



巴塞罗那 Barcelona

全球影响 Global Reach

在中欧朝着国际化大步迈进的背景下，2014年学院的国际活动成果累累。这一年，中欧也迎来了全球政商学界知名人士的到访，并与国际知名机构签署了诸多合作协议。

In keeping with the school's major push towards internationalisation CEIBS ramped up its activities abroad this past year. There were also visits to CEIBS facilities by globally recognised leaders from the business world, academia and government; and deals inked with global powerhouses.

会议 Events

瑞士:年初的苏黎世圆桌会议揭开了这一年国际活动的序幕。1月20日,中欧校友瑞士分会与瑞士联合银行财富管理在瑞士苏黎世共同主办了“2014展望中国”圆桌会议,约有140位嘉宾出席。

Switzerland – CEIBS began 2014 by co-hosting an event in Zurich. Organisers were the CEIBS Alumni Chapter Switzerland Association (CASA) and UBS Wealth Management Switzerland. About 140 guests turned out to hear presentations from a panel of world renowned experts in their fields on January 20 during a roundtable on ‘China Outlook 2014’.

巴塞罗那:6月6-7日,中欧首次在海外举办校友聚会。50余名来自欧洲及周边地区的校友齐聚西班牙巴塞罗那,共叙同窗情谊,并交流商务与管理方面的跨文化心得。中欧院长和教务长也出席了此次盛会。

Barcelona – In a nod to its European roots, CEIBS held its first Alumni Reunion outside of China on June 6 & 7. More than 50 alumni from across Europe and beyond came together in Barcelona, Spain, to meet the school’s President and Dean, network with other CEIBS graduates and learn about cross-cultural aspects of business and management from highly regarded senior business leaders and academics.

香港:3月19日,中欧国际工商学院在亚洲协会香港中心联合主办了2014香港论坛。该论坛以“把脉新型城镇化”为主题,吸引了深港两地300多位企业家参加。

Hong Kong – Great sound bites and an abundance of practical advice from participants made CEIBS-Asia Society Hong Kong Forum on urbanisation an event well worth attending on March 19. The half-day session, which brought together groups from the mainland and Hong Kong, explored the theme “New Urbanisation, New Opportunities in China”.

瑞士 Switzerland



纽约: 9月26日, 2014第二届美国论坛在美国纽约大都会俱乐部举行。论坛汇聚中美学界、商界精英, 以“中美合作——镜像再平衡时代的机遇”为主题, 对中美合作的热点领域进行了交流和探讨。该论坛由中欧国际工商学院和成为资本联合主办, 是中欧20周年校庆系列活动的一部分。

New York – On September 26, the CEIBS & Chengwei America Forum 2014 brought together scholars and business executives from China and the US for a look at the macro strategies for bi-lateral cooperation and new opportunities for partnership between enterprises from both countries. The day-long forum was part of CEIBS' year-long 20th anniversary celebrations.

柏林: 10月17–18日, 包括中欧校友在内的75位中国、欧洲高级经理人来到柏林参加了为期两天的会议。会议期间, 主讲嘉宾、中欧专家学者领衔组织了多场研讨会, 探讨了中国与欧洲之间发展竞合商业关系的机遇与挑战。该会议由中欧国际工商学院和欧洲管理与技术学院联合举办。

Berlin – On October 17 & 18, seventy-five Chinese and European senior executives, including several CEIBS alumni, gathered for a two-day conference where keynote speakers, expert panellists and faculty led sessions on the opportunities and challenges of developing cooperative and competitive business relationships between China and Europe. The event was co-hosted by CEIBS and the European School of Management and Technology.

