourism Association. The group held its first council elections on September 5. Chief Operating Officer of elong Xie Zhen (MBA 2000) was chosen as President of the eight-member council.

2





多领域 多维度 新视野 新境界

首席营销官(CMO)课程：营销新视角，2015年6月开课，模块制，上海/北京

作为CEO的左膀右臂，CMO面临的挑战和变化比其他岗位的企业高管更加纷繁复杂。首先是网络的爆炸式发展，引发了全新的经营与传播模式；其次是日益成熟的消费者，CMO须不断深入了解客户的需求与行为模式；再次是面对盈利压力，CMO不得不对每笔营销投入做出更为明智的决定，严格监督投入与产出比。只有那些能在不断变化的环境中仍能所向披靡的CMO们，才能带领企业走出微笑曲线的底端，帮助企业成为一个卓越的营销企业。

课程目标

本课程的目的与学员分享营销及相关领域内最前沿的研究成果和最新的观点，深入探讨当前所面临的种种挑战，帮助CMO们跨越思维壁垒，打开营销新视角，以更为宽阔的视野及时把握市场的脉动，制定与调整营销战略，不断地为企业创造价值。

联系我们

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学员对象

本课程专为企业负责营销领域的最高决策层而设置。课程要求学员在该领域至少有8年的管理实战经验，并已掌握了基本的营销知识。典型学员包括首席营销官、营销副总、营销总监等负责企业营销部门的一把手。

课程内容

- 市场营销精要
- 洞悉顾客
- 营销前沿探索与实践
- 营销新思考：颠覆式营销
- 营销与企业战略：协同致胜
- 选修模块
- 营销实践头脑风暴

• 中欧国际工商学院同时开设MBA、EMBA和在职金融MBA课程。



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埃森哲是全球领先的管理咨询、信息技术及外包服务机构，在中国开展业务逾20年，始终致力于帮助本土企业取得杰出业绩。面对当前经济转型带来的机遇与挑战，我们将凭借深厚的本土经验、全球领先的商业和技术能力以及广泛的行业认知，继续携手本土企业、共筑常青基业，成就卓越绩效。


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AMP精英挑战极限赛跑

AMP 24-Hour Elite Challenge

9月6日，第一届中欧AMP（总经理班）24小时精英挑战赛在崇明岛举办。此次赛事由中欧AMP校友主办，参赛选手多为中欧AMP校友及其亲友。

AMP 24小时精英挑战赛是一项团队马拉松接力赛。对于这项极度挑战体力和毅力的运动，中欧院长助理、高层经理培训部主任刘湧洁表示，此次赛事像是一场“乐跑派对”，大多数参赛者的目的并不是为了争得名次，只是凭着乐观的心态，给予自己一次挑战。赛事组委会主席、东软集团副总裁兼华东大区总经理邢波（AMP 15-2011）说：“极限赛跑是一种很好的挑战自我、认识自我的机会。通过24小时团队接力的形式，大家可以更深地理解团队合作的重要性，体会企业家精神。”

Alumni from the CEIBS Advanced Management Programme (AMP), CEIBS faculty and their family members faced off in the 1st CEIBS AMP 24-Hour Elite Challenge, a two-day team marathon relay race held in Shanghai that began on September 7. Teams were composed of six runners and walkers; each team member had to complete a 7.2 km course so that their team finished within a 24-hour period. CEIBS Assistant President and Executive Director for Executive Education Hobbs Liu said that participants did not take part in this contest to secure prizes but to have a chance to challenge themselves. CEIBS alumna Xing Bo, Vice President of Neusoft, organised the competition.

EMBA北京班委汇智融情

Beijing 2014 EMBA Class Committee Meets

8月18日，一年一度的中欧EMBA北京班委联席会如约举行。来自EMBA十个在读班级的近80位班委欢聚一堂，分享经验。今年的北京班委联席会以“班委去哪儿”为主题，由班委汇智、团队融情和主题晚宴三部分组成。EMBA学术副主任、中欧会计学教授苏锡嘉在会上对班委们的工作给予了高度肯定，同时将学院的发展，EMBA课程的现状、挑战和创新等与班委们进行了真诚的分享，为班委们今后的工作提供了新的思路。

Around 80 class committee members from 10 classes participated in the annual CEIBS Beijing EMBA Class Committee Gathering on August 18 in Beijing. The group shared their experiences in organising and promoting activities and building a team spirit amongst their classmates. Academic Deputy Director of the EMBA Programme Professor of Accounting Su Xijia and Beijing EMBA 2014 Class Two Coordinator Zha Xiaowei also attended.

中欧校友参访宣武医院国家远程卒中中心

Alumni Visit Xuanwu Hospital

7月16日，40余名中欧校友参访了首都医科大学宣武医院，受到了首都医科大学宣武医院副院长吉训明（EMBA 2007）的热情接待。校友们饶有兴趣地参观了国家远程卒中中心，实地模拟观看了医院通过结合互联网技术、视频会议系统与医疗技术，由专家坐镇指挥，远程引导手术操作的全过程，从而实地考察了医院远程管理的新模式。

More than 40 CEIBS alumni travelled to Capital Medical University's Xuanwu Hospital in Beijing on July 16. Hospital Vice President Gu Xunming (EMBA 2007) gave a presentation on the facility's business operations and alumni were also able to see first-hand some new management procedures that the hospital has implemented. The visit was part of the CEIBS Alumni company visit programme.



