

2014

年度回顾特辑
Milestones of 2014

2015
2015
2015
2015

2014年度回顾特辑

时值岁末,让我们以温故之心回望中欧国际工商学院在2014年经历的难忘时刻。在“中国深度”的基础上,通过举办海外论坛、教授讲座、与全球知名机构达成合作,中欧的“全球广度”也得到进一步拓展。敬请阅读各个领域的详细报道:

- 全球影响
- 知识源泉
- 支持中欧
- 课程发展
- 校友分会和校友活动

Milestones of 2014

A nostalgic backward glance at some of the memorable moments from the past year as CEIBS strengthened its global impact with overseas events, faculty speaking engagements abroad and deals brokered with globally recognised institutions all while building on its China depth. Read on for more in these sections:

- Global Reach
- Knowledge Source
- Supporting CEIBS
- Programme Updates
- Alumni Chapters & Events.



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 Lujiazui 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 Lujiazui 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,以及更广阔的文化和商业视野。

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.





知识源泉 Knowledge Source

作为一个知识创造与传播的平台，2014年中欧国际工商学院继续在京沪校园以及全国各地举办大型论坛。以下是今年的部分重要会议：

As a source of knowledge creation and dissemination, CEIBS continued to host major forums throughout the year at both the Shanghai and Beijing Campuses as well as in cities across China. A few highlights:

2014全球供应链高峰论坛

Cover Story

供应链生态系统中的协同与创新 Collaborative Innovations in Supply Chain Ecosystems



创新: 中国环境中的创新是这一年诸多会议的主题, 这些会议从不同行业层面探讨了创新问题, 中欧中国创新研究中心在不少会议中发挥了至关重要的作用。5月13日, 中欧中国创新研究中心在上海校区举办首届研究成果交流会, 主要议题包括: 外资企业科技创新、跨国公司如何立足中国并服务全球市场、在华研发中心的发展, 等等。近130名企业高管、知名学者和媒体伙伴参与会议。4月1日, 中欧中国创新研究中心在中欧北京校区图书馆举办零售行业“创新·动力沙龙”。10月29日, “2014精准创新高峰论坛暨《精准创新》中文版发布会”在中欧上海校区举行, 会上发布了由中欧院长朱晓明教授担任总策划、主审译并撰写序言的图书《精准创新(中文版)》。

Innovate! – Innovation in China was the theme of several events that explored innovation in various industries, and the CEIBS Centre on China Innovation (CCI) played a key role in many of these discussions. The CCI hosted a conference May 13 at the school's Shanghai Campus in which it presented results of its three-year study on how both Chinese and foreign companies are approaching innovation in China. CCI also held a Retail Industry Salon at the Beijing Campus on April 1 during which academics and industry experts explored how mobile Internet and social media are leading innovations in the retail sector. The CEIBS Hype Cycle Innovation Forum was held at the Shanghai Campus on October 29, and it included the launch ceremony for the Chinese edition of the book *Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time*, whose translation and publication was overseen by CEIBS Executive President Professor Zhu Xiaoming.



青岛 Qingdao

管理会计论坛: 10月11日,“2014中国管理会计论坛:当代管理会计的趋势与挑战”在中欧北京校区举办,该论坛由中国总会计师协会和中欧国际工商学院共同主办,中欧CFO协会提供支持。

All in the Numbers – An exploration of the current trends and challenges in Management Accounting was the focus of the China Management Accounting Forum 2014 held on October 11 at the CEIBS Beijing Campus. The Forum was co-hosted by CEIBS and the China Association of Chief Financial Officers with support from the CEIBS Alumni CFO Association.

北京 Beijing

对话大数据: 互联网金融和大数据的迅猛发展影响了中国和全球的许多行业,这也是资深商业高管经常讨论的话题。1月21日,2013互联网金融年度论坛在中欧上海校区举行,该论坛以“融动互联,引航未来”为主题,由上海数字化与互联网金融研究中心、互联网金融千人会(IFC1000)联合主办。4月25日,由中欧沙龙书友汇联合主办的“实战大数据”高峰论坛在中欧北京校区举行,来自阿里巴巴、京东和当当的资深高管在会上探讨了大数据对于电子商务行业的影响。

Big Data Dialogue – Rapid developments in Internet finance and Big Data are impacting many industries in China and globally and are a frequent topic of discussion among senior business leaders. Senior executives from Chinese companies at the forefront of Internet finance participated in panel discussions January 21 at the Internet Finance Industry Annual Forum held at the school's Shanghai Campus. The Forum was co-organised by the Shanghai Institute of Digitalisation and Internet Finance and IFC1000 (Internet Finance Corporation). A Summit on Big Data was held at the school's Beijing Campus on April 25, which brought together senior executives from Alibaba Group, jd.com, and dangdang.com for a discussion of the impact that Big Data is having on the e-commerce industry.



供应链峰会: 9月11-12日, 中欧国际工商学院和国际供应链理事会在上海联合举办“2014全球供应链高峰会议”, 会议主题为“供应链生态系统中的协同与创新”。该峰会由中欧运营及供应链管理教授、供应链与服务创新中心主任赵先德和国际供应链理事会大中华区执行总裁詹斯敦 (Shelton Chan) 发起, 有近250位海内外嘉宾和25家媒体前来聆听。峰会期间还为中欧新成立的供应链与服务创新中心举行了揭幕仪式。

Supply Chain Summit – Senior executives from more than 20 industries came together for a two-day exploration of “Collaborative Innovations in Supply Chain Ecosystems” at the 1st Global Supply Chain Summit 2014, which was held in Shanghai September 11 and 12. Organised by CEIBS Professor of Operations and Supply Chain Management Zhao Xiande and Managing Director of the Supply Chain Council (SCC) Greater China Shelton Chan, the Summit also included the launch ceremony for the newly established CEIBS Centre of Innovation in Supply Chain and Service.

专题研讨: 8月15日, 吴敬琏学术基金专题研讨会在青岛举行。研讨会以“公司治理和混合所有制经济”为主要议题, 20余位专家学者与校友代表前来参加。吴敬琏教授在会上结合中共十八届三中全会大背景, 对公司治理和混合所有制经济的历史传承进行了系统而深入的总结, 并对其未来发展给予了高瞻远瞩的建议, 令参会嘉宾受益匪浅。

Managing JVs – Corporate management and joint ventures were the focus of a symposium sponsored by the Wu Jinglian Academic Fund that was held in **Qingdao** August 15. Among the featured lecturers was Baosteel Chair Professor of Economics at CEIBS Wu Jinglian, who founded the Fund in order to promote the development of Chinese management education.

行业论坛: 今年, 中欧举办了一系列享有盛誉的行业论坛。海内外商界领袖、专家学者和政府官员在这些平台上探讨了商业模式和实践所面临的创新和挑战, 许多论坛的主题都围绕着中央政府的经济改革计划, 城镇化对各行各业的影响而展开。2014第三届中国家族传承论坛探讨了家族企业基业长青的奥秘。2014第六届顶级品牌高峰论坛探讨了顶级奢侈品牌如何改变其商业模式, 以适应中央政府的政策和消费者快速变化的行为。

Industry Deep Dive – CEIBS’ renowned series of industry forums continued to provide a platform for business leaders, academics, government officials and policy makers from both China and abroad to discuss how new innovations and challenges are impacting business models and practices. Many of this year’s discussions centred on how implementation of the central government’s economic reform plans and urbanisation policies will impact various sectors, including banking, healthcare, automotive and agriculture. Discussions at the 3rd Annual Family Heritage Forum 2014 focussed on strategies for grooming family business successors. The 6th Prestige Brands Forum 2014 looked at how leading luxury brands are changing their business models in response to new government regulations and rapid changes in Chinese consumer behaviour.

案例开发: 经上海市政府慎重选择, 中欧国际工商学院承担起率先发展“上海MBA课程案例库开发共享平台”的重任。今年9月6日, 该案例库平台完成了初始库专家会评, 166篇质量较优的案例组成了“上海MBA课程案例库”初始库; 10月20日, 第二批入库案例专家会评进展顺利, 41篇质量较优的案例成为第二批入库案例。11月4日, 上海市人大常委会主任殷一璀、上海市副市长翁铁慧莅临中欧调研, 期间为“上海MBA课程案例平台”初始库开通揭牌, 并听取了案例平台成立一年来的建设进展。

Research Focus – The Shanghai MBA Case Development and Sharing Platform, commissioned by the Shanghai Government and housed at CEIBS, this year completed a rigorous review of its first batch of cases, which resulted in 166 high-quality business cases being entered into its database. The review of a second batch of cases is now underway. The platform aims to make available high quality cases about Chinese companies that can be used by top business schools both in China and abroad. The Steering Committee guiding development of the platform, which includes CEIBS Executive President Professor Zhu Xiaoming, Vice President and Co-Dean Zhang Weijiong, and Director of the CEIBS Case Development Centre Professor of Management Liang Neng, have been working throughout the year to ensure the Platform meets its development targets and timetable.

封面故事

徐航校友及鹏瑞投资集团捐资设立教席 赠 仪 式

The Donation Ceremony for the Chair Professorship at CEIBS
by Mr. Xu Hang and Peng Rui Investment Group



中欧国际工商学院 CHINA EUROPEAN BUSINESS SCHOOL

支持中欧 Supporting CEIBS

2014年,校友和企业合作伙伴为中欧提供了极大的支持,中欧与之前合作伙伴间的纽带进一步紧密,并缔结了新的伙伴关系。除了建立中欧-世界银行中国普惠金融中心、举办中欧国际顾问委员会会议之外(详见“全球影响”),这一年发生的重大事件还有:

Alumni and corporate partners have provided tremendous support to CEIBS throughout the year as relationships were strengthened and new ones forged. In addition to the launch of the CEIBS-World Bank China Centre for Inclusive Finance and the Corporate Advisory Board meeting (see the Global Reach section) here a few additional highlights:

研究基金 Logistics Focus

4月11日,东北亚煤炭交易中心捐赠150万元设立研究基金,以支持筹备当中的中欧供应链及服务创新研究中心。

April 11: Ecoal China invests RMB1.5 million in the CEIBS Research Fund, to be allocated for development of the CEIBS Centre of Innovation in Supply Chain and Service.



战略合作 Siemens Support

7月9日,中欧与西门子医疗举行战略合作伙伴关系签约仪式。西门子医疗全球首席执行官、西门子管理委员会成员荣怀德(Hermann Requardt)博士出席仪式,并向中欧MBA学生讲述了医疗创新之道。

July 9: After a signing ceremony to mark a Strategic Partnership between Siemens Healthcare and CEIBS, Member of the Managing Board of Siemens AG and CEO of the Healthcare Sector Prof Hermann Requardt speaks to MBA students about Healthcare Innovation.

医疗基金 Eye Care Fund

11月1日,大学光学科技股份有限公司董事长欧淑芳女士(EMBA 2012)代表财团法人大学医疗保健教育基金会向中欧捐赠100万元人民币,发起设立了大学眼科医疗发展专项基金。今后该专项基金将主要用于资助研究中心及促进学术交流。

November 1: President of Universal Vision Biotechnology Co Ltd, EMBA 2012 SH2 alumna Ou Shufang donates RMB1 million to set up the Universal Special Fund for Eye Care Development. The fund will be mainly used to support research centres and programmes that promote communications in academia.

教席捐赠 Chair Professorship

11月7日,徐航先生(EMBA 2002, CEO 2008)及其担任董事长的鹏瑞投资集团宣布捐赠1000万元人民币在中欧国际工商学院设立教席,捐赠仪式在中欧上海校区西班牙中心举办。

November 7: CEIBS EMBA 2002 & CEO 2008 alumnus Xu Hang, Founder and Chairman of Mindray Medical International and Chairman of Shenzhen Pengrui Investment Group invests RMB10 million in the establishment of a new research programme and chair professorship at CEIBS.

诊疗咨询 Medical Services

11月8日,作为中欧20周年校庆活动的一部分,西班牙Advance Medical公司创始人卡洛斯·雷诺(Carlos Nueno)和马尔科·苏维拉茨(Marc Subirats)向中欧员工捐赠专家诊疗咨询服务。15年前,两位创始人曾作为MBA交换生入读中欧,回国后共同创办了该公司。

November 8: As part of CEIBS' 20th Anniversary celebrations, Carlos Nueno and Marc Subirats who were exchange students from IESE 15 years ago donated Advance Medical's services to school employees.



课程发展 Programme Updates

9月, 中欧国际工商学院成立**在线学术委员会**, 并召开首次学术委员会会议, 这是中欧在在线教育领域战略发展的又一重要标志。2014年, 中欧各课程部门也展开了丰富多彩的活动。

On September CEIBS took yet another significant step forward in the increasingly important area of online education by officially launching the school's **Online Learning Academic Council** and convening its first meeting. There was also a lot happening with the school's programmes throughout the year.

MBA

第二届MBA夏令营:今年,中欧MBA夏令营规模空前,达59人之多。营员来自美国、德国、肯尼亚、尼泊尔、牙买加、危地马拉等22个国家。夏令营为期五天,内容精彩而紧凑,不仅包含课程学习,还为营员提供了考察上海和中欧校园的机会。本届夏令营营员之间交流密切,其中不少人有申请中欧MBA课程的打算。

2nd Boot Camp – The class size for Summer Boot Camp more than doubled this year, to 59, with participants representing 22 countries including Kenya, Nepal, Jamaica, and Guatemala as well as the US and Germany. The Summer Boot Camp offers a unique opportunity for candidates to try out Shanghai and CEIBS for five intensive, learning-packed days. It created a close knit community of participants, with many planning to apply to the CEIBS full time MBA programme this year.

职业数据:2013–2014 招聘季中,共有340家公司通过中欧职业发展中心向189名毕业生发布了1087个职位。尽管就业形势严峻,但截至毕业后三个月,95.6%的MBA毕业生收到了至少一份工作邀约,平均薪资涨幅为95.5%,职业转换率为74.4%。目前,16.8%的毕业生选择到海外发展,77.1%的海外学生选择在亚太地区发展。

Career Stats – A look at full-time employment and summer internships for the 189 MBA 2014 students showed that during the recruitment season, 340 companies made available 1,087 positions to CEIBS MBA students through the school's Career Development Centre (CDC). Despite a tough market, an impressive 95.6% of CEIBS MBA 2014

graduates received job offers within three months of leaving the school and 74.4% of students successfully undertook a career switch. Currently 16.8% of graduates are working outside of the Chinese mainland, while 77.1% of the overseas students remained in the Asia-Pacific region.

职业发展之旅:11月,中欧职业发展中心组织了三组学员分赴北京、香港和新加坡参加MBA职业发展之旅。每支代表队都由中国内地学生和外国学生组成,他们与当地领军企业、跨国公司和金融机构的高管和人力资源总监会晤并建立联系,共商毕业之后的职业机会。职业发展之旅为学生们调查亚洲不同地区的人才市场提供了一个良好平台。

Career Treks – The CEIBS Career Development Centre in November led three groups of students to Beijing, Hong Kong, and Singapore for the annual MBA Career Treks. In each city, a select group of both Chinese mainland and international students had the opportunity to meet and network with key executives and HR directors from leading local and multinational companies, and financial institutions to discuss career possibilities after graduation. Career Treks are an excellent platform to survey the job market in different regions of Asia and leverage available career opportunities.

海外选修: 12月, 中欧MBA课程提供了三个宝贵的海外选修机会: 关注创业的学生可参访美国达顿商学院; 学生也可赴东京考察日本的新兴商业模式; 对奢侈品行业感兴趣的学生还可以去巴黎游学。

Overseas Electives – The MBA Programme offered three unique overseas electives in December. The visit to Darden School in the US focused on entrepreneurship. In Tokyo, students discussed New Emerging Business Models in the Japanese context, while those who are keen to explore the business of luxury travelled to Paris.

