



“创意中国 2015” 携手腾讯微信共举赛事

INNOVATEChina 2015 Teams up with WeChat



2014年11月，“创意中国2015（INNOVATEChina 2015）暨微信全球商业创新比赛”正式启动。“创意中国”是一项由中欧MBA学生发起的年度性国际MBA商业挑战赛，迄今已有八年历史，该项目旨在以商业竞赛的形式邀请全球商学院探讨中国企业在创新过程中所遇到的问题。“创意中国2015”由中欧国际工商学院与腾讯微信共同发起，全球商学院学生都可以通过网络报名的方式参与其中。

“今年我们希望通过与微信合作，使‘创意中国2015’达到史上最大规模，扩大赛事本身的全球影响力。”大赛组委会负责人、中欧MBA学生邓琴说。

作为一个多维界面，微信覆盖全球200多个国家，月活跃用户数达4.38亿。“创意中国2015”要求参赛队伍利用微信的产品特点提出具有创新性的设想。在准备商业计划时，各参赛队伍可以运用一项或多项微信功能，包括通讯、电子商务、游戏、自媒体及智能媒体等。除商业计划外，大赛也鼓励参赛队伍提



INNOVATEChina, the global business competition hosted by CEIBS MBA students, has paired up with WeChat, one of the world's largest communication apps, to host this year's contest. Established in 2008, INNOVATEChina sees students from top global business schools going head-to-head in a business plan competition where finalists have an opportunity to be mentored by world-renowned entrepreneurs and investors as they develop their ground-breaking ideas.

"By partnering with WeChat this year we hope to make INNOVATEChina 2015 bigger than ever, and expand the contest's global reach," says Viola Deng, who is leading the group of MBA students organising this year's competition.

INNOVATEChina 2015 asks teams to come up with an innovative idea that leverages the features of WeChat, a multi-dimensional interface that each month connects more than 438 million active users in over 200 countries. In preparing their business plan, teams can use one or more of WeChat's functions which include communications, e-commerce, gaming, self-media and intelligent media. In addition

to the business plan, teams are also encouraged to submit a video about their project. Submissions will be judged by a panel of renowned scholars and entrepreneurs. Each of the final six teams will have the opportunity to be mentored by one of the judges who will help them fine-tune their business plan. Finalists will travel to Shanghai at the end of March to present their idea and business plan to the panel of judges.

"WeChat is China's biggest media platform," says MBA student and organising committee member Alex Wang. "It lets people generate content themselves. Except for the time spent sleeping, for most Chinese people, especially in the first- and second-tier cities, almost everything we do is through WeChat. It's not just used for communicating with each other but also for learning, sharing, and almost every other aspect of our lifestyle. By collaborating with WeChat, we can learn a lot."

The diverse eight-member student organising committee is now busy promoting the competition to the top business schools in China and around the world, and they're looking forward to seeing what teams come up with. "Schools outside China may not be familiar with the Chinese

mobile landscape, but they will definitely have their own innovative ideas that can bring a lot to this competition," says Alex. "Whether they're from emerging markets or developed economies, they have their own perspective and I'm looking forward to seeing what they do."

The contest is one of the many student-led initiatives at CEIBS that showcases students' talents and is being eagerly anticipated by the entire school community. "We're very proud to collaborate with WeChat, whose influence is undeniable, on hosting INNOVATEChina 2015 at CEIBS Shanghai Campus," says CEIBS Associate Dean and MBA Programme Director Chen Shimin. "Hosting the event is a great opportunity for the current MBA class to showcase their teamwork and leadership skills. Leveraging these two great platforms, CEIBS and WeChat, the upcoming competition will surely be a source of many brilliant ideas that will have a lasting impact on the business world."

The deadline for teams to submit their business plan and video to INNOVATEChina 2015 is January 25, 2015. For more details visit www.wewinwithwechat.com



“创意中国 2015” 大赛组委会
INNOVATEChina 2015's Organising Committee

交与他们项目相关的视频。知名学者和企业家将组成评委会评审所有提交的作品。进入决赛的六强队伍都将获得评委的专业指导，以优化他们的商业计划。3月末，决赛队伍将相聚上海，向评委会现场展示他们的商业理念。

“微信是中国最大的社交媒体平台。”大赛组委会成员、MBA 学生汪一舟说，“它让人们能自主产生内容。大部分中国人，尤其那些住在第一二线城市的人，除了睡觉，几乎和微信须臾不可分离。它不仅是联系彼此的工具，也能用于学习、交流和生活的方方面面。

与微信合作，我们会有不少收获。”

大赛组委会由八位不同文化背景的成员组成，目前他们正专注于向国内外各大商学院推广这项赛事，也期待迎接参赛队伍。“国外的学校也许不是很了解中国的移动领域，但他们肯定能通过自己的创新设想为本次大赛增添许多新的元素。”汪一舟说，“无论来自新兴市场还是发达经济体，他们都会有自己的视角，我期待看到他们的表现。”

本项大赛是由中欧学生主导、展现学生才华的大型活动之一，学院对此翘首以待。“‘创意中国 2015’将在中欧

上海校园举办。与微信合作，让我们引以为豪，微信影响力之大是有目共睹的。”中欧副教务长、MBA 课程主任陈世敏教授说，“主办这一活动对 MBA 学生来说是一个很好的机会，可以展示他们的团队合作及领导技巧。利用中欧和微信这两大平台，即将到来大赛必将荟萃各校精英，对商业世界产生深远影响。”

“创意中国 2015” 商业计划及视频提交截止日期为 2015 年 1 月 25 日。更多详细信息，请访问大赛官方网站 www.wewinwithwechat.com。



领军人物 不会停下前进的脚步

中国CEO领导力课程：领导力巅峰之旅，2015年6月开课（模块制），上海/瑞士

当全世界的目光都聚焦于中国的时候，毫无疑问，未来中国企业家所面对的将是一个竞争空前激烈的市场环境。过往的掌声与欢呼无法保障明日的成功，因为我们看到了太多中国企业家今日风光无限，明日身陷囹圄的案例。这让我们不得不思考具有怎样领导力的中国企业家才能带领企业永驻高峰，在世界舞台上赢得喝彩！

课程目标

领导力是一门艺术，需要不断地研磨，不断地领悟，不断地修炼。本课程集结了全球最为权威的领导力学者，专家从不同的视角来帮助学员重塑、优化、提升领导力。这是一次重新认识自我，反思人生，铸建内力，释放压力，探寻领导原动力，充满感动、激情与泪水的学习之旅。

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学员对象

本课程为公司的首席执行官，总裁，总经理专门开设。参加课程的学员需要具备8年以上的高级管理经验，并且所在公司已经取得了成功并仍在快速发展之中。

课程内容

- 模块一：从“我”到“我们”
- 模块二：培养内在领导力
- 模块三：发挥积极正向领导力
- 模块四：可持续领导力

• 中欧国际工商学院同时开设MBA、EMBA和在职金融MBA课程。