CEMI往事： 我的老师诺·登德科 Recollections of CEMI – Liu Ximin (CEMI 1986) remembers his mentor Nowl Dendoncker

口述/刘西民 (CEMI 1986)
采访整理/雷娜

Edited by Lei Na



1986年，我通过了国家经委的统一考试，正式进入中欧管理中心（CEMI）学习。当时CEMI的MBA学制为三年，前半年是外语培训，中间两年学习管理知识，最后半年在海外实习。我是78届管理专业的大学生，毕业后在高校教管理，因此对CEMI的课程很感兴趣。

当时CEMI采用全英文授课，聘请的是欧洲的知名教授。同学们的英语都不算太好，学习压力很大，但收到的效果很好。尤其是在国外实习的半年，成为了我成长中的重要一课。我见识了更广阔的世界，深入了解了国外的管理实践，人生观和价值观都发生了转变，最重要的是我遇见了一生的挚友——诺·登德科（Nowl Dendoncker）先生。

当时我在比利时贝卡尔特（Bekaert）公司实习。公司对

我很重视，专门派东亚部的部长助理诺·登德科作为我的指导老师。登德科先生中等身材、衣着考究，虽是欧洲人，但黑头发方脸庞，细看之下竟有些东亚人的样貌。他为我六个月的实习制定了一个非常详细的培训计划，安排我到供应、销售、研发等不同部门调研，并要求我每周交一份报告。他的严格让我学到了很多东西。

我的办公室在他的隔壁，空闲的时候，我们就聚在一起聊天，聊得最多的话题自然是中国。与后来CEMI的欧方主任杨亨先生一样，诺也是一位对中国有着深厚感情的欧洲人。他在生活上对我很照顾，几乎每周都会邀请我去他家吃饭，也会开车带我去比利时各处游览。随着时间的推移，我们渐渐成了无话不谈的朋友。

1980年初,中国国家经委与欧共体在就加强双方经贸合作进行洽谈时提出了引进管理培训的设想;此时,欧洲管理发展基金会(EFMD)执行副主席佩德罗·雷诺(Pedro Nueno)教授也在布鲁塞尔和同事们讨论此事。经过各方努力,1983年初,中欧双方达成共识,决定合作开设MBA学位课程,同年12月,中国-欧共体管理项目(China-EC Management Programme)正式成立,1989年更名为中国-欧共体管理中心(China-EC Management Institute),简称中欧管理中心(CEMI)。

1984-1993年,CEMI为改革开放初期的中国培养了247名MBA毕业生,为540余名企业高管提供了短期培训,对当时的经济改革产生了深远影响。CEMI建立了国际化的管理教育体系,使得课堂教学能够紧密联系社会实践,积极应对社会变化,在当时的中国教育界堪称创举。CEMI从欧洲招募了一流师资,为后来的中欧国际工商学院奠定了优秀的教师队伍。从CEMI运至上海的3000多册外文经济管理类图书是中欧图书馆最早的一批珍贵馆藏。

1994年,CEMI搬迁到了上海,中欧国际工商学院正式成立。它的优良传统在中欧国际工商学院得到了继承和发扬。

(参考资料: 中欧国际工商学院校史)

About China Europe Management Institute (CEMI)

During negotiations on strengthening economic and trade cooperation with the European community in early 1980, the State Economic and Trade Commission had the idea of introducing management training to China. At the same time, in Brussels, Professor Pedro Nueno, then Executive Vice President of the European Foundation for Management Development (EFMD), was discussing this same issue with his colleagues. After many discussions, both parties decided in early 1983 to collaborate on an MBA programme in China. In December that year, the China-EC Management Programme was officially launched, and was renamed the China-EC Management Institute (CEMI) in 1989.

CEMI turned out 247 Chinese MBA graduates between 1984 and 1993, and offered short-term training to more than 540 senior executives in that period. This deeply influenced China's economic reforms at that time. CEMI developed an international management education system that combined classroom teaching with social practices. The programme responded proactively to changes in the business environment, and is regarded as a pioneer among those in China's education circles. CEMI recruited first class faculty from Europe, which became the cornerstone for the excellent faculty now at China Europe International Business School (CEIBS). In addition, the more than 3,000 foreign language economic management books that CEMI sent to Shanghai made up the initial collection of the CEIBS library. When CEMI relocated to Shanghai in 1994, it marked the official founding of the China Europe International Business School, and since that time the traditions of CEMI have been further enhanced and developed by CEIBS.

[Source: School History of China Europe International Business School]

I enrolled in the China Europe Management Institute (CEMI) in 1986 after passing the examination given by the State Economic Commission. It was a three-year MBA programme at that time. The first half-year was spent on English-language study, followed by two years of studying management, and the last half-year we studied abroad. When I entered university in 1978 I majored in management and I had taught some management courses, so the CEMI programme was of great interest to me. It was conducted in English and the faculty included renowned professors from Europe. There was a great deal of pressure on us students, partly because of the language.

The overseas internship in the final six months of the programme played an important role in my life. It broadened my perspective and values, and gave me a deeper understanding of foreign management practices. Even more importantly, it enabled me to meet someone who would become my close, lifelong friend Nowl Dendoncker.

Through the CEMI programme I had an internship in Belgium at Bekaert, a multinational focused on steel wire transformation and coatings. Assistant Director of the East Asia Division, Mr Dendoncker, was assigned as my mentor. Well-dressed and of average height, his black hair and square-jawed face gave him an East Asian appearance although he was European. Mr Dendoncker prepared a detailed training plan for my six-month internship, which included introducing me to the operations of various departments such as supply, sales and R&D. He required that I write weekly reports and I benefitted greatly from his strictness.