一年学制: 自2015年起, 中欧MBA课程将推出一年学制, 为学生提供更灵活的选择。学生通过更紧凑的课程安排, 可在12个月内完成全部学分, 降低机会成本, 一年之后回归工作岗位。

One-Year Option – Starting this year, the CEIBS MBA will launch a new “One-Year Programme” option, offering a shorter and more intensive form of study for selected students. Core courses will be taken together with participants in CEIBS’ standard 18-month programme. Extra electives will be front-loaded during the latter part of the first year so participants can complete the required amount of credits for graduation within 12 months.

合作学位: 目前, 中欧国际工商学院颁发三种与美国一流商学院合作的专业联合学位: 1) 中欧与康奈尔大学酒店管理学院合作推出的工商管理/酒店管理 (MBA/MMH) 双学位; 2) 中欧与塔夫茨大学弗莱彻法律与外交学院推出工商管理/法律外交学硕士 (MBA/MALD) 合作项目; 3) 中欧与约翰霍普金斯大学布隆伯格公共卫生学院推出工商管理/公共卫生 (MBA/MPH) 合作项目。

Coordinated Degrees – CEIBS now offers three specialised Coordinated Degrees together with top US schools. In 2014 CEIBS and Cornell partnered to launch a prestigious Coordinated MBA with a Master of Hospitality Management, for those interested in receiving two world class degrees that will help them take part in China’s nascent hospitality industry. This joins the recently launched Coordinated MBA with the Master of Arts in Law and Diplomacy (MALD) at the Fletcher School of Law and Diplomacy, and the Master of Public Health with Johns Hopkins Bloomberg School of Public Health.





金融MBA FMBA

首届毕业生: 9月7日, 中欧国际工商学院第一届金融MBA(FMBA)学生在上海校区石化演讲厅举办盛大的毕业典礼, 为长达21个月的学习之旅画上了圆满句号。

History in the Making – September 7, 2014 will forever be remembered as the day the first CEIBS FMBA class graduated. Their 21-month study journey ended in a graduation ceremony in the Shanghai Petrochemical Auditorium at the CEIBS Shanghai Campus.

新生入学: 9月11日, 中欧迎来了2014级FMBA新生。开学典礼上, 副院长兼中方教务长张维炯教授与上海景林资产管理有限公司董事总经理田峰分别为新生颁发“新生奖学金”及“中欧-景林奖学金”。

Starting Point – CEIBS welcomed its second Finance MBA Class on September 11. During the opening ceremony for the Class of 2014, Vice President and Co-Dean Prof Zhang Weijiong and Tian Feng, Managing Director of the alumni company Greenwoods Asset Management, presented a “Freshman Scholarship” and the “CEIBS-Greenwoods Scholarship” to selected programme participants.

招生开启: 10月18日, 中欧2015级FMBA招生正式开启。近150名对课程感兴趣的金融行业人士齐聚上海校园, 聆听FMBA课程主任赵欣舸教授对2015级FMBA招生新政及课程动态的详细解读。资深投资银行家、中欧金融学兼职教授杨磊也在现场发表了题为“企业兼并与收购的战略应用”的演讲。2015级FMBA学生将于9月入学, 本次计划招收两个班, 并将向部分优秀的申请者提供新生奖学金。通过近两年的学习, 学生们将系统全面地掌握金融专业知识, 并收获管理之道。

The Next Step – When the recruitment of CEIBS FMBA 2015 students began on October 18, about 150 elite members of the financial industry gathered at CEIBS Shanghai Campus to hear Programme Director Prof Zhao Xin’ge explain the new recruitment policies and latest updates. Senior Investment Banker and CEIBS Adjunct Professor of Finance Yang Lei spoke about “The Application of M&A Strategies”. FMBA 2015 students begin classes in September, and during their two years of study, they will acquire financial expertise, and learn best practice management methods. The FMBA will enrol two classes of students with about 55 students in each class. Scholarships are available for qualified applicants.



EMBA

毕业典礼: 11月1日, 2012级EMBA毕业典礼隆重举行。上海、深圳的学员来到中欧上海校区参加了毕业典礼, 北京学员则在北京校区举办典礼。学院领导、教职员工、毕业生及其家人参加了典礼。

New Graduates – The EMBA 2012 Graduation Ceremony was held on November 1. Participants from the Shanghai and Shenzhen programmes came together at CEIBS Shanghai, while the Beijing Campus played host to participants from that city. School leaders, along with faculty, staff and graduates' family members also attended.

台湾修学: 6月, 逾450位中欧EMBA学员参加了台湾文化修学课程。学员们赴台湾地区聆听了台北市市长郝龙斌、台湾“立法院”副院长洪秀柱、台湾公益平台文化基金会董事长严长寿的精彩演讲, 参观了佛教胜地法鼓山。

Taiwan Tour – In early June, more than 450 EMBA students enjoyed a study trip to Taiwan during which they benefited from the views of prominent figures such as Taipei Mayor Hao Longbin, Vice President of Taipei Legislature Hong Xiuzhu, and President of the Alliance Cultural Foundation Yan Changshou. The students also visited the Buddhist Resort Fa Gu Mountain.

青年领袖: 3月11日, 世界经济论坛公布了2014年“全球青年领袖”获奖名单, 共有214位“青年领袖”因杰出的职业成就和社会贡献获此殊荣。京东创始人、CEO刘强东(EMBA 2009), 中欧EMBA学员、“免费午餐”发起人邓飞(EMBA 2013)从全球2000多位候选人中脱颖而出, 当选为2014年“全球青年领袖”。

Global Leaders – EMBA alumni Liu Qiangdong, CEO of e-commerce giant jd.com, and Deng Fei, a pioneer of philanthropy in China, were among the 214 people named “Young Global Leaders” for 2014 by the World Economic Forum (WEF) on March 11. Chosen from a global field of more than 2,000 candidates, they were honoured for their outstanding careers and contributions to society.

新的开始: 9月22日, 中欧上海、北京、深圳三地300多位EMBA学员共同开启了新的学习旅程, 本届学员共分为六个班。新生代表熊友辉在发言中阐述了中欧的“中国深度, 全球广度”是如何引起他的共鸣。

New Beginning – More than 300 participants in six classes in Beijing, Shenzhen and Shanghai began their CEIBS EMBA journey on September 22. Shenzhen participant Xiong Youhui spoke, on behalf of the new class, about how the CEIBS mission of “China Depth, Global Breadth” resonates with him.

EMBA全球班 GEMBA

话别: 1月11日,来自16个国家的50多位2012级EMBA全球班(GEMBA)学员在中欧为期20个月的学习之旅画上了圆满句号,毕业典礼在中欧上海三期校园中举行,学员们在典礼上回顾求学经历,展望灿烂将来。

Farewell – More than 50 Global EMBA 2012 students, from 16 different countries, came together on January 11 for the final chapter in their 20-month study journey at CEIBS. They gathered at CEIBS Shanghai Campus Phase 3 for a graduation ceremony that offered both a chance for reflection and a look ahead to the future.

迎新: 9月12日,中欧国际工商学院为2014级GEMBA学员举办了开学典礼和欢迎宴会。本届全球班共汇聚了58位商业精英,分别来自中国等亚洲12个国家,学员平均工作年限为16年。

Welcome! – CEIBS welcomed the Global EMBA Class of 2014 on September 12, kicking things off with an Opening Ceremony and Banquet. The class comprises 58 business leaders from 12 different countries, based throughout China and Asia. The Class of 2014 has an average of 16 years' work experience, what makes for a formidable 900 years of combined work experience.

排名: 虽然商学院之间的竞争日趋白热化,但今年英国《金融时报》发布的排名显示,2014年中欧国际工商学院GEMBA课程仍在全球EMBA课程百强榜单中名列第十,并在全球独立运营的课程中跻身前五强。

Ranking – CEIBS Global Executive MBA Programme is #10 in the *Financial Times* ranking of the world's Top 100 EMBA programmes for 2014, despite an increasingly competitive field. CEIBS GEMBA is ranked among the Top 5 independently-run programmes worldwide, according to the *FT*.





当中国遇到非洲 When China Meets Africa

非洲项目 Africa Programmes

2014年,中欧国际工商学院非洲项目取得长足进展:新的课程启动,项目与赞助商、校友之间的关系进一步紧密,中、非企业高管之间架起了沟通桥梁。3月,中欧非洲项目举办了女性商业论坛;5月,非洲女性创业与领导力课程(WELA)在内罗毕开课。这一年的其他重大事件还有:

It was an eventful year for CEIBS' operations in Africa with new programme launches, strengthening of ties with sponsors and alumni, all while bridging the gap between business executives in China and Africa. In May the Women Entrepreneurship and Leadership for Africa (WELA) programme was launched in Nairobi and, a few months before in March, CEIBS Africa hosted the Women's Business Forum. A few highlights from other events:-

研讨会: 4月16日,逾50位来自能源行业的嘉宾来到中欧非洲项目阿克拉办学点的礼堂,参加了有关公用事业定价的研讨会。皇家特许管理会计师公会(CIMA)是本次研讨会的另一主办方。CIMA主席马尔科姆·菲伯(Malcolm Furber)在南非能源行业有着丰富的经验,他在这次会议上发表了主旨演讲。

Let's Look at the Numbers

On April 16, more than 50 guests from the energy sector gathered in the auditorium of the school's Accra location for a seminar on the pricing of public utilities. The event was hosted in collaboration with the Chartered Institute of Management Accountants (CIMA). The keynote speaker was CIMA President Malcolm Furber who has vast experience within the South African energy industry.

企业家交流会: 6月9日,一些来自中国大型企业的代表参加了由中欧非洲项目举办的交流会,分享了他们对于建立成功商业联盟的经验。中国企业(加纳)商会会长丰年、国家开发银行驻阿克拉代表处副首代胡建平(音)博士协助中欧非洲项目主办了此次活动。

Chinese Execs Share Insights with Peers from Ghana

Representatives from seven large Chinese companies shared their insights on building successful business alliances at a June 9 event in Accra. The event was organised by the CEIBS Africa Programme in cooperation with Feng Nian, President of the China Enterprises Chamber of Commerce in Ghana and Dr Hu Jianping, Deputy Chief Representative of the China Development Bank in Accra.

加纳校友分会成立: 随着中欧非洲项目的稳健发展,7月6日,中欧校友加纳分会正式成立,尼日利亚分会也在筹备当中。校友数量的迅速增加是早先的中欧校友非洲分会被各地区分会所取代的原因之一。目前加纳分会和尼日利亚分会的新一届理事会已经诞生。

Ghana Alumni Chapter Launched

The robust development of CEIBS Africa Programme was evident on July 6 as alumni gathered to induct new members of the CEIBS Alumni Association's Ghana Chapter and to prepare to formally launch a Chapter in Nigeria at a later date. The growing number of alumni is one of the factors that led to the original CEIBS Alumni Association Africa being replaced by country-specific Chapters.



非洲女性创业与领导力课程 WELA

当中国遇见非洲: 7月20日,第四届中欧“当中国遇见非洲”年会在中欧陆家嘴国际金融研究院举行,来自中国和非洲的校友们围绕“为什么合作战略对于中非商务发展至关重要”这一主题展开了小组讨论。36位在上海完成最后课程模块的非洲2013级EMBA学员和50多位来自中国和欧洲的商业高管及学者出席了会议。

When China Meets Africa

A panel discussion between CEIBS alumni from both Africa and China on “Why Collaborative Strategies are Essential for China Africa Business Development” was among the items on the agenda during the 4th Annual CEIBS When China Meets Africa Conference held July 20 at the CEIBS Lujiazui Institute of International Finance. The conference also featured a line-up of keynote speakers from Europe, Africa and China, which gave participants a global perspective on African development and China/Africa trade. Conference participants included 36 students from the CEIBS Africa EMBA 13 class who were in Shanghai to complete their final programme module. They were joined by more than 50 senior business executives and academics from both China and Europe.

高管演讲: 7月24日,中欧非洲项目举办了首场高管讲座,喜力公司非洲与中东地区总裁诗博(Siep Hiemstra)与大家探讨了投资当地人才发展和供应链采购在该公司的非洲发展战略中所发挥的重要作用。喜力公司是中欧非洲项目的重要赞助商,Osei Tutu II高管教育与研究中心(OTCEER)及传统机构服务管理与领导力课程(SMTLA)均获得了该公司的大力支持。

Heineken Exec Talks Growth Strategy at CEIBS Africa Event

On July 24, during the very first Executive Talk organised by the CEIBS Africa Programme, Heineken's Africa and Middle East President Siep Hiemstra explored how investing in the development of local talent and supply chain sourcing would play a key role in the company's growth strategy for Africa. The global brewing company has been an invaluable corporate sponsor of the CEIBS Africa Programme, in particular the Osei Tutu II Centre for Executive Education & Research (OTCEER) and its Service Management and Leadership for Traditional Authorities (SMTLA) programme.



上海 Shanghai

中欧高层经理培训课程 Executive Education

中欧国际工商学院是亚洲唯一一所连续五年进入由英国《金融时报》评选的“全球高层经理培训项目30强”榜单的商学院。2014年，中欧继续为中国和亚太地区提供一流的高层经理培训课程，帮助各个组织发展和培养符合当今和未来需要的领导者。

CEIBS is the only Asian business school among the *Financial Times'* ranking of global Top 30 executive education providers. In 2014, CEIBS continued to offer first-class executive education to China and the Asia Pacific region, with a goal of helping organisations cultivate current and future leaders.

CMO同学汇: 1月11日，中欧首席营销官(CMO)课程校友返校日活动在上海校区举办。活动以“掌控自我，引领未来”为主题，吸引了近百名CMO校友参加。中欧市场营销学教授、CMO课程学术主任王高在活动上宣布“中欧CMO同学汇”正式成立。

CMO Alumni Society Launched

On January 11, CEIBS CMO alumni back-to-school day was held at the Shanghai Campus. With a theme of “Master Yourself, Lead the Future”, the event attracted nearly 100 CMO alumni. CEIBS Marketing Professor & CMO Programme Academic Director Prof Wang Gao announced the launch of CEIBS CMO Alumni Society during the event.

艺术课程: 4月26日，中欧与佳士得美术学院首次合作的“全球艺术市场：艺术品收藏与投资课程”毕业典礼在伦敦佳士得公司总部举行。该课程历时一年，横跨四个国际大都市，呈现了中国和西方艺术的精华，深受学员好评。

Artistic Collaboration

On April 26, the commencement ceremony for the first-time cooperation between CEIBS and Christie's Education on the “Global Art Market: Artistic Collection and Investment Programme” was held at CE's headquarters in London. The



one-year programme which spans four international metropolises represents the essence of Chinese and Western art. It was very well received by participants.

巅峰之旅: 7月9日,由中欧高层经理培训部推出的顶级课程“中国CEO领导力课程:领导力巅峰之旅”在上海校区开课。该课程学员为企业最高管理层,今年近40名学员中大部分是中欧EMBA、CEO、总经理课程校友。中欧副教授、管理学教授忻榕担任本届课程主任,中欧管理实践教授杰克·伍德(Jack Wood)担任第一模块主讲教授。

New CEO Leadership Summit

On July 9, CEIBS Executive Education's flagship offering “China CEO Leadership Programme: Leadership Summit Trip” got underway at the school's **Shanghai** Campus. The programme is designed for top corporate management, and the almost 40 participants were mostly CEIBS EMBA, CEO, and GM programme alumni. Co-Dean and Professor of Management Katherine Xin was Programme Director, while Professor of Management Practice Jack Wood lectured during the first module.

