

# 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。

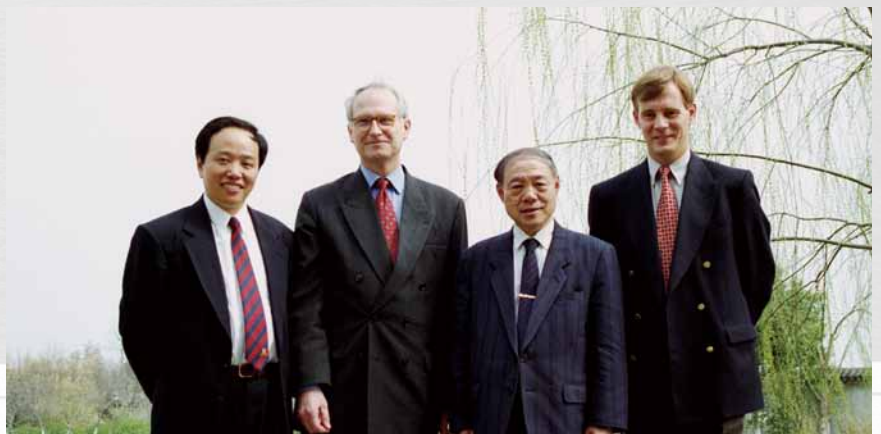
冯勇明教授对师资队伍要求严格,从一开始就为中欧从严管理和治学的传统奠定了基础。

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.