My office was just next to his. When time permitted we would chat, and China was usually the focus of our discussions. Like CEMI Director Jan Borgonjon, Mr Dendoncker had a deep interest in China. He also took great care of me. Almost every week he would invite me to his home for a meal, and he would take me sightseeing around Belgium. We became very close friends.

When my internship ended, the company chairman asked me if I wanted to stay. But I chose to return to China. My wife had just had a baby, and I was already in my 30s, so I



刘西民与诺·登德科的最后一张合影

The last photo Liu Ximin and Nowl Dendoncker took together.

实习结束的时候，公司董事长找到我，问我要不要留下来，我回答说我要回国。当时我爱人刚刚在国内诞下孩子，而我也已经三十多岁了，感觉世界观、价值观与欧洲还是有距离的。我与诺就这样告别了，但友情并没有因为距离而疏远。记得刚回国时，我的月工资只有100多元人民币，生活条件很艰苦。每逢圣诞节的时候，诺就会寄给我300美元，在当时真是一笔巨款。这样的资助一直持续了十年，直到我的生活状况真正改善。我也会在节日里打电话问候他，寄些家乡的土特产过去。在我心里，我们与真正的亲人并没有什么两样。

他一共来中国看过我五次。在他70多岁的时候，有一次来西安旅游，不小心在滑雪场摔了一跤，腿骨折了，最后是抬着担架上飞机的。后来，他的夫人觉得年事已高，路途遥远，不愿再来了，但他还是和外孙女来西安看了我一次。2000年我专门到比利时看望他，在他家住了一周。2002年，我的儿子去英国留学，两家人在伦敦小聚。女士们逛街去了，他拉着我在酒吧小酌，感慨地说，刘，你看我们又回到从前了。忽

然间我觉察到他似乎老了些，以前满头的黑发已变成了银丝。今年，我原本计划8月去比利时看他，但因为机缘巧合改成了4月。4月12日，我们在布鲁塞尔他女儿家的门前拍了一张合影，那天他是自己开车来的，看上去非常健康。他说，我去了中国五次，你来了三次，还欠我两次，你以后还要来看我。但在4月18号夜里，他却因为疾病突发去世了。

他突然离世，令我非常悲伤。有时候，我想能够在他离世之前见上一面，这仿佛是命运的安排。而他可以这样平静地离去，也许是一生行善的福报。愿他在天国安息！

岁月带来的变化，时常会超越人的想象。记得我实习结束离开欧洲时，贝卡尔特远东区副总裁对我说，刘，不要悲伤，30年代中期，我们家住在美国，连温饱都成问题，现在看中国的发展情形，你将来会有房有车，生活会很好的。那个时候，我和同学张发林在布鲁塞尔街头看车来车往，当时心想，这辈子能有辆车就不错了。二十多年过去了，每次诺来看我，都发现我的住房条件又改善了，家里也有了三辆车。他的

心里很为中国这些年来的发展而骄傲。

对于CEMI，我非常引以为豪。当时CEMI从欧洲招募了优秀的师资，一开始就是世界一流的MBA项目，虽然那时中国的生活条件非常艰苦，但这些教授出于对管理教育在欧洲战后经济发展中所起作用的深刻认知，出于对中国的兴趣和热爱，毅然在北京执起教鞭，传播起了当时最先进的管理理论和实践。

从CEMI毕业之后，我先后担任高校教师、银行贷款审批人，近几年在西安曲江文化产业融资担保有限公司担任总经理，公司目前已经发展成为全省名列前茅的担保公司。如何建设企业文化，如何奠定业务基础并控制发展方向，这些管理底子都是我在CEMI学习时打下的。而诺也教会了我很多，他节俭朴实、认真敬业，对于家人和朋友的爱让人感动，也在潜移默化中影响了像我这样的后辈，让我在漫长的岁月中收获了很多温暖。



was not able to completely identify with the European worldview and values. Though I had to say farewell to Mr Dendoncker, our friendship remained strong, despite the huge distance between us.

When I returned to China my monthly salary was only around RMB 100, life was very difficult. Every year at Christmas, Mr Dendoncker would send me \$US 300, which at that time was a really big fortune. He continued to do this for 10 years, until my financial circumstances improved. When we were celebrating a festival, I would call him and send him some special dishes from my hometown. In my heart, he was the same as a relative.

He visited China five times over the years. During a visit to Xi'an when he was in his seventies he broke his legs in a fall at a ski resort and had to be carried by a stretcher onto the plane. After that, his wife thought they were too old for long distance travel. But he still made the effort to visit me in Xi'an once more with his granddaughter. I visited him in Belgium in 2000, staying in his house for a week.

When my son went to Britain to study in 2002, our two families met in London. When the women went shopping, he and I went to a bar for a drink. Full of emotion he said, "Liu, see, we are back to the old times again." Suddenly I realised how much he had aged; his black hair was now grey. I had been planning to see him in August of 2014, but had to change my visit to April. We took a photo together on April 12 in front of his daughter's house in Brussels. He looked quite fit, and had

even driven himself that day. "Liu, I've been to China five times, and you have only come three times to see me," he said. "You owe me two visits, you should come again." However, in the evening of April 18, he passed away.

It seemed to me that it must have been fated that I was able to see him just before he died. And despite my sadness, I feel that he was able to go so peacefully as a reward for his kind deeds.