CFO协会成立: 10月23日,中欧国际工商学院首席财务官(CFO)协会在中欧北京校区成立。中欧副院长兼教务长张维炯教授和中国总会计师协会会长刘红薇被推选为名誉会长。宝钢股份有限公司CFO陈纓担任会长,海尔集团CFO谭丽霞、大连

信和皮装有限公司总经理何纯担任副会长,英国皇家特许管理会计师公会(CIMA)北亚区总裁李颖担任秘书长兼常务副会长,多位来自企业界的校友担任理事。苏锡嘉、许定波、黄钰昌、丁远、张逸民、芮萌、赵欣舸、张华等中欧资深教授组成了强大的协会顾问团队。10月11日,中欧CFO协会支持协办了成立后的首场大型活动“2014中国管理会计论坛:当代管理会计的趋势与挑战”。

CFO Association Founded

On October 23, CEIBS CFO Association was established during a ceremony at the Beijing Campus. Vice President and Dean Prof Zhang Weijiong and President of China Association of Chief Finance Officer Liu Hongwei were elected Honorary President. Baosteel Co Ltd CFO Chen Ying was named President, CFOs of Haier Group and Dalian Xinhe Leather Apparel Tan Lixia and He Chun Vice Presidents, President of CIMA North Asia Li Ying was made Secretary General and Standing Vice President, and a number of alumni from the corporate world were made board members. CEIBS professors Su Xijia, Xu Dingbo, Hwang Yuchang, Ding Yuan, Zhang Yimin, Oliver Rui, Zhao Xinge and Zhang Hua make up the Association's powerful board of consultants. On October 11, CEIBS CFO Association undertook its first major event, the “2014 China Management Accountants Forum: Trends and Challenges for the Modern Management Accountant”.





校友分会与校友活动 Alumni Chapters & Events

2014年, 中欧国际工商学院继续发展阵容强大、组织活跃、遍布全球的校友网络。截至2014年11月底, 中欧校友人数逾15000名, 并且今年首次迎来了61名中欧FMBA(金融MBA)校友。目前中欧校友已在全球范围内建立了60个国家和地区分会(其中国内分会46个, 海外分会14个), 并拥有60个校友行业协会和俱乐部。

In 2014, CEIBS gathered momentum in developing a strong, active alumni network around the globe. By the end of November 2014, CEIBS had more than 15,000 alumni, including the first group of 61 Finance MBA grads. To date, CEIBS alumni have established 60 national and regional chapters (including 46 in China, and 14 overseas) across the globe, with 60 alumni associations and clubs.

中欧大讲坛: 2014年, 好屋中国“中欧大讲坛暨教授巡回演讲”在昆明、大连、武汉、西安、南昌、杭州等城市举行。该论坛邀请中欧知名教授发表精彩演讲, 帮助当地中欧校友开阔思路、融汇新知, 是一个优秀的学术交流平台。

Academic Exchange

Throughout the year, HAOWUCHINA “CEIBS Master Forum & Professors Speech Tour” featured excellent presentations by renowned CEIBS faculty. The events, a great platform for academic exchange, and disseminating fresh knowledge to local alumni, were hosted in Kunming, Dalian, Wuhan, Xi'an, Nanchang and Hangzhou.

“好屋中国”2014中欧大讲坛暨教授巡回演讲 中国国际贸易与人民币国际化

Cover Story

张迪民 中欧国际工商学院金融学教授、金融学和会计学系主任
江西 2014.10.15



南昌 Nanchang

杰出校友: 2014年, 中欧校友会主办了“中欧20年20人”杰出校友评选活动。经过历时半年的提名、评选和复选, 最终获奖名单于11月8日在中欧校庆庆典晚会暨颁奖典礼上隆重颁布。本次杰出校友的获奖者为: 黄怒波(EMBA 1996)、蔡明泼(EMBA 2004, CEO 2009)、徐和谊(EMBA 1996)、王旭宁(EMBA 2001, CEO 2010)、刘强东(EMBA 2009)、徐航(EMBA 2002)、陈希(EMBA 2003)、马爽(MBA 2001)、刘芹(MBA 1998)、马克·赛基亚(Mark Secchia, MBA 1999)、何福龙(EMBA 2007)、曾李青(EMBA 2005)、黄清平(CEO 2003)、潘刚(EMBA 2002)、陈志列(EMBA 2004)、谢震(MBA 2000)、徐少春(EMBA 2002)、潘雪平(EMBA 2008)、陆风(EMBA 2002)、沈建芳(EMBA 1997)。他们是一群充满社会责任感的杰出企业家, 在各自领域均取得了令人瞩目的成就。

Distinguished Alumni

After six months of nominations, selections and voting, the final results from “20 Years – 20 People” CEIBS Distinguished Alumni Award Selection was announced during the school’s 20th Anniversary Gala Evening & Award Ceremony on November 8th. Winners include Huang Nubo (EMBA 1996), Cai Mingpo (EMBA 2004, CEO 2009), Xu Heyi (EMBA 1996), Wang Xuning (EMBA 2001, CEO 2010), Liu Qiangdong (EMBA 2009), Xu Hang (EMBA 2002), Chen Xi (EMBA 2003), Ma Shuang (MBA 2001), Liu Qin (MBA 1998), Mark Secchia (MBA 1999), He Fulong (EMBA 2007), Zeng Liqing (EMBA 2005), Huang Qingping

(CEO 2003), Pan Gang (EMBA 2002), Chen Zhilie (EMBA 2004), Xie Zhen (MBA 2000), Xu Shaochun (EMBA 2002), Pan Xueping (EMBA 2008), Lu Feng (EMBA 2002) and Shen Jianfang (EMBA 1997). They are all outstanding entrepreneurs who take social responsibility seriously, and have had remarkable achievements in their respective fields.

首届班委代表大会: 6月28日, 2014中欧校友首届班委代表大会在上海校区举行。来自中欧MBA、EMBA、高层经理培训课程的京沪深三地近200个班级的300多位班委代表齐聚一堂, 共叙同窗情谊, 共饗学术盛宴。这也是中欧历史上出席率最高的班委会议, 促进了跨课程、跨年级、跨班级的班委之间的交流与互动。

Alumni Reps Gather

More than 300 representatives from nearly 200 classes including MBA, EMBA and Executive Education programmes gathered at the Shanghai Campus for their annual meeting on June 28. During the Class Committee Meeting session, participants heard from seven class representatives who shared details of their class activities along with moving recollections of their time studying at CEIBS. This was the largest gathering ever for a Class Committee Meeting. These gatherings promote communication and interaction among representatives from different courses, grades and classes.

深圳 Shenzhen



校友组织

2014年,中欧校友分会和行业俱乐部进一步发展壮大。6月5日,中欧安徽校友分会成功举办第三届理事会成立仪式暨换届大会;6月8日,济南校友分会第三届理事会换届大会在当地举行;10月26日,深圳校友分会第五届理事会成立庆典暨特斯拉模式与颠覆式创新演讲在深圳举行,近300名校友前来参加活动,在这次会议上,第四届理事会会长徐航(EMBA 2002)荣任中欧校友会深圳分会名誉会长,曾李青(EMBA 2005)履新理事会会长,黄反之(MBA 2003)继任理事会秘书长。

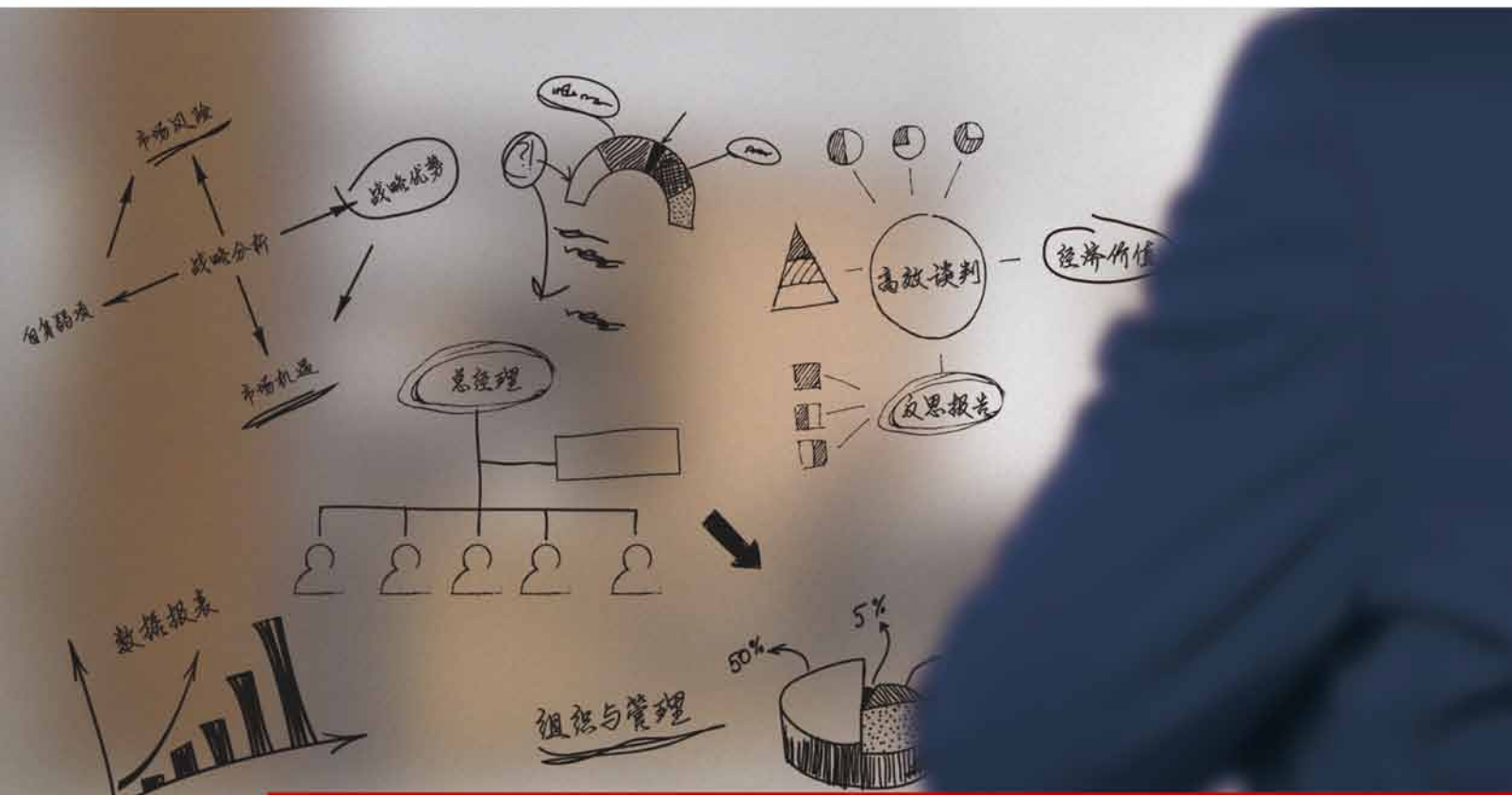
行业俱乐部方面的重大事件有:6月15日,中欧房地产及建设行业同学会(北京)在京召开全体理事会议,理事们一致选举苏鑫(EMBA 2003)担任第二届理事会会长,周青(EMBA 2005)担任秘书长,钟瑾(EMBA 2011)担任副秘书长;11月14日,中欧校友旅游行业协会正式成立,谢震(MBA 2000)担任首任会长。

Alumni Association

CEIBS alumni chapters and clubs saw further development and growth in 2014. On June 5th, CEIBS Anhui Alumni Chapter hosted an inauguration ceremony for its third Council. Three days later, the Jinan Chapter also elected its third Council. Then on October 26th, during a ceremony to welcome the **Shenzhen** Chapter's fifth Council, nearly 300 alumni turned out for a session on the Tesla Model and Disruptive Innovation. During the meeting, Xu Hang (EMBA 2002) President of the fourth Council, was named Honorary President; Zeng Liqing (EMBA 2005) became President of the new Council, with Huang Fanzhi (MBA 2003) named Secretary General.

Among the major events hosted by alumni clubs throughout the year: on June 15, CEIBS Real Estate and Construction Industry Alumni (Beijing) hosted a plenary Council meeting where they elected representatives of the second Council. Su Xin (EMBA 2003) was named President, Zhou Qing (EMBA 2005) was made Secretary General, and Zhong Jin (EMBA 2011) Deputy Secretary General. Then on November 14, the CEIBS Tourism Industry Alumni Association was established with Xie Zhen (MBA 2000) as its President.





“总”览商界变化，经营了然于心

总经理课程 2015年4月，模块制，上海、北京、深圳

总经理课程不仅有最核心的管理模块和最顶尖的教授，更有创新的学习模式和精心设计的学习流程，使学员能成功地将书本上、课堂上的概念与自身实践经验相结合，反躬而思，超越旧的思维框架，最终实现学以致用。

招生对象

实际、实践、实战是本课程的特点，我们招生对象为高速成长的成功企业的总裁、总经理和集团公司事业部的总经理，以及极具潜质的高层管理人员，他们应拥有八年以上的管理实践经验。

六大核心模块

- 宏观经济和管理学导论
- 领导力与变革管理
- 高效谈判
- 管理会计
- 决策者的市场管理
- 战略管理

四大创新学习模式

- 温故知新：教授将引导学员进行反思和互相学习，充分暴露个人的偏见和盲点。
- 学而时习：要求学员运用学习日志，回顾当天学到的、思考过的、有重要心得的要点。
- 以人为镜：学员自由组成两人小组，到彼此工作岗位上去作为为期两天的访问，把访问经历写成报告，主人也写一份报告作为回应。
- 知行合一：完成一篇反思论文，把各模块的内容与公司的实际相联系。

• 中欧国际工商学院同时开设MBA、EMBA和在职金融MBA课程。

联系我们

徐女士 电话：021-2890 5191 / 1380 1733 183 电邮：xsindy@ceibs.edu

<http://www.ceibs.edu/amp>



是什么 让一个国家善待富人？ What makes a country rich-friendly?

文/李少民 朴胜虎
By Shaomin Li and
Sam Seung Ho Park

自2008年全球经济开始衰退以来，仇富心理日益加剧，而财富分配不公也引起了越来越多的关注。在美国，对财富的强烈抵制发展成了“占领华尔街”民众运动。在法国，总统候选人弗朗索瓦·奥朗德（François Hollande）凭借对富人提高税收的主张赢得了大选。正如评论员吉迪恩·拉赫曼（Gideon Rachman）在他为《金融时报》撰写的文章中所说的，“仇富心理正向全球蔓延。”仇富的社会情绪

持续增长，对政府、跨国企业和全球投资人来说都是一个挑战。

对政府的挑战在于：一方面为了减轻民众对富人的不满情绪，政府需要对富人实施更高的累进税率；而另一方面，为了鼓励投资、留住企业，政府又必须保持在全球范围内有竞争力的较低税收，惠普公司前任CEO卡莉·费奥莉娜（Carly Fiorina）一语道破了其中玄机，“钱和人可以在世界上任何地方流动。”

对跨国企业和全球投资人而言，

Ever since the beginning of the global recession around 2008, there has been a rising sentiment against wealth and increasing attention towards the inequality in wealth distribution. In the U.S., the backlash against wealth evolved into a popular movement called “Occupy Wall Street.” In France, the presidential candidate François Hollande ran and won on a ticket of raising taxes for the rich. As commentator Gideon Rachman put it in his article in the *Financial Times*, “the backlash against the rich has gone global.” The rising trend in social sentiment against wealth presents a challenge to governments as well as MNCs and global investors.

For governments, the challenge is, on one hand, in order to reduce the social discontent toward the wealthy, they will need to implement a more progressive tax rate on the rich. On the other hand, to encourage investors to invest and keep businesses from leaving, they must keep the tax rate low enough to compete globally. As put succinctly by Carly Fiorina, the former CEO of Hewlett-Packard, “money and people can move anywhere in the world.”

For MNCs and global investors, the rising sentiment against the rich requires them to carefully evaluate the investment climate and living environment of target countries. If a country has a strong negative social attitude toward wealth, then there may not be a welcoming living environment for business executives and investors, and the government

may be forced to adopt more progressive tax policies and other redistributive measures that will make investing in the country more costly.

What makes a country have a more tolerant attitude toward wealth? Can we identify factors that determine the social attitude toward wealth? Furthermore, will understanding these factors help a government formulate policies that are conducive to a culture of wealth tolerance? Finally, how can MNCs, professionals, and entrepreneurs gauge the social attitude towards the rich and effectively deal with it?