伦敦: 10月20日, 中欧校友英国分会全体成员在素有盛名的达特茅斯学院迎来了中欧副院长兼教务长苏理达教授和中欧中国创新研究中心联合主任、战略学教授叶恩华。当地的中国与欧洲商务社群也参加了此次会面。70位嘉宾出席了叶恩华教授关于中国创新优势的讲座, 聆听了苏理达教授关于学院近况的介绍。苏理达教授指出, 学院在20年的发展中取得了巨大成就, 未来学院将尽更大努力提升国际影响力。

London – The CEIBS UK alumni chapter was out in full force on October 20 at the prestigious Dartmouth House to welcome Dean Hellmut Schutte and Professor George Yip, along with friends from the local Chinese and European business communities. In addition to Prof Yip's discussion on China's innovation advantage, networking and dialoguing with new acquaintances, 70 participants received a school update from Dean Schutte, who noted the significant strides CEIBS has made over its first 20 years and the increasing international efforts it will be making in the years ahead.



领英: 5月25日, 中欧国际工商学院与全球最大的职业社交网站领英(LinkedIn)联合举办了“领英·影响力”论坛, 探讨了“创业者、投资者和全球机遇”这一主题。领英联合创始人里德·霍夫曼(Reid Hoffman)及中国区总裁沈博阳参加了专家讨论。

LinkedIn – On May 25, CEIBS co-hosted a LinkedIn Influencers Forum that explored the theme of “Entrepreneurs, Investors, and Global Opportunities”. LinkedIn Co-founder Reid Hoffman and its China President Derek Shen were among the panellists.

TEDx: 4月19日, TEDxCEIBS大会在中欧上海校区玻璃金字塔内举办。本次TEDxCEIBS大会邀请了来自商业、教育、文化、科技、医疗、社会服务等不同领域的8位先锋人物, 以“IMAGINE-想象”为主题, 通过18分钟的演讲, 向社会传播有价值的思想, 并与现场精英人士碰撞智慧的火花。该活动由2015级MBA学生组织。

TEDx – The world renowned TEDx Talks came to CEIBS on April 19 as eight dynamic thought leaders from various industries across China shared their ideas, insights and inspirations with CEIBS staff, students and alumni through 18-minute talks that challenged the audience to unleash their imagination. The event was organised by CEIBS MBA 2015 students.

中美智库对话: 5月23日, 中欧陆家嘴国际金融研究院与美国顶尖智库——彼得森国际经济研究所联合举办“中美经济学家上海研讨会”, 探讨了“十八届三中全会改革: 从蓝图到执行”这一主题。

Sino-US Talks – CEIBS Lujiazui Institute of International Finance (CLIIF) and the Peterson Institute for International Economics, a renowned US think tank, hosted a Sino-US Economist Shanghai Seminar at CLIIF on May 23 to discuss how to remove the obstacles posed by vested interests, improve financial supervision and coordination, and carry out financial reform, as well as the prospects for Sino-US free trade, the Shanghai Free Trade Zone and the economic and financial risks posed by the economic transition.

沪港金融高峰论坛: 9月14日, 中欧国际工商学院与香港金融管理学院联合举办2014首届沪港金融高峰论坛。论坛围绕着“金融开放进程中的沪港金融合作”这一主题展开, 聚焦人民币国际化、自贸区金融改革、沪港通等一系列热点话题。沪港两地金融精英和近20家主流媒体共400多人参加了论坛。

Shanghai-Hong Kong Summit – The internationalisation of the RMB, the Shanghai Free Trade Zone and financial cooperation between Shanghai and Hong Kong were among the focus of discussions at the 1st Shanghai-Hong Kong Financial Summit 2014 held at the Shanghai Campus on September 14. The Summit was co-hosted by CEIBS and the Hong Kong Financial Services Institute, and attracted more than 400 attendees.