Despite the passage of time, many memories are still quite vivid. I can still recall the moment when I finished my internship and was preparing to leave Europe, the Vice Chairman of Bekaert's Far East Division said to me, "Liu, don't be sad. In the mid-1930s, I lived in the US, and barely had enough food and clothing. Given how quickly China is now developing, I am sure that you will have a house and car, and life will be very satisfying." Back then, when my classmate Zhang Falin and I would see all the cars on the streets of Brussels, we both thought to ourselves that if we could buy a car in our lifetime, that would be good enough. Now, 20 years later, I've had three cars. Every time Mr Dendoncker visited me in China he found my living conditions improved. I believe he was deeply proud of China's development over the years.

I am so proud of CEMI. CEMI recruited excellent faculty from Europe, and was always a world-class MBA programme. Though life in China was very difficult then, those behind CEMI truly understood how significant management education had been to Europe's post-war economic development and how it could benefit

China's development. Motivated by an interest in and love for China, the professors shared with CEMI students the most advanced management theory and practices.

After graduating from CEMI, I taught at higher-education institutions and worked as a loan officer in a bank. My most recent post is General Manager at Xian Qujiang Cultural Industry Investment Guarantee Company, which is one of the top guarantee companies in Shaanxi Province. How do I build corporate culture? How do I lay the foundation for the business and focus its development? I learned the answers to these questions during my study at CEMI. I also learned a lot from Mr Dendoncker. His thrift, simplicity, dedication to his career, and his love for family and friends; all these things have influenced me, and have made me feel cared for throughout my life.





亲爱的中欧校友：

秋来了，有淡淡的风掠过图书馆外的如镜水面，有淡淡的桂子香气散在校门口旁，有轻轻的笑容挂在一群陌生的面孔上。

是的，他们来了，中欧EMBA2014秋季班同学带着喜悦，带着期待，也带着些许忐忑，即将开始中欧两年的学习之旅。此情此景，是否似曾相识？

在这批新同学进入中欧之前，众多热心校友为申请人提供了丰富的信息和积极的帮助！我们仅仅从EMBA2014秋季申请人提交的资料中就已获悉，高达53%的申请人是通过校友第一次接触到中欧EMBA课程信息，24%的申请人也是通过校友对中欧EMBA课程有了进一步了解；不仅如此，还有近500多位校友为2014秋季班的申请人填写了推荐信，帮助中欧从多方视角评估申请人。

根据上述调查结果，我们在下面列出或帮助填写推荐信、或帮助新同学完成申请过程的校友，藉此表示深深的感谢。我们深知名单可能并不完整，对于那些没有出现在名单上却提供了帮助的校友，我们也一并说声：谢谢，校友！

Dear CEIBS alumni,

Thanks for your tremendous support in helping us welcome an excellent group of more than 300 new students for CEIBS EMBA 2014 Autumn intake!

Based on their application material, 53% of applicants initially heard about CEIBS from you, our alumni; another 24% of them got further information from you; and more than 500 CEIBS alumni wrote recommendation letters for applicants of the 2014 Autumn intake! This was a great help to us in evaluating their candidacy.

Once again, thank you very much for your support to the school!

Here is a list of alumni who wrote recommendation letters and helped promote the school by word of mouth:

班级/Intake	姓名/Name	公司/Company
EMBA1995	周文岳	上海复星医药（集团）股份有限公司
EMBA1996	邓建民	碧迪医疗器械有限公司
EMBA1996	黄怒波	北京中坤投资集团有限公司
EMBA1996	汤期庆	上海水产集团总公司
EMBA1996	王德铭	上海启明软件股份有限公司
EMBA1996	吴大卫	中国华能集团公司
EMBA1996	谢鸿	上海新周电子商务有限公司
EMBA1996	谢继川	北京市天驰洪范律师事务所
EMBA1996	喻瑜	贝尔卡特管理（上海）有限公司
EMBA1996	张世民	上海交大教育服务产业投资管理（集团）有限公司
EMBA1997	陈其华	卡特彼勒（中国）投资有限公司
EMBA1997	李钟	上海申虹投资发展有限公司
EMBA1997	罗伟德	中国东方航空股份有限公司
EMBA1998	严洁	拜耳医药保健有限公司
EMBA1999	李有鄰	鼎新電腦股份有限公司
EMBA1999	申屠军	中诚信财务顾问有限公司
EMBA1999	沈建华	上汽集团
EMBA1999	王庆松	拜尔斯道夫中国有限公司
EMBA1999	袁泽之	百时美施贵宝
EMBA2000	西松江英	上海森松集团公司
EMBA2000	黄伟强	埃森哲
EMBA2000	陈刚	杭州默沙东制药有限公司
EMBA2000	冯志斌	中化蓝天集团有限公司/浙江英特集团股份有限公司
EMBA2000	汤小雄	上海暖友实业有限公司
EMBA2000	王挺	北京四维集团
EMBA2000	张海晏	金佰利（中国）有限公司
EMBA2000	张廷克	中国华能集团公司