We conducted a study on what factors influence people’s attitude toward the rich and estimated Wealth Tolerance Scores across countries (see chart), and below are some of our findings:-

First, societies with a high level of public trust – between strangers – tend to have a friendlier attitude towards the rich. Political economists believe that public trust is one of the most important social capitals in a society that serves as a major building block for democracy to function well and for markets to operate efficiently. Our study shows that in countries with a high level of trust, there tends to be a more positive social attitude towards wealth.

Second, societies that are more tolerant toward the rich and wealth show the following cultural characteristics: they emphasise individualism, have a pro-business culture that emphasises material achievement, and have a high risk-



“
What makes a country have a more tolerant attitude toward wealth?
”

日益高涨的仇富情绪使得他们要认真评估目标国家的投资气候与居住环境。如果一个国家对财富有着强烈的负面态度，那么对企业管理人和投资者来说就不会是宜居的环境；而且政府也许不得不提高累进税，并采取其他的再分配措施，这会导致这个国家投资成本的升高。

是什么让一个国家对财富的态度更为宽容？我们能否找出决定社会对财富采取何种态度的因素？再者说，了解这些因素是否可以帮助政府制定政策以建设对财富宽容的文化？最后，跨国企业、专业人士与企业家又该如何评估社会对富人的态度，并采取有效应对措施？

我们对于影响人们财富态度的因素展开了一项研究，估算了各个国家的财富宽容值，以下是我们的一些研究成果：

首先，公共信任度（陌生人之间的互信）高的社会对富人的态度更友好。政治经济学家认为，一个社会最重要的社会资本之一就是公共信任。这是维持民主良好运行、促进市场有效运作的一个主要构件。我们的研究显示，在那些公共信任度高的国家，人们对财富的态度更为积极。

其次，对富人和财富宽容的社会还有以下文化特征：注重个人主义，有着强调物质成就的重商文化，并甘愿承担高风险。

再次，在收入分配上，我们发现并不是财富分配本身导致了对富人与财富的反感情绪，症结在于社会是否为大多数人提供了公平获得财富的机会。正如孔子所言：“邦有道，贫且贱焉，耻也；邦无道，富且贵焉，耻也。”

我们最有趣的发现也许是：较高的总税率不会提高社会对财富的宽容度，但总税收中个人所得税比例较高，相应的社会财富宽容度也较高。总的来说，是采取较高的累进税政策，还是采取较低的税收政策，政府必须在两者之间进行权衡——前者能争取到低收入者的支持，但有流失投资与企业的风险；后者会吸引更多的企业与富有的企业家，但可能会惹恼群众。我们研究发现，这样艰难的选择不一定就是高低税收之间的零和博弈。我们也有可能通过调整税收结构制订出双赢策略。我们的研究显示，为了提高对富人的社会宽容度，政府应该将总税率保持在相对较低水平，调整税收成分，将收入税的百分比与总税收的百分比保持在同一水平。此处的收入税包括个人所得税、利润税与资产收益税。

许多人相信经济自由化会加剧人们对财富的不宽容。尽管这一关系看上去很像悖论，但进一步分析就可以看出它是符合逻辑的。在那些经历了政治和经济剧变从共产主义转向自由市场的国家中，经济自由化带来了蔚为可观的财富。但新创造的财富大多落入了那些人脉广泛的特权精英手中，从而导致社会的极大不满，因此对新的富裕阶层产生了反感情绪。

“

一个社会最重要的社会资本之一就是公共信任。这是维持民主良好运行、促进市场有效运作的一个主要构件。

”



无论是从政府还是国际投资者的角度来看，对财富更为宽容都有百利而无一弊。为了改善公众对富人的印象，强大的公共管理、个人主义、高度的公共信任和个人所得税在总税收中的较高比例、重商政策和鼓励企业家冒险的政策都不无裨益。对跨国企业与全球投资人来说，他们所投资或生活的国家中不同收入阶层人民之间的融洽相处也很重要。在为投资或迁址评估目标国家的时候，高管及企业主都应该预估目标国家对财富的宽容值，评估与这一数值紧密相连的主要因素，如公共信任度、商业文化、社会变革速度和税收政策。掌握财富宽容度及相关因素的信息和知识后，高管和企业主就能更胸有成竹地去适应当地社群，与之进行有效互动，管理好劳工关系，并据此制定他们在目标国家的发展策略。

李少民与朴胜虎分别为欧道明大学和中欧国际工商学院教授。

taking attitude.

Third, in terms of income distribution, we find that it is not the distribution of wealth *per se* that causes negative feelings about the rich and wealth; it is whether the society provides opportunities for most people to obtain wealth in a fair way. As Confucius pointed out, “In a country well governed, poverty is something to be ashamed of. In a country badly governed, wealth is something to be ashamed of.”

Perhaps our most intriguing finding is that a higher



total tax rate does not enhance social tolerance toward wealth, whereas a higher personal income tax as a percentage of total tax is strongly associated with a higher tolerance for wealth. In general, governments must find the right balance between a policy of higher progressive taxes, which may gain support from the lower income groups and risk losing investment and business, versus a lower tax policy that attracts more business and wealthy entrepreneurs but may anger the masses. Our study suggests that this tough choice does not have to be a zero-sum game between choosing higher or lower taxes. It is possible to create a win-win solution by re-structuring the components of taxes. Our finding suggests that in order to enhance social tolerance towards the rich, the government should keep the total tax rate relatively low, and restructure the components of the total tax to make the percentage of income taxes – personal income, profit, and capital gain taxes – as high as the percentage of the total tax.

It is widely believed that economic liberalisation increases intolerance toward wealth. Although this relationship seems to be paradoxical, further analysis shows that it is logical. In countries undergoing rapid political and economic changes such as the transition from communism to the free market, huge amounts of wealth are created due to the liberalisation of the economy. The newly created wealth, however, tends to be in the hands of well-connected and privileged elites, causing a high level of social discontent and the associated negative feelings towards the new wealthy class.

From both the perspectives of the government and global investors, it is desirable to have high wealth tolerance. To enhance public perception about the rich, strong public governance, individualism, high levels of public trust, and higher personal income tax as a percentage of total tax, a pro-business policy, and a policy encouraging entrepreneurial risk-taking are all helpful. For MNCs and global investors, it is also important that the country they invest or live in is more harmonious among people of different income levels. When evaluating target countries for investment or relocation, executives and entrepreneurs should examine the wealth tolerance score of the target country, and examine the major factors that are closely

associated with the score, such as the level of public trust, business culture, pace of social change, and tax policies. Armed with the information and knowledge about wealth tolerance and its associated factors, executives and

entrepreneurs will be better prepared to adopt and effectively interact with local communities, manage labour relations, and formulate their development strategies in the target country accordingly.

Shaomin Li and Sam Seung Ho Park are professors at Old Dominion University and China Europe International Business School, respectively.

李少民、朴胜虎研究得出的财富宽容值（高数值=高财富宽容度）
Wealth Tolerance Score based on Li and Park study (High score = high wealth tolerance)

国家/地区 Country Name	预估财富宽容值 Predicted Wealth Tolerance Score	国家/地区 Country Name	预估财富宽容值 Predicted Wealth Tolerance Score
澳大利亚Australia	0.59	智利Chile	0.30
加拿大Canada	0.56	罗马尼亚Romania	0.30
美国United States	0.60	葡萄牙Portugal	0.29
新西兰New Zealand	0.56	尼加拉瓜Nicaragua	0.29
印度尼西亚Indonesia	0.48	秘鲁Peru	0.28
中国China	0.48	突尼斯Tunisia	0.28
印度India	0.48	乌拉圭Uruguay	0.28
日本Japan	0.51	亚美尼亚Armenia	0.27
马来西亚Malaysia	0.51	吉尔吉斯斯坦共和国Kyrgyz Republic	0.27
中国香港特别行政区 Hong Kong SAR, China	0.47	乌克兰Ukraine	0.27
英国United Kingdom	0.41	匈牙利Hungary	0.26
肯尼亚Kenya	0.35	刚果民主共和国Congo, Dem. Rep.	0.26
巴西Brazil	0.33	哥斯达黎加Costa Rica	0.26
加纳Ghana	0.34	洪都拉斯Honduras	0.25
比利时Belgium	0.43	危地马拉Guatemala	0.25
韩国Korea, Rep.	0.44	萨尔瓦多El Salvador	0.24
挪威Norway	0.41	斯洛文尼亚Slovenia	0.24
蒙古Mongolia	0.41	埃塞俄比亚Ethiopia	0.24
巴基斯坦Pakistan	0.30	保加利亚Bulgaria	0.23
意大利Italy	0.41	毛里求斯Mauritius	0.23
墨西哥Mexico	0.40	波兰Poland	0.22
赞比亚Zambia	0.40	老挝Lao PDR	0.22
卢森堡Luxembourg	0.40	斯里兰卡Sri Lanka	0.22
尼日尼亚Nigeria	0.39	约旦Jordan	0.21
埃及Egypt, Arab Rep.	0.38	乌干达Uganda	0.21
荷兰Netherlands	0.37	哥伦比亚Colombia	0.20
博茨瓦纳Botswana	0.37	尼泊尔Nepal	0.20
以色列Israel	0.37	西班牙Spain	0.21
奥地利Austria	0.36	土耳其Turkey	0.19
丹麦Denmark	0.36	巴拉圭Paraguay	0.20
芬兰Finland	0.36	阿塞拜疆Azerbaijan	0.20
新加坡Singapore	0.35	柬埔寨Cambodia	0.19
爱尔兰Ireland	0.35	白俄罗斯Belarus	0.18
南非South Africa	0.35	斯洛伐克共和国Slovak Republic	0.18
德国Germany	0.35	塞尔维亚Serbia	0.17
哈萨克斯坦Kazakhstan	0.34	多哥Togo	0.16
捷克共和国Czech Republic	0.34	俄罗斯联邦Russian Federation	0.18
冰岛Iceland	0.34	波斯尼亚和黑塞哥维那Bosnia and Herzegovina	0.15
瑞典Sweden	0.34	克罗地亚Croatia	0.14
泰国Thailand	0.33	科特迪瓦Cote d'Ivoire	0.14
菲律宾Philippines	0.32	摩尔多瓦Moldova	0.14
阿根廷Argentina	0.32	希腊Greece	0.24
法国France	0.35	爱沙尼亚Estonia	0.06
摩洛哥Morocco	0.30		

金融深度 管理广度

中欧金融MBA课程

CEIBS Finance MBA (FMBA)

开学时间 : 2015年9月开课, 学制近两年, 平均每月安排两个周末(周六、周日)上课
授课语言 : 中文
授课地点 : 中欧上海校园
招生人数 : 两个班(约55人/班)

报名条件

- 拥有学士或以上学历
- 5年以上工作经历, 并具有2年以上管理岗位工作经验
- 在金融机构工作或者在其它行业从事与金融、财务有关工作的全职从业人员

首轮报名截止日期 : 2015年1月29日

联系我们

中欧金融MBA课程部

电话: (8621)28905288 传真: (8621)28905679 邮箱: fmba@ceibs.edu

网址: www.fmba.ceibs.edu



深圳合众环境科技向中欧捐赠空气净化器

Breath of Fresh Air

10月30日，深圳合众环境科技实业有限公司向中欧捐赠空气净化器，捐赠签约仪式在上海校区西班牙中心举行。此次合众环境科技将向中欧京沪深三地校园赠送价值377600元的AIRPAL品牌空气净化器。中欧副院长兼中方教务长张维炯教授参加仪式，他对合众环境科技总裁林天海（EMBA 2003）校友及其企业表达了衷心感谢，并表示中欧是个很好的平台，可以帮助合众环境科技将最好的产品推向市场。

Those who use the CEIBS China locations in Shanghai, Beijing and Shenzhen will be able to breathe even easier thanks to a donation of Airpal air purifiers from Shenzhen Hezhong Electronics Technology. Company Chairman Lin Tianhai (EMBA 2003) was on hand when the machines were handed over during a ceremony held on October 30 at the Shanghai Campus' Spanish Centre.

人人参与，一生一世

Together, forever

10月9日，2013级EMBA上海四班捐赠命名上海校园第一教学楼前的廊柱，捐赠仪式在上海校区西班牙中心举行。此次廊柱铭牌上镌刻的文字为“人人参与，一生一世”。中欧副教务长、EMBA课程主任陈杰平教授在仪式上致感谢辞。他表示，上海四班学员用实际行动表达了对学院办学理念的支持，这对中欧意义重大；他引用了“为自己做的事，会随生命消逝；为他人做的事，将伴历史永存”的名言，与全体学员共勉。

The words "Together, forever" on a column in front of Academic Centre 1 are a lasting reminder of EMBA 2013 SH4 students' investment of RMB131,400 in CEIBS to mark the school's 20th anniversary.

因为相聚，所以相融

For Future Growth

11月8日中欧20周年校庆之际，2002级EMBA上海班校友毕业十周年返校捐赠仪式、2013级CEO领导力校友捐赠命名窗格仪式分别在上海校园举行。2002级EMBA上海班校友集体向母校捐赠了人民币350000元，用于冠名校园廊柱、窗格及支持中欧教育发展基金，以此表达他们对母校发展的坚定支持和美好祝愿。2013级CEO领导力校友也捐赠了138000元，以“因为相聚，所以相融”命名上海校园的窗格。中欧院领导分别参与仪式并致感谢辞。

The school's 20th anniversary celebrations at the Shanghai Campus on November 8 included two donation ceremonies during which alumni invested in the future development of their alma mater. EMBA 2002 alumni, who were also celebrating the 10-year anniversary of their graduation, invested RMB350,000 in total while the CEO Leadership Programme 2013 alumni invested RMB138,000.

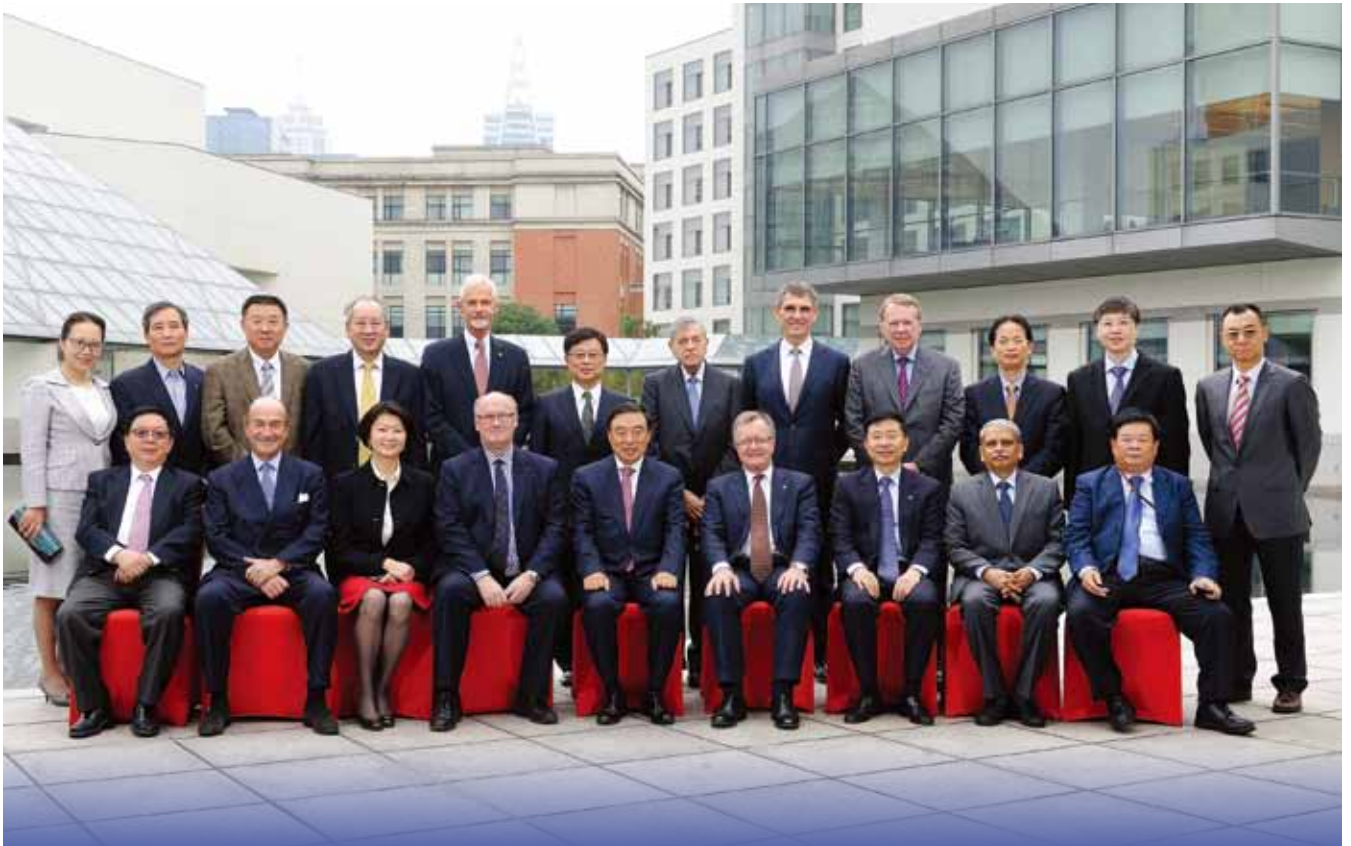
北京中间艺术基金会向中欧捐赠画作

The Gift of Art

9月19日，北京中间艺术基金会向中欧北京校区捐赠画作。此次捐赠的亚麻布油画作品题为《天堂外的光——黄山行》，由中国当代知名艺术家袁佐于2012年创作。该画作将用于中欧北京校区贵宾室的装饰与收藏。

CEIBS' quest for students' appreciation of the arts and culture has been boosted by the efforts of Beijing Inside-out Art Fund which donated an oil painting by renowned Chinese contemporary artist Yuan Zuo. Yuan was among those present for a donation ceremony at the Beijing Campus on September 19. Fund Director and President of Beijing Jade Investment Group Zheng Huihong (EMBA 2012) said the gift was a way to thank the school and help to celebrate its 20th anniversary.