天津 Tianjin

教授的全球足迹 Faculty's Global Footprint

2014年,中欧教授在全球开展了多项学术活动。2月,中欧副院长兼教务长苏理达教授在韩国商界享有盛誉的学习交流平台“韩国企业家早餐会”上发表演讲,讲述了中国新兴跨国企业与海外跨国企业之间的竞争态势,以及韩国公司在中国的发展机遇。3月,朴胜虎教授、麦克罗教授、许定波教授分别在东京、新加坡和香港三地举办的“经济学人”活动上发表演讲。

年度中期是国内外会议的高峰期。6月18-22日,一些中欧教授参加了在北京举行的第六届中国管理研究国际学会(IACMR)双年会,本次会议的主题为“立足中国实践,创新管理理论”。中国管理研究国际学会是中国管理研究领域最权威的国

CEIBS faculty had speaking engagements across the globe in 2014. In February, Dean Hellmut Schütte engaged Korean entrepreneurs and business leaders in a discussion on the growing competition between China's emerging multinationals and established global companies as well as opportunities for South Korean companies in China. In March, Professors Sam Park, Klaus Meyer and Xu Dingbo spoke at Economist events in Tokyo, Singapore and Hong Kong, respectively.

Mid-year was a time of conferences in and outside of China. CEIBS faculty participated in the 6th Biennial International Association of Chinese Management Research (IACMR) Conference, themed “Exploring New Concepts and Theories from Chinese Management”, which was held in Beijing on June 18-22. The IACMR has been recognised as the most authoritative, world-class academic research



华盛顿 Washington DC

际学术组织，拥有来自近100个国家的6000多名注册会员。6月19日，中欧在双年会期间举办招待晚宴，共有130多位嘉宾参加。6月23-26日，中欧教授在温哥华参加了2014国际商务学会(AIB)年会，国际商务学会是由国际商务领域的专家学者组成的全球领先组织。

8月1-5日，第74届管理学会年会在美国费城举行，中欧教授与全球学者共同参与了这一以“文字的力量”为主题的大型年会。一年一度的管理学会年会聚集了10000多名管理学和组织学领域的专家学者。中欧教授在此次年会上展示了学术成果。9月10-12日，2014世界经济论坛·新领军者年会(又称“夏季达沃斯论坛”)在天津举办。论坛期间，中欧中国创新研究中心在“构建创新型全球商务”主题研讨会中展示了其关于中国企业如何推动创新的最新研究成果。中欧教授与多位知名企业高管共同出席了会议。9月24日，中欧副院长兼中方教务长、战略学教授张维炯在华盛顿与美联储前主席格林斯潘会面，共同探讨了中美经济的相关问题。

organisation in the area of Chinese management and has over 6,000 registered members from almost 100 countries. Some of the participants were among the 130+ guests who attended a reception that CEIBS hosted the evening of June 19. Then a delegation of CEIBS faculty attended the Academy of International Business 2014 Annual Conference in Vancouver from June 23-26. The AIB is the leading global association of scholars and specialists in the field of international business.

A team of CEIBS faculty was among the thousands of global scholars discussing “The Power of Words” during the 74th Annual Meeting of the Academy of Management in Philadelphia from August 1-5. The annual AOM brings together more than 10,000 students, academics, scholars, and professionals from the fields of scholarly management and organisation. CEIBS professors are regular contributors to the event. In September, CEIBS partnered with the World Economic Forum for its Annual Meeting of the New Champions in Tianjin to explore “Building an Innovative Global Business” during a public session on September 11. CEIBS faculty and an impressive list of business executives led the talks. Then on the 24th, CEIBS Vice President and Co-Dean Professor of Strategy Zhang Weijiong met with former US Federal Reserve Chairman Alan Greenspan in Washington DC for a discussion on issues pertaining to the Chinese and US economies.



吴斐娜 Alderman Fiona Woolf

嘉宾来访 Visits from Home & Abroad

2014年到访中欧的重量级嘉宾有：4月14日，荷兰亲王康斯坦丁·冯·奥兰治-拿骚·冯·阿姆斯伯格访问中欧，并在上海校区与中欧师生校友进行了一场关于“创新、数字化经济和欧洲未来”的圆桌讨论。10月13日，伦敦金融城市长吴斐娜在“2014中英中小企业发展论坛”上发表主旨演讲，就如何在中国寻找正确的商业伙伴、金融机构如何帮助中小企业等问题提供了建议；上海欧肇资产管理集团董事长朱阳也出席了论坛。