班级/Intake	姓名/Name	公司/Company
EMBA2000	张为民	上海华东电脑股份有限公司
EMBA2000	张燕	中国先锋金融集团
EMBA2000	朱建新	上海科学技术职业学院
EMBA2001	邓春平	上海诺尔益生健康管理咨询有限公司
EMBA2001	何刚	上海氯碱化工股份有限公司
EMBA2001	洪军	上海立特营销股份有限公司
EMBA2001	季卫东	中鑫集团有限公司
EMBA2001	金鼎	北京联科星合科技有限公司
EMBA2001	李勇	格雷斯中国有限公司
EMBA2001	孙兵	中国联通江西省分公司
EMBA2001	熊长青	北京当当网信息技术有限公司
EMBA2001	杨静怡	上海汽车集团股份有限公司
EMBA2001	张海涛	华域汽车系统股份有限公司
EMBA2001	赵笠钧	博天环境集团股份有限公司
EMBA2002	Torbjorn Sternsjo	中铝萨帕特种铝材（重庆）有限公司
EMBA2002	蔡达建	深圳市高特佳投资集团有限公司
EMBA2002	陈劲松	上海三湘投资控股有限公司
EMBA2002	陈一枫	深圳市中央大厨房物流配送有限公司
EMBA2002	葛宁	南京金智创业投资有限公司
EMBA2002	郭霖	戴尔（中国）有限公司
EMBA2002	金志国	青岛啤酒股份有限公司
EMBA2002	康志清	阿斯利康（中国）投资有限公司
EMBA2002	雷建辉	华英证券有限责任公司
EMBA2002	刘常科	上海昂立教育集团
EMBA2002	马庆伟	上海仁友管理咨询有限公司
EMBA2002	曹峰	上海明琛计算机科技发展有限公司
EMBA2002	潘隽	北京紫都国际旅行社有限公司

班级/Intake	姓名/Name	公司/Company
EMBA2002	王佳芬	平安信托有限责任公司
EMBA2002	王君庭	青岛钢铁
EMBA2002	俞能宏	安徽正奇金融控股有限公司
EMBA2002	张学工	中国中化集团公司
EMBA2002	张峥	涌金实业(集团)有限公司
EMBA2002	赵浦	上海有喜实业有限公司(十月妈咪)
EMBA2003	陈平	浙江兰德创业投资有限公司
EMBA2003	陈启宇	上海复星医药(集团)股份有限公司
EMBA2003	陈彤	新浪网技术中国有限公司
EMBA2003	陈希	三全食品股份有限公司
EMBA2003	邓贤	埃森哲
EMBA2003	杜海波	河南正永会计师事物所有限公司
EMBA2003	付伟	中国银联
EMBA2003	高利民	上海金融与法律研究院
EMBA2003	管杰	上海斯迈康生物科技有限公司
EMBA2003	胡斌	新英体育传媒集团
EMBA2003	李栋	上海东浩兰生服务贸易集团有限公司
EMBA2003	李平	上海适达企业发展有限公司
EMBA2003	李清飞	北京金一文化发展股份有限公司
EMBA2003	鲁俊	普华永道中天会计师事务所
EMBA2003	毛志良	无锡小天鹅股份有限公司
EMBA2003	王树民	北京国华电力有限公司
EMBA2003	吴自力	上海金元百利资产管理有限公司
EMBA2003	曾志勇	物捷通信息技术股份有限公司
EMBA2003	朱海	施耐德电气(中国)有限公司
EMBA2003	朱海龙	嘉御基金
EMBA2003	邹令宜	香港华润保险经纪有限公司
EMBA2004	陈汉敏	汉彬洲咨询
EMBA2004	陈力	澳中医讯有限公司
EMBA2004	彭辉	中国国旅股份有限公司
EMBA2004	苏显泽	浙江苏泊尔股份有限公司
EMBA2004	孙瑞坤	创维集团有限公司
EMBA2004	汪洪波	成都明步健康科技有限公司
EMBA2004	王成伟	上海丰崧实业有限公司
EMBA2004	王健	上海嘉盛石油化学有限公司
EMBA2004/CEO班	王旭宁	九阳股份有限公司
EMBA2004	王业勤	四川亚联高科技股份有限公司
EMBA2004	徐晶	微软中国有限公司
EMBA2004	张仕龙	博益投资发展有限公司
EMBA2004	赵邵阳	上海金生投资
EMBA2004	周军	中国联通
EMBA2004	周宗明	深圳市滴金资产管理有限公司
EMBA2005	陈明	上海欧本钢结构有限公司
EMBA2005	樊金龙	深圳市彩生活服务集团有限公司
EMBA2005	高悦	上海悦国实业有限公司
EMBA2005	韩军	西安信利软件科技有限公司
EMBA2005	侯正宇	上海博尔捷人力资源集团
EMBA2005	蒋蜀革	盈创资本
EMBA2005	李从瑞	方兴地产(中国)有限公司
EMBA2005	刘瑞林	中国航空技术国际控股有限公司
EMBA2005	卢蔚松	上海石化申联汽车油汽有限公司
EMBA2005	乔迁	北京神州新桥科技有限公司
EMBA2005	王学锋	北京正和天宝文化艺术有限公司
EMBA2005	夏天	国药控股医疗器械有限公司
EMBA2005	夏雪松	上海宝信软件股份有限公司
EMBA2005	袁自伟	江苏中圣高科技产业有限公司
EMBA2005	周琪	EMC中国区
EMBA2005	周婉婷	Fiat Magneti Marelli
EMBA2005	诸骏生	宝钢股份有限公司
EMBA2006	崔立建	上海置诚城市管网工程技术股份有限公司
EMBA2006	戴深宇	招商银行上海分行公司部
EMBA2006	戴张龙	上海宝钢气体
EMBA2006	方朝阳	精工钢构集团
EMBA2006	高军	大连好旺角房屋有限公司
EMBA2006	顾忆华	曼都创业投资管理有限公司
EMBA2006	韩素彤	深圳走秀网络科技有限公司
EMBA2006	刘屹	中建投信托有限责任公司
EMBA2006	刘湛清	中国水产总公司
EMBA2006	吕曦	英扬传奇
EMBA2006	潘岳汉	中国银行
EMBA2006	商志营	上海宝纪网络科技有限公司
EMBA2006	谭文清	东方富海投资管理有限公司
EMBA2006	汪先刚	高和资本
EMBA2006	王林南	北京格林美尔科技有限公司
EMBA2006	须峰	上海国际时尚教育中心
EMBA2006	徐敏	梅特勒-托利多