2014中欧国际顾问委员会汇聚中外商业领袖智慧 Leading Global Execs at IAB 2014

10月31日，2014中欧国际工商学院国际顾问委员会全体会议在中欧上海校区举行。多位来自全球的知名企业家在会上就当下管理教育的热点问题交换了意见。中欧国际顾问委员会是一个融汇顶尖企业家智慧，为中欧长远发展出谋划策的高端咨询委员会。出席本次会议的委员有：中欧国际顾问委员会外方主席、哈佛商学院查尔斯·爱德华·威尔森工商管理教席教授约翰·奎尔奇（John A. Quelch），中欧国际顾问委员会联席主席、香港永隆银行有限公司董事长马蔚华，汇丰集团主席范智廉（Douglas Flint），中国太平洋保险（集团）董事长高国富，印孚瑟斯创始人兼非执行副主席克里斯·戈帕拉克里什南（Kris Gopalakrishnan），Corporate Perspectives执行合伙人理查德·托曼（Richard Thoman），菲拉格慕首席执行官米歇尔·诺尔萨（Michele Norsa），依视路国际光学集团董事长兼首席执行官孙余沛（Hubert Sagnieres），福耀玻璃工业集团股份有限公司董事长曹德旺，汇金投资有限公司副董事长李剑阁，宝钢集团有限公司董事长徐乐江等。中欧院领导及部分教职工代表也参加了会议。

Leading executives from around the world gathered at the Shanghai Campus on October 31 for the school's annual meeting of its International Advisory Board. Innovation and the globalisation of management talent were among the issues explored. The yearly meeting provides an opportunity for important Chairmen and CEOs of global businesses to advise the school's leadership on CEIBS strategy, teaching programmes and research agenda, and to support the school in its quest for global impact and recognition.

公司机构伙伴

Thanks to Our Corporate Partners

教席捐赠基金

Chair Endowment Fund

巴塞罗那港	Port of Barcelona
巴塞罗那养老金储蓄银行	"la Caixa"
拜耳	Bayer
宝钢	Baosteel
成为资本	Chengwei Capital
法国凯辉私募股权投资基金	Cathay Capital Private Equity
飞利浦(中国)投资有限公司	Philips (China) Investment Co. Ltd.
米其林	Michelin
荷兰银行	ABN AMRO
西班牙桑坦德银行	Banco Santander
西班牙政府	Spanish Government
英美烟草	British American Tobacco
中坤集团	Zhongkun Group
中联重工科技发展股份有限公司	Zoomlion
中天集团	Zhontian Group
依视路国际光学集团	Essilor International
鹏瑞投资集团	Parkland Investment Group

中欧校园基金

CEIBS Campus Fund

TCL	TCL
巴可	Barco
帝亚吉欧	DIAGEO
国家开发银行	China Development Bank
华泰证券	Huatai Securities
环球资源	Global Sources
嘉华集团	K. Wah Group
上海家化集团	Shanghai Jahwa Group
上海金桥集团	Shanghai Jinqiao Group
上海氯碱化工股份有限公司	Shanghai Chlor-Alkali Chemical Co., Ltd.
施耐德电气	Schneider Electric
彤程集团	Red Avenue Group
万得资讯	Wind Info
沃尔沃	Volvo
西班牙IDOM设计集团	IDOM
西班牙政府	Spanish Government
远东控股集团	Far East Holding Group Co., Ltd.
中国电信上海公司	China Telecom Shanghai
中国石化上海石油	SINOPEC Shanghai Petrochemical
化工股份有限公司	Company Limited
三全食品股份有限公司	San Quan Food Limited
景林资产	Greenwoods
创天昱科技(深圳)有限公司	CTK Co., Ltd.
风神集团	Fengshen Group
敏华控股	Manwah Holdings
柘中集团	Zhezong Electric
上海大众	Shanghai Volkswagen



中欧奖学金基金

CEIBS Scholarship Fund

艾默生	Emerson	熙可集团	CHIC Group
安越咨询	Easy Finance	晨兴资本	Morningside Venture Capital
巴塞罗那养老金储蓄银行	"la Caixa"	周宗明奖学金	ZHOU Zongming School Scholarship
宏盟集团	Omnicom Group Inc.	东渡国际集团	DDI Group
刘吉管理教育基金助学金	Liu Ji Education Fund	龙旗控股集团	Longcheer Group
吴敬琏学术基金	Wu Jinglian Academic Fund		



机构名录更新至2014年12月18日。所使用的机构名称及其标识或商标归其相关所有人所有。

The featured sponsoring organisations and their logos were last updated on December 18, 2014. All names, logos, and trademarks are the property of the respective sponsors.

中欧发展基金 CEIBS Development Fund

ABB
BP 中国
Telefónica
阿特拉斯 科普柯
艾默生
安赛乐米塔尔
百威英博
法国巴黎银行
华光资本
江苏汉联投资(集团)有限公司
可口可乐
麦肯锡中国公司
曼达林基金
美国礼来亚洲公司

ABB
BP China
Telefónica
Atlas Copco
Emerson
Arcelor Mittal
Anheuser-Busch InBev
BNP Paribas
HGI FC
Hanlian Investment Group
Coca Cola
McKinsey & Company
Mandarin Capital Partners
Eli Lilly Asia, Inc.

鹏欣集团
浦东香格里拉酒店
上海虹康房产建设有限公司
深圳市基石创业投资管理有限公司
陶氏化学
万事达卡国际组织
熙可集团
新城地产
旭辉集团
银城地产集团股份有限公司
赢创工业集团
奥山集团
财团法人大学医疗保健教育基金会

Pengxin Group
Pudong Shangri-La
Hong Kang Real Estate
Shenzhen Co-stone Capital Investment
Dow Chemical
MasterCard Worldwide
CHIC Group
Jiangsu Future Land Company Limited
Cifi Group
Yincheng Real Estate Group
Evonik Industries
ORSUN Group
Universal Foundation for the Education of Medical Service and Health Care



中欧研究基金 CEIBS Research Fund

阿克苏诺贝尔
爱克发
成为资本
春和集团
帝斯曼
飞利浦(中国)投资有限公司
华安基金管理有限公司
华翔集团
金昇集团
凯风公益基金会
壳牌
莱蒙国际集团
朗诗集团
陆家嘴开发集团
迈瑞公司
仁泰集团
上海浦东发展银行
上海银行
深圳市分享投资合伙企业

Akzo Nobel
AGFA
Chengwei Capital
Evergreen Holding Group
DSM
Philips (China) Investment Co. Ltd
HuaAn Fund Management
Huaxiang Group
Jinsheng Group
Kaifeng Foundation
Shell
TopSpring International Holdings Limited
Landsea Group
Lujiazui Development Group
Mindray
Rentai Group
Shanghai Pudong Development Bank
Bank of Shanghai
Share Capital Partners

中航国际
四维约翰逊集团
王彩铁铺(上海资产管理有限公司)
西班牙对外贸易发展局
西门子(中国)有限公司
祥源控股集团有限责任公司
研祥集团
银城地产集团股份有限公司
雨润集团
克莱斯勒
博世(中国)投资有限公司
西门子医疗
东方证券资产管理有限公司
江苏汉联投资(集团)有限公司
国信证券
旭辉集团
东北亚煤炭交易中心
默克化工中国
国美电器

AVIC International
FD Johnson
W&Smith Shanghai Inc.
ICEX
Siemens Ltd, China
Sunriver Holding Group Co., Ltd.
EVOG Group
Yincheng Real Estate Group
Yurun Group
Chrysler
BOSCH (China) Investment Ltd.
Siemens Healthcare
Orient Securities Asset Management
Hanlian Investment Group
Cuosen Securities
Cifi Group
Ecoal
Merck KGaA
GOMA



中欧北京校庆论坛收官之作 许小年谈“后发国家” 转型之路

The Road to Reform

11月15日，中欧北京校区20周年校庆系列论坛的收官之作——中欧经济学和金融学教授、桑坦德银行经济学与金融学教席教授许小年关于“现代化转型中的后发优势与劣势”的演讲隆重举行。中欧名誉院长、中欧教育发展基金会理事长刘吉教授，北京代表处首席代表、院长助理马遇生出席论坛。许小年教授将英国、法国等率先完成现代化转型的“先进国家”，与日本、德国等在外来压力下从传统社会向现代化转型的“后发国家”做了比较，系统阐释了“后发国家”在转型过程中的优势、劣势及产生原因，并且以史为鉴，为中国的现代化转型提供了思考框架。

During its quest for modernisation, what lessons can China learn from developed countries? Santander Chair in Economics and Finance Professor Xu Xiaonian provided the answers during the final leg of the Beijing Campus 20th Anniversary Forum Series on November 15. During a lively discussion of the topic, “Reform on the Road” he gave a keynote speech entitled “Advantages and Disadvantages of Countries Lagging in Modern Transformation”. He compared countries such as Britain and France, which took the lead in modernisation, with countries such as Japan and Germany, which outside pressure forced to transform from a traditional society to a modern one. Prof Xu systematically elaborated on the reasons behind the pros and cons of the transformation in the latter countries. These historical experiences, he said, could provide good examples for China in its transformation into a modern society.

中欧中国企业全球化研究中心举办研讨会 Challenges in Going Abroad

9月23日，中欧中国企业全球化研究中心在北京召开学术研讨会，来自研究中心理事单位、相关政府部门、金融机构和学术机构的40余位嘉宾受邀参加，交流了不同学科领域教授的多项研究成果。中欧名誉院长、中欧教育发展基金会理事长刘吉教授与中欧中国企业全球化研究中心主任丁远教授为研讨会致开幕辞，中国社会科学院世界经济与政治研究所国际投资研究室主任张明做了题为“中国对外投资国别风险”的演讲。

CEIBS faculty and renowned business leaders explored the many challenges Chinese companies face when going global during a seminar on “Globalisation and Chinese Enterprises” on September 23 in Beijing. It was hosted by the CEIBS Centre for Globalisation of Chinese Companies.



2014陆家嘴金融消费者保护论坛圆满举行 Spotlight on Consumer Protection

11月22日，“2014陆家嘴金融消费者保护论坛”在中欧陆家嘴国际金融研究院举行。该论坛由中欧陆家嘴国际金融研究院、中国金融消费者权益保护研究中心联合主办，指导单位为央行金融消费者权益保护局，并得到了东方证券资产管理有限公司、上海金融业联合会的支持。论坛上正式发布了《中国金融消费者保护报告2014》，报告的主题为“民间融资中的金融消费者保护”；还揭晓了“2014金融消费者保护十佳案例”。

In an effort to improve the legal environment for the protection of consumers' rights and contribute to the establishment of an effective system, CEIBS Lujiazui Financial Consumer Protection Fund released its Chinese Financial Consumer Protection Report 2014 on November 22. The report was released during the Lujiazui Financial Consumer Protection Forum which also saw the release of the Top Ten Cases of Financial Consumer Protection 2014. The Consumer Protection Fund was jointly established by CEIBS Lujiazui Institute of International Finance and Orient Securities Asset Management.

中欧校友剧社十周年大戏《见信如晤》 温暖上演

CEIBS Alumni Drama Club Marks 10th Anniversary

11月21-22日，中欧校友剧社相守十周年大戏《见信如晤》在梅赛德斯·奔驰艺术中心隆重上演。《见信如晤》以400多封真实书信的发现作为故事开端，探讨了人到中年面临的各种困惑，整幕话剧的编排、导演、表演、剧务全部由中欧校友完成。在即时通讯异常方便的时代，中欧校友剧社通过一部两小时的话剧，带观众重温了以书信沟通的温暖年代。

To celebrate the Club's 10th anniversary, the CEIBS Alumni Drama Club produced and performed the play, *The Letter*, on November 22 and 23 at the Mercedes-Benz Arena in Shanghai.

中欧管理论坛登陆冰城

Harbin Forum Looks at Disruptive Innovation

10月22日，中欧国际工商学院管理论坛在冰城哈尔滨举办。中欧创业学兼职教授、中欧创业和投资中心执行主任李善友在论坛上发表了题为“移动互联网时代的颠覆式创新”的演讲，全面剖析了小米手机的成功案例，从定位、产品、营销、商业模式和组织五个创新维度，帮助哈尔滨企业寻找移动互联网时代的机遇。900余名当地企业家及中欧校友参加论坛，中欧副教务长、EMBA课程主任陈杰平教授致欢迎辞。

The hot topic of “Disruptive Innovation in the Mobile Internet Era” was the focus of a lecture by Executive Director of the CEIBS Centre for Entrepreneurship and Investment Adjunct Professor of Entrepreneurship Kevin Li during the CEIBS Management Forum held in Harbin on October 22. His speech touched on a case study of Chinese upstart mobile phone manufacturer Xiaomi. More than 600 alumni and entrepreneurs turned out for the event.

1



“上海MBA课程案例库”建设指导委员会召开第二次会议

Case Development Project on Track

10月22日，“上海MBA课程案例库”建设指导委员会第二次会议在中欧召开，会上交流了“上海MBA课程案例库”项目进展情况，回顾了各项具体工作，并探讨了下一步工作设想。上海市学位委员会办公室主任束金龙，同济大学经济与管理学院院长霍佳震，上海交通大学安泰经济与管理学院副院长董明，华东师范大学商学院院长冯学钢，华东理工大学商学院副院长阎海峰，上海大学管理学院院长尤建新，上海财经大学商学院副院长长骆玉鼎，中国浦东干部学院教学研究部主任何立胜，君联资本董事总经理、首席管理顾问王建党，上海国有资本运营研究院秘书长、《上海国资》杂志主编罗新宇出席了会议。中欧院长朱晓明教授、副院长兼中方教务长张维炯教授与案例中心主任梁能教授也参加了会议。

Member schools and institutions discussed the schedule for the trial operation of the case library and future work planned, and offered ideas for how they could further support the project during a meeting of the Shanghai MBA Case Development Steering Committee at the CEIBS Shanghai Campus on October 22. Part of the Shanghai MBA Case Development and Sharing Platform initiative by the Shanghai Government, its development is being led by CEIBS in collaboration with other Shanghai-based business schools and the wider business community. It focuses on management in the Chinese context and aims to create a library of Chinese business cases that have been compiled based on rigorous international academic review standards.