10月，来自菲拉格慕、汇丰银行、印孚瑟斯、依视路、普华永道、宝钢、太平洋保险等全球知名企业的高管汇聚中欧上海校区，参加了2014中欧国际顾问委员会会议，探讨了商界和学界如何携手推动商学院发展。5月，约20位来自中欧赞助合作伙伴的资深高管在中欧陆家嘴国际金融研究院参加了2014中欧公司顾问委员会会议。在这个备受关注的平台上，来自学院合作企业的高管就中国管理教育交流了见解。

Among the notables who graced CEIBS with visits in 2014 were Prince Constantijn van Oranje-Nassau van Amsberg of the Netherlands who shared his views on Europe's Digital Economy during a visit to the Shanghai Campus on April 14. Then in October, Lord Mayor of the City of London Alderman Fiona Woolf gave the keynote speech during the China-UK SME Development Forum 2014 which served up advice on how to find the right partner to work with in China and how financial institutions can help SMEs. Also among the participants at the event, which was held at CEIBS Lujiacui Institute of International Finance, was President of Nord Engine Group Zhu Yang, whose company announced plans the month before to invest £150 million in the British SME market through Shanghai Nord Engine Asset Management Group.

In October, leading executives from around the world gathered at the Shanghai Campus for the school's annual meeting of its International Advisory Board. They explored how the worlds of business and academia can work together to make business schools more effective. Among the companies represented: Salvatore Ferragamo, HSBC, Infosys, Essilor, PricewaterhouseCoopers, Baosteel, China Pacific Insurance and more. Earlier in the year, in May, senior executives from about 20 of CEIBS' valuable corporate partners gathered at CEIBS Lujiacui Institute of International Finance for the 2014 CEIBS Corporate Advisory Board (CAB) meeting. The CAB is a high-visibility platform that provides senior executives from the school's corporate sponsorship partners with an opportunity to share their views concerning business education in China.

国际合作 Cross Border Bonds

随着与知名海外机构之间合作关系的纵深开展,中欧国际工商学院的全球影响力进一步拓展。2月28日,中欧与世界银行在上海校区签署合作备忘录,就共同建设中欧-世界银行中国普惠金融中心达成意向,该中心是一个具备研究、培训、咨询等多项功能的综合平台,将努力发展成为全球领先的、具有理论和实践影响力的普惠金融智库。4月25日,中欧与联合国南南合作组织(UNOSSC)就“中欧MBA-南南全球资产和技术交易处(SS-GATE)实习项目”在上海校区签署战略合作协议,此项合作将为中欧MBA学生提供了在联合国实习的宝贵机会。9月23日,中欧宣布与康奈尔大学酒店管理学院合作开设工商管理/酒店管理(MBA/MMH)双硕士学位项目。该项目将于2015年秋季首次招生,学生们将在两所高校跟随专业教授学习,在国际化的环境中获得实践经验,以及更广阔的文化 and 商业视野。

CEIBS' global reach has also been bolstered by its collaboration with influential organisations overseas. On February 28, the World Bank and CEIBS launched a Centre for Inclusive Finance, a platform through which all stakeholders involved in providing affordable financial services to sections of the Chinese society that need it most will be able to optimise their efforts by working together. The project will span Asian countries and, as the leading international business school in China, CEIBS will be integrally involved in providing both research and training. The CEIBS-World Bank China Centre for Inclusive Finance is the first of its kind in the Asia Pacific. Then on April 25, CEIBS and the United Nations Office for South-South Cooperation (UNOSSC) inked a deal that paved the way for the school's MBAs to gain vital international work experience through internships at the UN. And on September 23, CEIBS announced that it would collaborate with the School of Hotel Administration at Cornell University to offer a dual Master of Management in Hospitality (MMH) and Master of Business Administration (MBA) degree. Through the new programme, which will have its first intake of students in fall 2015, students will learn from expert faculty from both schools, get hands-on experience in an international setting, and gain valuable cultural and business perspectives.