班级/Intake	姓名/Name	公司/Company
EMBA2006	杨龙忠	深圳市惠友投资管理有限公司
EMBA2006	张桂森	英智传播集团
EMBA2006	张戢	上海兰生物产国际贸易有限公司
EMBA2006	张丽江	麦孚威车轮制造(中国)有限公司
EMBA2006	张玉玺	中纺集团粮油公司
EMBA2007	柏建伟	北京上古泰达房地产经纪有限公司
EMBA2007	卞进	上海德晖投资管理有限公司
EMBA2007	曹杰	安徽新华发行(集团)控股有限公司
EMBA2007	曹树杰	中海油田服务股份有限公司
EMBA2007	陈健	上海宝信软件股份有限公司
EMBA2007	杜狄峥	上海臣邦医药科技有限公司
EMBA2007	方红卫	陕西汽车控股集团有限公司
EMBA2007	冯琪雅	上海聆海投资控股股份有限公司
EMBA2007	冯伟	上海简博市场研究有限公司
EMBA2007	葛平	上海市对外服务有限公司
EMBA2007	葛永彬	中伦律师事务所
EMBA2007	郝贵	神华集团公司
EMBA2007	贺青	上海银行
EMBA2007	金仲波	上海翡翠东方传播有限公司
EMBA2007	康波	宝马(中国)汽车贸易有限公司
EMBA2007	李浩	北京易才宏业管理顾问有限公司
EMBA2007	连凯	诺亚财富
EMBA2007	罗新宇	《上海国资》/上海国有资本运营研究院
EMBA2007	马强	艾默生环境优化技术(苏州)有限公司
EMBA2007	沈保山	祥源房地产集团有限公司
EMBA2007	石勃	中国粮油控股有限公司
EMBA2007	王海军	亚朵酒店集团
EMBA2007	王雪花	华润电力控股有限公司江苏分公司
EMBA2007	王迅	上海青橙实业有限公司
EMBA2007	吴虹	北京银行
EMBA2007	徐永刚	杭州中萃食品有限公司(可口可乐)
EMBA2007	阳军	卓望公司
EMBA2007	杨铁军	景瑞地产集团股份有限公司
EMBA2007	杨雪莲	西门子(中国)有限公司
EMBA2007	曾亚娟	上海银行
EMBA2007	张国顺	上海先声科技信息有限公司
EMBA2007	郑方顺	梅特勒-托利多
EMBA2007	周观林	江苏康乃馨公司
EMBA2007	周洁	中国医药集团
EMBA2007/CEO班	方娟	亨吉利世界名表中心有限公司
EMBA2008	蔡晓东	皇誉宠物食品(上海)有限公司
EMBA2008	陈芳	中伦律师事务所
EMBA2008	陈飞	深圳市展示光电技术有限公司
EMBA2008	陈菊红	腾讯网
EMBA2008	陈文俊	NetApp(Shanghai) Commercial Co.Ltd
EMBA2008	陈智	香港亚太集团
EMBA2008	戴剑	中国中小企业协会
EMBA2008	费开武	北京国信创新科技有限公司
EMBA2008	龚娜娜	合艺典藏(北京)文化传播有限公司
EMBA2008	胡晓明	阿里巴巴小微金服集团
EMBA2008	鞠琳娜	Wuxi Cummins Turbo Technologies Co.Ltd
EMBA2008	简昉	掌握传媒
EMBA2008	璩一峰	十堰祥源太湖湖房地产有限公司
EMBA2008	雷建军	石药集团有限责任公司
EMBA2008	陆文杰	楼氏电子(苏州)有限公司
EMBA2008	彭翼捷	阿里小微金融服务集团(筹)
EMBA2008	钱仲华	中国太平洋人寿保险股份有限公司
EMBA2008	宋志强	启德物流有限公司
EMBA2008	唐学斌	深圳市彩生活服务集团有限公司
EMBA2008	童国雄	江西观山月葛业开发有限公司
EMBA2008	王纯	上海枫帆航运有限公司
EMBA2008	王大中	北京链家房地产经纪有限公司
EMBA2008	王忠	山东明佳包装检测科技有限公司
EMBA2008	邹剑刚	奥山集团
EMBA2008	谢金光	霍尼韦尔贸易(上海)有限公司
EMBA2008	许丽红	瀚石苑奇石收藏馆
EMBA2008	许昕	博亚(香港)国际航运有限公司
EMBA2008	叶继德	浙江苏泊尔股份有限公司
EMBA2008	应武卫	上海适达餐饮管理有限公司
EMBA2008	张在忠	山东海科化工集团
EMBA2008	张占青	北京志诚泰和数码办公设备股份有限公司
EMBA2008	赵刚	上海银行
EMBA2008	周鹏程	北京丽德和同咨询有限公司
EMBA2008	郑毅伟	方源资本
EMBA2008	周进	AECOM
EMBA2009	曹振	中国航空技术国际控股有限公司