2014年中国“最佳创新企业”评选揭晓 GE is China's Best Innovator

10月30日，由中欧国际工商学院、国际管理咨询公司科尔尼（A.T. Kearney）和《商业周刊/中文版》联合举办的2014年中国“最佳创新企业”评选在中欧上海校区揭晓。中欧副院长兼中方教务长张维炯教授，中欧中国创新研究中心联合主任、战略学教授叶恩华在颁奖典礼上致辞。通用电气（中国）有限公司荣获“中国最佳创新企业”奖，其他六个单项奖的归属分别为：华大基因（中国最佳服务创新企业）、博世（中国）投资有限公司（中国最佳创新实践企业）、中国人民财产保险股份有限公司（中国最佳流程创新企业）、御驾（上海）网络技术有限公司（中国最佳创新启动企业）、小米科技有限责任公司（最佳商业模式创新企业）、郑州宇通客车股份有限公司（中国最佳创新工业企业）。

GE China was honoured as Best Innovator in China during a gala awards event jointly organised by CEIBS, A.T. Kearney and *Bloomberg Businessweek/China*. The event, held at the CEIBS Shanghai Campus on October 30, celebrated China's most innovative companies. The award is designed to boost the innovativeness of participating companies, recognise achievements in innovation as well as the management practices that lead to the sustainable innovation success. GE China was among seven companies that made it through to the final round of the selection process, which included several months of online surveys, data analysis, on-site visits and panel judging.

中欧中国创新研究中心举办“创新生态”研讨会 Innovation Seminar

11月4日，中欧中国创新研究中心在北京校区举办了中欧“创新生态”研讨会暨EMBA校园开放日活动。中欧战略学教授、中欧中国创新研究中心联合主任叶恩华，北京大学创新研究院执行院长、管理科学与工程教授蔡剑，清华科技园发展中心副主任陈鸿波，宝洁公司开放式创新研发部总监孙培文，荣昌服务董事长张荣耀（EMBA 2002）在研讨会上发表演讲，近60名企业高管和知名学者参与讨论。中欧管理学副教授、中欧中国创新研究中心联合主任韩践主持了研讨会。

A highlight of the EMBA Open Day at the Beijing Campus on November 4 was a seminar on “Innovative Ecology” which was sponsored by the CEIBS Centre on China Innovation. More than 60 senior business executives turned out to hear renowned academics and executives discuss innovation in China.

中欧FMBA举办“对话金融大咖”系列活动 Finance Industry Alum Focus of New Lecture Series

11月7日，由中欧FMBA课程部与FMBA金融俱乐部共同举办的“对话中欧校友金融大咖”系列活动在上海校区拉开帷幕，肖枫（MBA 1998）担任首场演讲嘉宾，分享了他在投资领域多年积累的宝贵经验。目前肖枫担任凯雷亚洲增长基金董事总经理、凯雷投资集团全球合伙人。

Xiao Feng (MBA 1998), Managing Director of Carlyle Asia Growth Capital Group and Global Partner of the Carlyle Group, was the keynote speaker for the inaugural “Dialogue with CEIBS Alumni Financial Talents” lecture hosted by the FMBA Programme and FMBA Finance Club. The event was held in Shanghai on November 7.



3



黄钰昌教授“博闻课堂”探讨高管薪酬激励 Executive Compensation Incentives

11月15日，中欧20周年校庆系列活动“博闻课堂”第四讲在北京校区拉开帷幕，中欧会计学教授黄钰昌以“高管薪酬激励”为主题，对绩效考核、组织设计、激励机制和决策权分配等问题进行了深入分析，并与到场的120余位嘉宾进行了交流。

More than 120 CEIBS alumni turned out for a Voice of the Professor lecture on executive compensation incentives given by Professor of Accounting Hwang Yuhchang. The event was held on November 15 at the Beijing Campus.

丁远、张华教授合著论文获EIASM最佳论文奖 Kudos for Paper by Profs Ding and Zhang

11月17日，在瑞士圣加仑大学举办的第11届欧洲高级管理研究学院（EIASM）公司治理研讨会上，由中欧会计学教授丁远、金融学助理教授张华与南京财经大学会计学院博士沈永健、莱斯大学战略管理学教授张燕合作提交的论文《未雨绸缪：中国上市公司独立董事离职的信息含量》荣获最佳论文奖。瑞士圣加仑大学商学院是欧洲顶级商学院之一，此次研讨会共有三篇论文荣获最佳论文奖，丁远教授领衔的团队是唯一获奖的中国团队。

A paper on independent board directors in China, co-authored by CEIBS Cathay Capital Chair in Accounting Professor Ding Yuan and Assistant Professor of Finance Zhang Hua was selected for a Best Paper Award at the European Institute for Advanced Studies in Management's (EIASM) 11th Workshop on Corporate Governance. Professor Ding presented the paper, entitled "Jumping off the Sinking Ship: Informativeness of the Independent Director Departures in China's Listed Companies" during the workshop, which was held on October 27 at the University of St Gallen. The research was supported by the CEIBS Research Fund. Professor Ding and Zhang's co-authors are Professor Anthea Zhang of Rice University, who recently served as a Visiting Professor at CEIBS, and Shen Yongjian from Nanjing University of Finance and Economics.

中欧校友获西班牙IESE商学院“国际友谊奖” Chinese Tycoons Receive Int'l Friendship Award

10月27日，西班牙IESE商学院在巴塞罗那为五位分别活跃在媒体、科技、电信、金融、电子商务领域的中国企业家颁发了“国际友谊奖”。五位获奖者分别为：阳光媒体集团主席杨澜（CEO 2004）、东软集团董事长刘积仁、中兴通讯股份有限公司总裁史立荣、法国凯辉私募股权投资基金董事长蔡明泼（EMBA 2004）、京东集团董事长刘强东（EMBA 2009）。西班牙经济部长安德鲁·马斯-科勒尔（Andreu Mas-Colell）、IESE商学院院长若尔迪·卡纳尔斯（Jordi Canals）教授、中欧国际工商学院院长佩德罗·雷诺（Pedro Nueno）教授代表国际评审委员会在颁奖典礼上致辞。

Well-known members of the CEIBS community were among five Chinese tycoons from the fields of media, telecommunications, finance and e-commerce presented with the International Friendship Award in recognition of the contributions they have made to the business world. They are Sun Media Co-Founder and CEIBS IAB member Yang Lan; Chairman and CEO of Neusoft Corporation Dr Liu Jiren, who is also on the CEIBS IAB Board; CEO of ZTE Corporation Shi Lirong; Founder and President of Cathay Capital Private Equity and CEIBS alumnus Cai Mingpo; and Founder and CEO of jd.com Liu Qiangdong, who is also a CEIBS alumnus. They accepted their awards during a ceremony at IESE Business School on October 27. Presentations were made by Honourable Minister of Economy Andreu Mas-Colell, IESE Dean Prof Jordi Canals and CEIBS President Prof Pedro Nueno who headed the panel of high-level international judges made up of thought leaders from Spain, China, USA, UK, France, Switzerland, Portugal and Luxembourg.

3



奈斯安担任中国外国专家建议委员会专家顾问

NIJS Appointed Advisor to SAFEA

11月24日，中欧国际工商学院全球策略总监奈斯安（Annette Nijs）女士在北京参加外国专家建言顾问工作会议，并在会上获得了人力资源和社会保障部副部长、国家外国专家局局长张建国授予的外国专家建议委员会专家顾问证书。这表明奈斯安女士正式成为外国专家建议委员会成员，该委员会由五位外籍专家顾问组成，其职能在于“充分发挥外国专家的才干，引导和推动他们为中国经济发展和社会进步建言献策，并将这些建议作为制定政策的参考传递给中央领导层。”

Annette Nijs, CEIBS Executive Director Global Initiative, has been appointed Advisor to China's State Administration for Foreign Expert Affairs (SAFEA).

Vice Minister Human Resources and Social Affairs and SAFEA Administrator Zhang Jianguo officially presented Nijs with the Certificate of Appointment on November 24, making her one of the five members of SAFEA's Foreign Experts Advisory Committee (FEAC). FEAC's role is "to utilise the expertise of foreign experts by guiding and facilitating the production of concrete recommendations concerning China's economic development and social progress and by presenting them to the central leadership as a reference for policy purpose".

中欧MBA举办“职业探索日”活动

MBA Career Exploration Day

9月21日，MBA职业发展中心在上海校区举办第五次“职业探索日”活动。该活动旨在帮助在校学生更加深入地了解目标行业，做好职业规划。活动特别邀请了管理咨询、创投/私募、医疗健康、投资银行和电子商务五大领域的专业人士前来参加，嘉宾们不仅介绍了各自行业现状和发展趋势，还分析了行业对人才的要求，并就如何在学习期间做好求职准备提供了建议。

Senior executives from the healthcare, investment banking, management consulting, venture capital, private equity and e-commerce sectors shared market trends and career development insights with CEIBS MBA students during the fifth Career Exploration Day hosted by the CEIBS Career Development Centre on September 21 at the Shanghai Campus. Speakers, many who are CEIBS MBA alumni, described their own career paths, spoke about career opportunities in their fields, and offered advice to students on making the most of their time at CEIBS.

医疗健康产业HR高管分享会成功举办

Lesson on Healthcare

9月24日，由2016届MBA学生组织的“医疗健康产业HR高管分享会”成功举行，会议主题为“医疗健康产业的职业发展——新时代下的成长与转型”，邀请了中欧卫生管理与政策中心主任、经济学兼职教授蔡江南，汇华企管咨询公司总裁、中欧校友人力资源管理研究会会长高航，百特大中华区人力资源副总裁林意清，百时美施贵宝人力资源副总裁捷尔吉·恩代什（Gyorgy Endes）等发表演讲，吸引了150余人报名参加。

More than 150 CEIBS MBA students turned out on September 24 to hear senior HR executives in the healthcare industry discuss career opportunities, career development, and challenges in the sector. Titled "Healthcare Career Development: Grow and Transform with the New Age", the event was organised by current MBA students along with the HR Alumni Association, and RDPAC HR Association, and was sponsored by the CEIBS MBA Office.

2



中欧“良师益友”项目 举办导师见面会 Meet Your Match

9月19日、22日、24日，中欧连续举办了三场“良师益友”导师见面会，30余名导师来到中欧，其中既有追随项目多年的资深导师，也有第一次加入项目的新锐导师。每场见面会均有60余位学生参与，现场讨论气氛热烈。此次举办多场导师见面会，旨在为师生双方提供增进了解的机会，为9月26-29日的导师学生双向选择预热。

More than 30 CEIBS alumni and 60 MBA 2016 students participated in a series of Mixer sessions held during September which were designed to give the two groups an opportunity to get to know each other before Round 1 applications for the mentorship programme opened. Though this will be the 11th year that the MBA Office has organised the CEIBS Mentoring Programme, it is the first time that mixer sessions were held in the run-up to the start of the programme.

北京MBA校友举办“灵感派对” MBA Reunion in Beijing

10月18日，2014中欧MBA校友北京年度聚会在校外咖啡厅举办。此次聚会以“灵感派对”的形式展开，分为“社交油画下午茶”和“自由主题分享汇”两个环节，还特别邀请四位EMBA校友参与交流。这次“跨界”的艺术尝试和主题分享为校友们带来了不一样的体验，留下了美好回忆。

Inspiration was the theme of the annual CEIBS MBA reunion in Beijing, which saw alumni gather at the CEIBS Beijing Campus on October 19. Besides the chance to share their success stories and reconnect with fellow alumni, participants also enjoyed a painting lesson from an expert and had the chance to create their own artwork.

中欧EMBA北京秋季班新生开启学习之旅 Class is in Session!

10月，中欧2014级EMBA北京三班、四班的学员开始了学习旅程。两个班级的第一门课程都是朱天教授和胡光宙教授的管理经济学。学员们在课堂上展现了学习热情，积极分享自己的行业经验，并在课后组织了精彩的班级活动，增进了了解和交流。

EMBA 2014 Beijing Class 3 and Class 4 began their study journey on November 4 at the Beijing Campus. Following four days of intensive classes the students got the chance to relax and enjoy an ice-breaking session.

韶华十载 岁月如歌

记中欧2003级MBA校友毕业十周年重聚

After All These Years...

MBA 2005 Celebrates 10-Year Reunion

文/孙虹 By Annie Sun



10月18日，是中欧2003级MBA校友毕业十年重聚的日子。阔别十载回到校园，扑面而来的亲切感瞬间唤醒了记忆。还是那蓝天、白楼，还是那庭院、连廊、碧水、翠竹，微风中荡漾着欢声笑语，角落里的栀子花散发着若有若无的芬芳，仿佛岁月静止在了我们毕业的那一刻。

同学们陆续来到教室相聚，一张张昔日面庞上增添了岁月的雕琢。一个紧紧的拥抱，是最本能的情感流露。张维炯副院长代表学院送来了温暖的问候，

并介绍了中欧近几年的发展概况。2003级同学也在母校20周年校庆之际献上了自己真挚的心意——对中欧教育发展基金会的捐款。随后，大家在校园草坪上拍下了欢乐的集体照，并饶有兴致地参观了新校园。新校园沿袭了中西合璧、简约大气的建筑风格，加入了具有现代感的元素，尤其是“水中的金字塔”，引得同学们纷纷合影留念。

午饭后，同学们出发前往崇明岛，入住位于东平国家森林公园的怡沁园度假村。傍晚六点宴会开始，大屏幕上又见到了十年前的我们：“非典”隔离、入学时青涩的模样、圣诞晚会、毕业游

船……往事一幕幕涌上心头。一起指点江山、激扬文字、把酒言欢、彻夜长谈，都是我们最深刻的记忆和青春的证明。同学们逐个介绍了自己毕业后的工作、生活情况，但短短五分钟又如何浓缩十年光阴？

第二天上午还举办了精彩的分享会，会上“干货”多多、讨论热烈，仿佛回到了开学的第一个模块。但转眼又到了离别时刻，真是聚也匆匆，散也匆匆。我们在中欧收获的不仅仅是知识，还有求知的态度；不仅仅是同窗，更是一辈子的情谊。同学们纷纷表示，希望下一次重聚，不用等十年这么久！

Their faces had changed over the years with the passage of time, but their commitment to CEIBS had not. So before daybreak on October 18 CEIBS MBA 2005 alumni left their homes in Guangzhou, Shenzhen and Beijing, headed for the CEIBS Shanghai Campus where they joined classmates from South Korea, Taiwan and Shanghai in celebrating the 10 years since their graduation.

There were warm embraces and teasing remarks about the toll time had taken on their bodies as they returned to the comforting familiarity of the campus and its peaceful grounds. For many, it was their first glimpse of Shanghai Campus Phase 3, which was completed in 2014. Vice President and Co-Dean Prof Zhang Weijiong was on hand to bring them up to speed on the school's recent development milestones. Eager to do their part, the alumni made a collective investment in the future development of CEIBS. It marked both their decade as CEIBS grads and the school's 20th anniversary.



The rest of their reunion included their student life, and updates on what they have accomplished over the last 10 years. As they said goodbye, they all agreed that 10 years was too long to wait for their next reunion.



博尔捷人力资源集团总裁侯正宇 感恩母校

Bridge HR Invests in CEIBS

11月5日，博尔捷人力资源集团总裁侯正宇及其企业向中欧捐赠50万元人民币，捐赠签约仪式在上海校区西班牙中心举行。中欧院长朱晓明教授、助理院长周雪林博士和侯正宇先生（EMBA 2005）出席了捐赠仪式。朱晓明院长在致辞中称赞了侯正宇校友的好学，感谢他毕业多年来始终与母校保持着紧密联系，并多次回馈母校。

侯正宇校友在致辞中感慨，中欧的管理实践课程对他帮助极大。时至今日，自己在工作遇到问题时，还会不时回想起课堂上的点滴所学，学以致用攻克难题。他还特别发布了一个消息：11月20日，博尔捷集团的“欧孚视聘”APP举行产品发布会，其中运用到的云计算、视频技术和移动互联网技术恰是受朱晓明院长当年课程的启发。

Bridge HR Group President Hou Zhengyu (EMBA 2005) was on hand for a donation ceremony held at the Shanghai Campus on November 5 to mark his company's RMB500,000 investment in CEIBS. Executive President Professor Zhu Xiaoming, and Assistant President Dr Snow Zhou attended on behalf of CEIBS.

史自锋校友捐赠北京校园庭院设计 Beijing Alumni Donation

11月15日，北京“爱·智慧”校庆论坛开始之前举行了简单隆重的“中欧北京校园设施捐赠及命名仪式”。2012级EMBA校友、北京星河园林景观工程有限公司总经理史自锋向中欧捐赠了北京校园庭院的设计；2010级EMBA北京一班集体冠名捐赠了北京校区吕志和演讲厅的56个座椅。中欧名誉院长刘吉教授、北京首席代表、院长助理马遇生向校友们颁发了捐赠证书和纪念品，并致辞感谢。

A donation ceremony was held on November 15 at the Beijing Campus to honour two alumni investment initiatives. Managing Director of Beijing Star-River Landscaping Company Shi Zifeng (EMBA 2012) will provide the Beijing Campus with landscape design services from his company. In addition, members of EMBA 2010 Class 1 invested in providing 56 chairs for the Lui Che-woo Auditorium at the Beijing Campus.

中欧2004级EMBA北京校友“十年聚未来” Class Reunion

9月20日，中欧2004级EMBA北京班校友迎来了相识十周年特设课程“十年聚将来”。中欧北京首席代表、院长助理马遇生在活动上与校友们共同回顾过往、展望未来。校友们在毕业时捐赠的三棵银杏树下留下了富有纪念意义的合影。本次“特设课程”的第一个环节为清华大学社会学系教授孙立平有关“中国社会的转型及其趋势”的主题演讲；第二个环节为“我们这十年”主题分享会。

Alumni from Beijing EMBA 2004 gathered on September 20 at the Beijing Campus for their 10-year reunion. A highlight of the event was a lecture entitled “The Transformation of China” given by Professor of Sociology and PhD Advisor Sun Liping.



3



中欧校友大讲坛 Alumni Forums

9月27日，“新城地产2014中欧校友大讲坛”第二讲在中欧上海校区举办，美年大健康产业（集团）股份有限公司、天亿投资集团董事长俞熔（EMBA 2006）与大家分享他对于中国医疗健康行业的思考，以及互联网兴盛和创业浪潮下医疗健康产业所面临的机遇。

10月18日，“新城地产2014中欧校友大讲坛”第三讲邀请来红星美凯龙家居集团股份有限公司董事长兼CEO车建新（CEO 2007）。车建新校友讲述了自己在红星美凯龙历经28年的拼搏努力，将其发展成为中国家居流通业第一品牌的故事。

Entrepreneurs got insights from the CEO of Red Star Macalline Home Furniture Corporation Chi Jianxin (CEIBS CEO 07) and Yu Rong (EMBA 2006), CEO and Chairman of the Health-100 Group and Thome Venture Group during Future Holdings 2014 CEIBS Alumni Forums held on October 19 and September 27 respectively.

中欧静安校友分会举办健康产业高峰论坛 Investment Opportunities in Healthcare

10月9日，中欧校友静安分会在静安区青少年活动中心举办“健康产业投资机会与案例分享高峰论坛”，120多位相关行业人士参加活动。论坛由静安分会秘书长高航（EMBA 1997）主持，BD医疗全球副总裁、静安分会会长邓建民（EMBA 1996）致欢迎辞。中欧医疗管理与政策研究中心主任蔡江南教授为大家介绍了中国健康产业发展的现状，并与美国的健康产业进行对比，揭示了现阶段我国在医疗资源配置、医疗政策方面所存在的问题。蔡江南教授指出，目前每七个医学院毕业生中只有一个人最终会当医生，人才流失非常严重；根据国务院《关于促进健康服务业发展的若干意见》，到2020年国民医疗健康费用在GDP中所占比例将由2011年的5.1%提高至8.9%，行业增长空间较大。由此可见，问题之中也蕴含着巨大机遇。

More than 120 senior executives in the healthcare industry turned out on October 9 for the Healthcare Industry Investment & Case Sharing Forum organised by the CEIBS Alumni Association Jing'An Chapter. The forum was hosted by Gao Hang (EMBA 1997), General Secretary of the CEIBS Alumni Association Jing'An Chapter. Director of the CEIBS Centre for Healthcare Management and Policy Professor John Cai was among the speakers.

中欧AMP校友勇征南极为母校献礼 South Pole Celebration

11月13日，两位中欧总经理课程（AMP）校友——东软集团股份有限公司副总裁邢波（AMP 15）和神州长城装饰工程有限公司副总经理程怀玉（AMP 12）先后冲过了“第六届四大荒漠挑战赛”第四赛段“南极极地长征赛”的终点，成功将中欧校旗送抵南极。据悉，本次南极极地长征赛共有来自27个国家的69名选手参加。完成此赛程后，邢波校友也成为了中国首位“四大荒漠挑战赛”大满贯选手，他先后成功穿越了四大极地：智利阿他加马寒漠、中国大戈壁沙漠、非洲撒哈拉沙漠、南极冰原，也将中欧校旗带到了那里。程怀玉校友也取得女子第4、总排名第33的好成绩。

Two CEIBS AMP alumni – Vice Chairman of Neusoft Group Xing Bo (AMP Class 15) and Vice Managing Director of Sino Great Wall Decoration Engineering Company Cheng Huaiyu (AMP Class 12) – completed the Four Deserts Race in the Antarctic on November 13. While at the South Pole, they sent the school their best wishes on the occasion of CEIBS' 20th Anniversary. Xing became the first Chinese national to complete the entire Four Desert Race Series.



晨兴创投合伙人刘芹从战略、人才和方法的角度对于创业最深刻的感悟、最精妙的阐述。

Only one out of every 50,000 start-ups succeeds. Morningside Ventures Partner Liu Qin (MBA 1998) offers advice on how to make sure yours is the successful one. He draws heavily on his professional and personal relationship with Xiaomi founder Lei Jun.

创业有五万分之一的成功概率

Beating the Odds: Advice for Entrepreneurs

文/刘芹
By Liu Qin (MBA 1998)

一、战略篇

客观冷静地捕捉市场机遇。十年前，小米的雷军一直在思考和捕捉机遇。有一天晚上，他和我打了12小时的电话，我们很快达成了做小米的决定。我开玩笑似地对雷军说：“我一直在等着你的电话，说晚上睡不着觉了，机遇来了。”

无从得知思考这个机遇他花了多长时间，我想我和他之前合作的过程，对他来说也是一种思考的形式。他要做的事情一定要足够大。创业者出发时都精挑细选想把握一个足够

Lay the Groundwork

Keep Calm. Ten years ago, Lei Jun, who would later go on to launch Xiaomi (one of the companies Morningside invests in), was thinking about the opportunities he was trying to seize. [We had worked together before and we were friends] so one night we spent 12 hours on the phone. We soon concluded that he should set up an electronics company that designs and sells smart phones. I joked with him, “I’ve been waiting for your call, and the anticipation has kept me awake. That’s a sign that there’s an opportunity here.” Xiaomi is now the world’s third largest smart phone distributor.

We’ll never know how long Lei Jun had been mulling over his idea before launching it. I think our previous investment projects and discussions were a source of inspiration for him. What he wanted to do needed to be big enough to make an impact. My advice to entrepreneurs: make smart choices and find an opportunity to launch something big. But you also have to look carefully at the changes that are taking place in your intended market, and constantly assess whether the potential market is still large enough. If the answer is no, then you have to consider whether it’s worth continuing.

Timing is Everything. All major opportunities that can be considered as trends are related to timing. It can’t be too early or too late. It’s really crucial to have just the right timing.

When we at Morningside invest in something early on, we spend a lot of effort exploring the general trends in the market. We’re usually acting before a new trend is clear to everyone. We want to be a step ahead of the crowd. In 2009 and 2010, Lei Jun began to think about making smart phones. At that time he must have been among the minority, because he had this vision for his business well ahead of the entire market. This so-called ‘vision’ is based on the few clues that you’re able to spot before others can see them.

Sharpen your Competitive Edge. It’s very difficult to make investments in China today, because nearly every sector is a red ocean. So how can we overcome that? We have to think about building up barriers to our areas of business right away, from the first day. Think about how you can turn your



“
所谓Vision (眼界),就是
你比别人提前捕捉
到了一些蛛丝马迹。
”

大的机遇,但必须随时审视,自己所处的市场环境发生了什么变化,行业规模是否还足够大,如果不是,还值不值得花那么多时间在里面。

所谓市场机遇就是时机。所有趋势性的大机遇都和时机有关,不可太早,不可太晚,捕捉正确的时机真的极其关键。

我们做早期投资,花了很多脑细胞去思考和预判大潮,往往都是提前布局,抽象点说就是提前半步。2009-2010年,雷军开始思考智能手机这件事,当时他一定是少数派,因为他有提前于整个市场的先知先觉。所谓Vision (眼界),就是你比别人提前捕捉到了

一些蛛丝马迹。

你要深入思考如何建立自己的竞争壁垒。今天在中国做投资非常难,几乎每个细分的创业领域都是红海。该怎么办?在创业的第一天你就需要思考竞争壁垒,思考如何把自己所处的竞争环境和竞争格局转化为蓝海。

小公司刚出道时都会受到质疑,创业者每次融资的时候都在讲故事,这些故事的背后可能有一些合理性,挖掘和整理出来就是你的竞争壁垒。对平台级的互联网公司来说,就是网络效应、生态系统。其实不管你从事什么业务,反映到最朴素的原理里,就是用户对你忠诚,不断回来找你。



market and competitive situation to your advantage. Turn the market into a blue ocean.

Small companies undergo a lot of scrutiny when they launch, and entrepreneurs must tell a story every time they finance. Behind their stories there are probabilities and uncertainties. This can be your competitive edge if you can find and fully leverage these probabilities. But no matter what business you are in, the fundamental principle should be to ensure that your users stay loyal to you.

Attract the Right Talents. The more thoroughly you think about your strategy, the clearer your understanding of your talent needs will be. Finding the right people is a great way to test your depth of thinking about the direction of your business. It's not easy to find the right people. From time to time, I remind the entrepreneurs that we're invested in that every day you must spend time and attention on finding the right people. The effort that you place on this is an indicator of your pursuit of quality.

When I say you must try your utmost to find the best people, I should add a caveat – you must try to find the best available people. In 2010, Lei Jun called me to say that he was in pain because he had talked with someone for over 10 hours a day, for five days in a row. In the end he still wasn't able to persuade this person to join him. So you see, even Lei Jun has difficulty finding the right people. His start-up also had to endure many difficulties. This shows that no matter how excellent you are, you still have to work hard to find the

best available people to join you.

Stay Lean. What I very much admire about today's Internet sector is its lean start-ups, which all have the same characteristic: everyone is self-driven. The best management is no management, because the talents have an even greater passion than you to succeed. Small companies don't need people that need to be managed. You have to find self-driven people, who are inspired by your vision and join you willingly.

I have a different view on this than some entrepreneurs. I don't object to cultivating talents; I just think it's very unrealistic for a small company to nurture talents from zero. Shouldn't they place the focus on finding people who are already excellent? If you're confident that you can surround yourself with special troops, you don't need a lot of people. In fact, working with more people will be messy – working with fewer people makes it easier for you to make a breakthrough with your business.

Five Rules For Success

1. Make small victories count.

Traditional industries, like the portal websites we have invested in, have brands, senior editors, high-quality original content, powerful marketing teams, and obvious competitive advantages. But in such a flat world like the Internet, self-promotion, even by one person, can raise the awareness of many. We can criticise shameless publicity, but we still have to recognise that in this world, you can become famous even

without spending a penny. So I believe in smart marketing, rather than the large battleground campaigns done by traditional industries. When you have clearly thought through your strategy and direction, you can move away from using grand narratives and focus on a specific market, without bothering about anything else. To elaborate further on what I mean: Lei Jun always says that Xiaomi was fortunate enough to be able to focus on the mobile Internet industry from the start. Seen from another perspective, even powerful people like him have to pray for good luck, because it's extremely difficult to find this kind of niche market to make a breakthrough.

2. Stay close to your customers – consider involving them in your definition of the product. The target users for Xiaomi are those who care a lot about price-performance ratio – the fans. Fans are not necessarily poor. In fact, they're geeks. I remember Lei Jun frequently went to Internet communities like PDA China and sought the views of mobile phone fans there. The first batch of users for MIUI (the Android ROM developed by Xiaomi) was eventually drawn from a group of mobile fans.

3. Break down your core values to their simplest form. One of the keys to marketing is whether you can summarise the core values of your product in very simple language. I mention user participation above; when you involve your users in your R&D processes they will give you a lot of feedback, which can be noisy. A true product manager defines his product with users, but then is able to extract the key messaging points on his own.

二、找人篇

你对于战略想得越透，你对所需人才的描述就越清晰。找人这件事，其实非常考验你对创业方向的思考深度。

找人一定不容易。我时刻提醒我们基金投资的创业者们，你对找人的重视程度充分反映在你每天花多少时间和精力来做这件事，这体现了你对品质的要求。

你要尽可能找到你能找到的最优秀的人。我有一个定语——你能找到的。在2010年，雷军曾经打电话跟我说他很痛苦，和一个人谈了五天，每天十小时以上，还是说服不了那个人加入。可见雷军找人也挺难的，他的创业也要经历九九八十一难。我的意思是，不管你有多优秀，你都要尽可能找到身边最优秀的人。

我非常欣赏今天互联网的一个特质——精益创业 (Lean Startup)。精益创业有个特征：你找的人都是自驱动的人。最好的管理是不用管理，因为他比你还有激情要让这件事成功。小公司不要找需要被管理的人，要找有自驱动力的，他被你的Vision感化，自愿加入。

在这件事上，我和一些创业者有不同观点。我不是反对培养人，只是觉得小公司从头开始培养人是不是太奢侈了，是不是应该把精力放在去寻找足够优秀的人上？如果你自信找来的个个都是特种部队，其实不需要太多员工。人一多，效率就低，事情就复杂，人少反而容易突破。

三、方法篇

第一，零到一，单点突破。一个极小的单点，稍微往下按一按，压强周围的东西都会聚过来，压强越强，聚过来的速度就越快。什么叫世界是平的，核心之处就是交易成本的降低。

在传统行业，例如我们投资的门

户网站，有品牌、有高水平的编辑、有高质量的原创内容、有强大的广告营销队伍，优势极其明显。可是在如此之平的互联网世界里，由一个人运作的自媒体也能被众所周知。我们可以批判无良的炒作，但不可否认，在这个世界里，也可以不花一分钱快速建立知名度。因此我相信单点突破，而不是像传统行业那样在正面战场上摆开阵地战。当你把战略、方向都想明白了，就可以心无旁骛，将自己的宏大叙事收拢到一个极小的点上，单点突破。关于那个点，我想再多说几句，雷军为什么会说小米主要是运气好，一出来就碰到了互联网手机这个品类。从另一个角度看，即使厉害如雷军，也要祈祷自己运气好，因为寻找这个突破点极不容易。

“做营销很关键一点，就是你能不能把产品最核心的价值用极简洁的语言提炼出来。”

第二，跟用户零距离，甚至拉他们入伙，共同定义产品。小米的目标人群就是对性价比极其敏感的人群，即发烧友。发烧友未必是没钱人，他们其实是极客。我记得那时候雷军频繁地去PDA中国、手机发烧友这样的社区交朋友，MIUI（米柚，小米科技旗下的安卓系统ROM）的第一批用户就是从手机发烧友中一点点转化过来的。

第三，要将自己的核心价值克制地提炼出来。做营销很关键一点，就是你能不能把产品最核心的价值用极简洁的语言提炼出来。刚才说到用户参与感，你把用户拉进来时，用户会给你很多反馈，声音比较嘈杂。真正的产品经理是和用户一起定义产品，但提炼出关键点是产品经理自己的工作。

第四，要充分利用第三方社交平台。社交平台是互联网很核心的能力。脸谱网（Facebook）和微博中用户之间的链接关系，其实很像核裂变，一个原子撞击另外一个原子，变成两个原子，这两个原子再撞击另外两个原子变成四个原子。这种裂变效应就是脸谱网和微博巨大爆发力的秘密所在。

第五，一旦找准方向，全力以赴。我要提醒大家，当你全力以赴时，你是以增加护城河的方式增加你的用户规模。要时刻提醒自己，你的护城河出现了什么新的东西，发生了什么变化，及时进行总结。我最近提到一个词叫“守正出奇”，有些公司跟我说，他们的用户量很大，特别会推广，把各大切口位置都拿到了，但我认为这叫“奇”，不叫“正”。

总而言之，互联网都是从小事做起，如果你一上来就想干大事，谁都知道的大事，在BAT互联网三巨头的核心射程之内，你就悲催了。所以要寻找一个小事，大公司没关注到的，勿以事小而不为。如果你发现点没找准，不要轻易展开，否则只会浪费资源。如果你觉得这个方向怎么也试不出来，也别沮丧，创业有五万分之一的成功概率，失败不丢人，咱再找下一个。

刘芹先生是晨兴创投合伙人，“中欧20年20人”杰出校友奖获得者之一。本文选编自他在公司峰会上的主题演讲



4. Make good use of social networking sites. Social networks are one of the core competencies of the Internet. The links among users of Facebook and Weibo are like the nuclear fission that takes place when one atom collides into another and breaks into two, and then the two collide with others to make four. This kind of fission is the secret to the huge explosion of Facebook and Weibo.