班级/Intake	姓名/Name	公司/Company
EMBA2009	陈宏良	中国航空技术国际控股有限公司
EMBA2009	陈捷	中国移动通信集团广东有限公司深圳分公司
EMBA2009	陈沛彬	平安不动产工业物流事业部
EMBA2009	刁露	路劲地产集团有限公司
EMBA2009	杜踊跃	贵州华通汽车贸易服务有限公司
EMBA2009	郭永	罗氏制药有限公司
EMBA2009	江新芳	上海青山矿业投资有限公司
EMBA2009	鞠海涛	北京荣之联科技股份有限公司
EMBA2009	李冰南	安东石油技术(集团)有限公司
EMBA2009	李瑞元	美赞臣营养品中国有限公司
EMBA2009	刘强东	北京京东世纪贸易有限公司
EMBA2009	隆雨	北京京东世纪贸易有限公司
EMBA2009	毛嘉农	上海华拓医药科技发展股份有限公司
EMBA2009	缪钦	金钱豹餐饮管理有限公司
EMBA2009	吴军	博世贸易(上海)有限公司
EMBA2009	吴晓宁	苏州麦利克维工程项目咨询有限公司
EMBA2009	谢勇	亦谷服装
EMBA2009	杨红冰	哈尔滨普衡药业股份有限公司
EMBA2009	叶小松	厦门希尔企业管理咨询有限公司
EMBA2009	岳占秋	京东方科技集团股份有限公司
EMBA2009	张志	万商天勤(深圳)律师事务所
EMBA2009	赵枫	交银施罗德基金管理公司
EMBA2010	Daoran H Alabin	Dow Chemical
EMBA2010	Dennis Lim Wee Jin	Toll China (Wrently also Known as St-Anda)
EMBA2010	Stefan Hasen Fratz	Schaltag AG / Switzerland
EMBA2010	Thomas Hong	亚马逊
EMBA2010	蔡菲	慧聪网
EMBA2010	陈承平	德明通讯(上海)有限公司
EMBA2010	陈国环	阿里巴巴(中国)网络技术有限公司
EMBA2010	陈明	中国中投证券深圳分公司
EMBA2010	陈潜	新网迈广告传媒有限公司
EMBA2010	池晓彬	上海付费通信息服务有限公司
EMBA2010	丁坚	天风证券股份有限公司
EMBA2010	范斌松	科莱恩化工(中国)有限公司
EMBA2010	范永洪	安东石油技术(集团)有限公司
EMBA2010	何红强	深圳联合金融控股有限公司
EMBA2010	胡鹏飞	振华物流集团有限公司
EMBA2010	华慕文	上汽集团进出口公司
EMBA2010	赖军	华泰人寿保险有限公司
EMBA2010	李建霞	北京招商嘉铭房产开发有限公司
EMBA2010	李剑鸣	深圳市长青藤资产管理有限公司
EMBA2010	李锦明	舍弗勒贸易(上海)有限公司
EMBA2010	李俊涛	国美电器有限公司
EMBA2010	刘宝元	上海合护安全用品有限公司
EMBA2010	刘庆梅	上海泰祺教育集团
EMBA2010	刘小红	英大期货公司
EMBA2010	栾毓敏	迅付信息科技有限公司
EMBA2010	罗韬	湖南科力远新能源股份有限公司
EMBA2010	马西亚	北京外企德科人力资源服务上海有限公司
EMBA2010	庆岩	司库博贸易(上海)有限公司
EMBA2010	尚振杰	北京华航盛世能源技术有限公司
EMBA2010	王乐天	北京好药师大药房连锁有限公司
EMBA2010	王天宝	河南九鑫投资集团有限公司
EMBA2010	王欣	麦拓教育
EMBA2010	王之盈	中粮集团有限公司
EMBA2010	温志军	快尚时装(广州)有限公司
EMBA2010	徐建新	江西博雅生物制药股份有限公司
EMBA2010	宣航	山西仟源制药股份有限公司
EMBA2010	严阵	上海中森建筑与工程设计顾问有限公司
EMBA2010	杨立东	北京虎妈科技有限公司
EMBA2010	杨宁	慧聪网
EMBA2010	姚劲波	58同城
EMBA2010	张旻翥	乐视网
EMBA2010	张强	上海建科工程咨询有限公司
EMBA2010	赵丽	北京天扬君合税务师事务所有限责任公司
EMBA2010	赵志军	河南羚锐投资发展有限公司
EMBA2010	周红波	上海建科工程咨询有限公司
EMBA2010	朱昕华	欧普照明股份有限公司
EMBA2011	Hasenfratz Stefan	Rieter Textile Instruments Co. Ltd.
EMBA2011	陈欢	上海科泰电源股份有限公司
EMBA2011	陈彦	中国印刷科学技术研究所
EMBA2011	程云	好耶集团
EMBA2011	邓南方	晟通科技集团有限公司
EMBA2011	丁遥	上海立天唐人商业集团
EMBA2011	范军	深圳市君鉴测试仪器租赁有限公司
EMBA2011	冯俊	上海诺华贸易有限公司(山德士中国)

班级/Intake	姓名/Name	公司/Company
EMBA2011	冯克武	美的集团家电空调事业部
EMBA2011	哈学胜	中央电视台
EMBA2011	贺玉平	广州越秀集团有限公司
EMBA2011	洪荣德	振锋企业股份有限公司
EMBA2011	胡波	贵州茅台酒厂(集团)习酒有限责任公司
EMBA2011	胡光力	深圳市港利通科技有限公司
EMBA2011	贾文中	天泉资本亚洲有限公司
EMBA2011	贾新彪	上海天沐自动化仪表有限公司
EMBA2011	焦建刚	合众财产保险股份有限公司
EMBA2011	景旭东	江苏三润股份公司
EMBA2011	孔新宇	上海中金资本投资有限公司
EMBA2011	李凤成	上海中远威治罐箱物流有限公司
EMBA2011	李辉	ELLE杂志
EMBA2011	李立	兆讯恒达微电子技术(北京)有限公司
EMBA2011	李瑞成	SAP中国研究院
EMBA2011	林倩	链家地产集团
EMBA2011	凌常峰	香港置地集团公司
EMBA2011	刘华艳	第一创业摩根大通证券有限责任公司
EMBA2011	路平	中信银行股份有限公司河南省分行
EMBA2011	吕庆玉	中泰创展控股有限公司
EMBA2011	毛伟	北龙中网(北京)科技有限责任公司
EMBA2011	冒高峰	上海彩亿信息技术有限公司
EMBA2011	缪妍缦	南京我乐家居制造有限公司
EMBA2011	潘志军	宁夏希望信息产业有限公司
EMBA2011	祁伟礼	上海电影集团有限公司
EMBA2011	施晓兰	慧圃教育科技有限公司(上海)有限公司
EMBA2011	宋越	常州天晟新材料股份有限公司
EMBA2011	唐均君	上海华力微电子有限公司
EMBA2011	万颖	天虹商场股份有限公司
EMBA2011	王建华	紫金矿业集团股份有限公司
EMBA2011	王培暖	神州数码(中国)有限公司
EMBA2011	王秋菊	绿城房地产集团有限公司
EMBA2011	王秩敏	普罗名特流体控制(大连)有限公司
EMBA2011	王远	独立天使投资人
EMBA2011	魏秋立	国美电器有限公司
EMBA2011	吴跃	中国东方资产管理公司
EMBA2011	肖林伟	泰华房地产(中国)有限公司
EMBA2011	徐波	浙江森马服饰股份有限公司
EMBA2011	徐海峰	景瑞地产集团
EMBA2011	许骅	上海九百集团有限公司
EMBA2011	翟保金	大冶有色金属集团控股有限公司
EMBA2011	张宏杰	Volta Materials Ltd
EMBA2011	张钧钧	上海氯碱化工股份有限公司
EMBA2011	郑宇	上海映雪投资管理中心
EMBA2011	周磊	环球律师事务所
EMBA2011	周文明	柏德汽车皮革制品(大连)有限公司
EMBA2011	庄粤珉	民生惠通资产管理有限公司
EMBA2012	Juergen Weisshaar	GMX
EMBA2012	陈惠忠	Coca-Cola China
EMBA2012	韩歆	Coca-Cola China
EMBA2012	梁晓鹏	Righton Investment Management
EMBA2012	包斌	江苏南热发电有限责任公司
EMBA2012	蔡治国	用友软件
EMBA2012	蔡仲曦	国药控股股份有限公司
EMBA2012	车宏	中航航空电子有限公司
EMBA2012	陈志平	深圳市麦克韦尔科技有限公司
EMBA2012	邓东旭	来客科技公司
EMBA2012	高婧	江苏国瑞信安科技有限公司
EMBA2012	关有民	北京京东世纪贸易有限公司
EMBA2012	韩晓晖	青岛千姿发品制造有限公司
EMBA2012	郝镇熙	珠海和佳医疗设备股份有限公司
EMBA2012	何培林	江苏顺风光电科技有限公司
EMBA2012	华杉	上海华与华营销咨询有限公司
EMBA2012	黄晓军	海南惠通嘉华投资有限公司
EMBA2012	黄颖峰	上海翼多信息咨询有限公司
EMBA2012	姜坚华	卡斯柯信号有限公司
EMBA2012	蒋齐	上海天华建筑设计有限公司
EMBA2012	蒋益祈	艾睿中国有限公司
EMBA2012	黎民	东莞市美德实业投资有限公司
EMBA2012	李富梅	焦作市第二人民医院
EMBA2012	李建国	上海银行
EMBA2012	李晓红	上海银行
EMBA2012	李志疆	北京爱康宜诚医疗器材股份有限公司
EMBA2012	李智	中海油田服务股份有限公司
EMBA2012	刘军	中航工业航电系统公司
EMBA2012	吕再峰	联想中国

班级/Intake	姓名/Name	公司/Company
EMBA2012	罗昌平	《财经》杂志社
EMBA2012	梅晓波	卡斯柯信号有限公司
EMBA2012	秦玉峰	山东阿阿胶股份有限公司
EMBA2012	袁建华	美建建筑系统（中国）有限公司
EMBA2012	任鸿鹏	中国路桥工程有限责任公司
EMBA2012	邵卫军	上海宝信
EMBA2012	沈韧	上海源耀生物股份有限公司
EMBA2012	石军	中国投融资担保有限公司
EMBA2012	史自锋	北京星河园林景观工程有限公司
EMBA2012	孙珏	南京万川华拓有限公司
EMBA2012	王竑戎	中国联合通信有限公司江西省分公司
EMBA2012	王仲辉	清科集团
EMBA2012	奚平华	上海华勤通讯技术有限公司
EMBA2012	项炯炯	浙江荣盛石化
EMBA2012	谢作志	深圳市伟铂瑞信科技有限公司
EMBA2012	徐国涛	萨帕铝热传输（上海）有限公司
EMBA2012	徐辉林	中化石油有限公司
EMBA2012	徐群辉	浙江新农化工股份有限公司
EMBA2012	闫友良	国药控股河南股份有限公司
EMBA2012	颜妍	晨讯科技集团
EMBA2012	杨海东	卡斯柯信号有限公司
EMBA2012	杨浩	绩迅科技控股有限公司
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