5. Set your course and stay focused. I must remind you that while you are making all these efforts and enlarging your user base by building a defensive wall around your product, you must still remain constantly aware of the

potential changes in your market, your user base and the competition. Recently I came up with the expression “standard defense and surprise offense” in product promotion. Some companies tell me that they have a huge user base, and they’ve been able to secure every portal of publicity possible with their expertise in promotion. But I think this is an offensive play, not standard defense.

In a word, you must start small in your Internet ventures. If you attempt to make a lot of noise from the outset on the turf of the BATs (Baidu, Alibaba and Tencent), your efforts will end in tragedy. You have to find something small, outside the realm of the giants,

and don’t give it up just because it might be too small. If you find that you’ve probably got the wrong idea, don’t continue with your efforts, it will just be a waste of resources. If you reach a point where you feel you cannot succeed, don’t be discouraged. The probability of a successful start-up is 1 in 50,000. Failure is not humiliation. Just move on and find the next venture.

Liu Qin, a Partner at Morningside Ventures, was selected one of CEIBS 20 Most Distinguished Alumni for 2014. This is an excerpt from an address he gave to his clients.

中欧20周年校庆“水之梦” 摄影大赛获奖作品选登

Award winning works
from CEIBS 20th anniversary
“The Dream of Water”
photography competition



高斐《那曲》Gao Fei's "Music"





吴叔平《渔乡音符》
Wu Shuping's "Musical notes on the surface of the lake"



汪峰《浦江见证》Wang Feng's "Huangpu River is the witness"



朱祥明《夕阳下的单脚划船男》Zhu Xiangming's "A fisherman at sunset"



中欧金融 MBA (FMBA) 特别鸣谢

2014 年，中欧 FMBA 送走了首届毕业生，他们满载收获，开启人生与事业的新华章。

2014 年，中欧 FMBA 也满心喜悦地迎来了新一届学生，他们怀揣梦想，整装待发。

中欧 FMBA 学生代表着目前中国金融业最优秀的中坚力量，在他们实现金融梦想的道路上，得到了中欧校友们的大力支持，今年共有 70 多位校友为申请者撰写了推荐信，给招生委员会提供了很有价值的参考意见。

在新的一年到来之际，我们向所有为申请者撰写推荐信以及给予支持的校友们送上最真挚的新年祝福与谢意！特别感谢名单如下（姓名按首字母排序）：

姓名	公司	职位	班级
柴宏达	绿城房地产集团有限公司	副总经理	EMBA2010
陈凯	博跃财经信息咨询（上海）有限公司	执行董事兼中国区总经理	MBA2000
陈智海	上海诚鼎创业投资有限公司	总裁	EMBA1998
储慧斌	海捷投资控股集团	董事长	EMBA2002
崔浩丹	浙江中汇会计师事务所	合伙人	FMBA2012
崔莹	上海鹏欣房地产（集团）有限公司	财务总监	EMBA2003
丁坚	天风证券有限责任公司	副总裁	EMBA2010
冯奇	上海复星创富投资管理有限公司	投资副总监	FMBA2013
付伟	中欧银联支付学院	院长	EMBA2003
高新	长盛基金管理有限公司	董事长	EMBA2008
关永明	上海唐圣投资管理有限公司	董事长	MBA1997
郭利军	北京百花蜂业科技发展股份公司	总经理	EMBA2013
郭林	上海陆家嘴（集团）有限公司	副总经理	EMBA2004
何刚	上海氯碱化工股份有限公司	董事总经理	EMBA2001
贺建青	上海重阳投资管理有限公司	投资部主管、执行总经理	FMBA2012
胡亚继	华西证券有限责任公司	总经理	FMBA2012
黄毅	易居中国控股有限公司	董事局主席助理	FMBA2013
黄勇	平安资产管理有限责任公司	总经理	EMBA2008
江怡	怡廷企业发展（上海）有限公司	执行董事	EMBA2009
姜一冉	上海意泰广告传媒有限公司	总经理	EMBA2003
李靖	中国长江三峡集团公司	副主任	EMBA2007
李军	上海华谊（集团）公司	副总裁	EMBA1996
李文	汇添富基金管理股份有限公司	督察长	EMBA2010
李月庆	上海天翼图书有限公司	总经理	EMBA2001
林利军	汇添富基金管理股份有限公司	总裁	CEO2011
林贤培	上海张江（集团）有限公司	副总经济师	EMBA1995
林震森	三林集团中国总部	副总裁	EMBA2006
刘强	上海临港经济发展（集团）有限公司	安全监察部总监	EMBA2010
刘源	中国银联股份有限公司	战略发展部副总经理	EMBA2003
卢大印	上海东证期货有限公司	总经理	EMBA2008
毛恩	中锐控股集团有限公司	董事、常务副总裁	EMBA1998
裘国根	上海重阳投资管理有限公司	董事长	CEO2010



SPECIAL THANKS!

from CEIBS FMBA

In 2014, CEIBS FMBA bid farewell to its first cohort of graduates. Their rewarding learning experience at CEIBS will help them start a new chapter in their professional and personal lives.

Also in 2014, CEIBS FMBA joyfully welcomed a new cohort of students. They're ready to start an amazing journey at CEIBS, one that will take them a step closer to their ambitious dreams.

Our FMBA students are the backbone of China's financial sector. They received strong support from CEIBS alumni as they pursued their financial dreams. This year, more than 70 alumni wrote recommendation letters for FMBA applicants and provided the Admissions Committee with a valuable source of reference.

Best wishes for the upcoming New Year, and our sincere gratitude to:

Name	Company	Position	Class
Chai Hongda	Greentown Real Estate Group Co., Ltd.	Vice General Manager	EMBA2010
Chen Kai	MSCI Barra Financial Information Consultancy (Shanghai) Ltd.	Executive China & Head of China	MBA2000
Chen Zhihai	Shanghai Capital Venture Capital Co., Ltd.	CEO	EMBA1998
Chu Huibin	Hunan Hiyield Investment Co., Ltd.	President	EMBA2002
Kenny Cui	Zhongrui Certified Public Accountants LLP	Partner	FMBA2012
Meggie Cui	Shanghai Pengxin Real Estate Group Co., Ltd.	Finance Director	EMBA2003
Ding Jian	Tian Feng Securities Co., Ltd.	Vice President	EMBA2010
Philip Feng	Fosun Capital Investment & Management Co., Ltd.	Deputy Investment Director	FMBA2013
Fu Wei	ChinaUnionPay Payment College	President	EMBA2003
Gao Xin	Changsheng Fund Management Co., Ltd.	Chairman	EMBA2008
Charlie Guan	Shanghai Tangsheng Investment Management Co., Ltd.	President	MBA1997
Guo LiJun	Beijing Supply And Marketing Cooperatives	General Manager	EMBA2013
Guo Lin	Shanghai Lujiazui Development (Group) Company Limited	Vice General Manager	EMBA2004
He Gang	Shanghai Chlor-Alkali Chemical Co., Ltd.	General Manager	EMBA2001
He Jianqing	Shanghai Chongyang Investment Management Co., Ltd.	Director of Investment & Executive Director	FMBA2012
Hu Yaji	Huaxi Securities Co., Ltd.	General Manager	FMBA2012
Louis Huang	E-House (China) Holdings Limited	Assistant to Chairman	FMBA2013
Michael Huang	Ping An Asset Management Co., Ltd.	General Manager	EMBA2008
Jiang Yi	Yiting Enterprise Development (Shanghai) Co., Ltd.	Executive Director	EMBA2009
Jiang Yiran	Shanghai Eastai Advertising & Media Co., Ltd.	General Manager	EMBA2003
Li Jing	China Three Gorges Corporation	Deputy Director	EMBA2007
Li Jun	Shanghai Huayi (Group) Company	Vice Company	EMBA1996
Li Wen	China Universal Asset Management	Chief Compliance Officer	EMBA2010
Li Yueqing	Shanghai Wingsbook Co., Ltd.	General Manager	EMBA2001
Andy Lin	China Universal Asset Management	Chief Executive Officer	CEO2011
Lin Xianpei	Shanghai Zhangjiang (Group) Co., Ltd.	Vice General Economist	EMBA1995
Lin Zhensen	Salim China	Vice President	EMBA2006
Liu Qiang	Shanghai Lingang Economic Development (Group) Co., Ltd.	Security Supervision Department Director	EMBA2010
Liu Yuan	China UnionPay Co., Ltd.	Deputy General Manager	EMBA2003
Lu Dayin	Orient Futures Company Limited	General Manager	EMBA2008
Mao En	Chiway Holding Group Co., Ltd.	Director & Deputy President	EMBA1998
Qiu Guogen	Shanghai Chongyang Investment Management Co., Ltd.	President	CEO2010



中欧金融 MBA (FMBA)

特别鸣谢

姓名	公司	职位	班级
孙建	中信银行股份有限公司	总经理	EMBA2012
孙啸昊	通用电气(中国)有限公司	董事	MBA2002
谭文清	以诺教育培训有限公司	董事长	EMBA2006
田保国	上海金力泰化工股份有限公司	常务副总经理	EMBA2012
田洪雷	中锐地产集团	执行董事、副总裁	EMBA2012
王冬至	新奥能源控股有限公司	执行董事兼首席财务官	EMBA2013
王桂芳	华泰证券股份有限公司	副总经理	EMBA1999
王世雄	中国农业银行上海市分行	行长助理	FMBA2013
王宇	平安证券有限责任公司	执行副总经理	FMBA2013
王志强	上海市城市建设投资开发总公司	副总经理	EMBA2005
王中云	中国银联股份有限公司	高级经理	EMBA2010
韦燕	诺亚(中国)控股有限公司	创始合伙人	AMP2012
翁巍	上海自贸区联合发展有限公司	董事、总经理	EMBA2011
肖茉莉	红杉资本中国基金	副总裁	EMBA2013
谢泓源	华一银行	行长兼执行长	EMBA2007
谢力	浙江海邦人才创业投资合伙企业	总裁、管理合伙人	EMBA2013
许东辉	昆山瓊玉股权投资管理有限公司	合伙人	MBA1995
杨金同	软银中国创业投资有限公司	投资总监	EMBA2007
叶通	今之本投资咨询有限公司	高级经理	MBA2012
殷哲	诺亚(中国)控股有限公司	创始合伙人兼执行董事	EMBA2008
于果	江西科技学院	董事长	CEO2006
于建潮	新奥集团	首席财务官	EMBA2003
张弛	鼎晖投资	分析员	FMBA2012
张均震	安卡国际	集团总经理	EMBA2005
张所明	上海海泰房地产(集团)有限公司	总裁	EMBA2005
张兴	上海大众保险股份有限公司	董事长	EMBA1996
张旭	万科企业股份有限公司	集团副总裁	CFO2008
张志刚	中国航空油料集团公司	副总经理	EMBA2008
章苏阳	IDG 资本投资顾问(北京)有限公司	合伙人	EMBA1998
赵国庆	北京京东世纪贸易有限公司	联席董事长	EMBA2009
赵磊	中建投信托	总经理	FMBA2012
郑婕	富通亚洲控股有限公司	亚洲区财务及汇报主管	EMBA2013
郑宇	映雪资本	合伙人、总裁、投资总监	EMBA2011
周晓乐	浙江天堂硅谷资产管理集团有限公司	执行总裁	EMBA2007
周晔	汇付天下有限公司	总裁	EMBA2000
周颖	凌志软件股份有限公司	董事、高级副总裁	EMBA2013
朱守淳	上海华夏文化旅游开发有限公司	总经理	EMBA1996
朱巍	广发银行上海分行	办公室总经理	EMBA2013
邹颖	毕马威企业咨询(中国)有限公司	经理	FMBA2013

SPECIAL THANKS!

from CEIBS FMBA

Name	Company	Position	Class
Sun Jian	China Citic Bank	General Manager	EMBA2012
Rex Sun	GE (China) Co., Ltd.	Director	MBA2002
Tan Wenqing	Enoch Education	Chairman of the Board	EMBA2006
Tian Baoguo	Shanghai Kinlita Chemical Co., Ltd.	Vice General Manager	EMBA2012
Tian Honglei	ChiywayLand Group	Executive Director & Vice President	EMBA2012
Wang Dongzhi	ENN Energy Holdings Limited	Executive Director & CFO	EMBA2013
Wang Guifang	Huatai Securities Co., Ltd.	Vice General Manager	EMBA1999
Wang Shixiong	Agricultural Bank of China (Shanghai Branch)	Assistant President	FMBA2013
Wang YU	Ping An Securities Company Ltd.	Executive Vice President	FMBA2013
Wang Zhiqiang	Shanghai Chengtong Corporation	Vice President	EMBA2005
Wang Zhongyun	China UnionPay Co., Ltd.	Senior Manager	EMBA2010
Wei Yan	Noah (China) Holdings Limited	Founding Partner	AMP2012
Willis Weng	Shanghai Free Trade Zones United Development Co., Ltd.	General Manager	EMBA2011
Molly Xiao	Sequoia Capital China	Vice President	EMBA2013
Steve Hsieh	First Sino Bank	President & CEO	EMBA2007
Xie Li	Zhejiang Haibang Talent Enterprises	President & Managing Founder	EMBA2013
Daniel Xu	Kunshan Kunyu Capital Ltd.	Partner	MBA1995
Yang Jintong	SB China Venture Capital	Investment Director	EMBA2007
Tony Ye	Capital Today Investment & Consulting (Shanghai) Co., Ltd.	Senior Associate	MBA2012
Yin Zhe	Gopher Asset Management Co., Ltd.	Co-Founder & Executive Partner	EMBA2008
Yu Guo	Jiangxi University of Technology	President	CEO2006
Yu Jianchao	ENN GROUP	Chief Financial Officer	EMBA2003
Chi Zhang	CDH Investments	Analyst	FMBA2012
Joey Zhang	Oncard International China	Group General Manager	EMBA2005
Zhang Suoming	Shanghai HITIME Real Estate (Group) Co., Ltd.	President	EMBA2005
Frank Zhang	Dazhong Insurance Co., Ltd.	Chairman	EMBA1996
Zhang Xu	China Vanke Co., Ltd.	Group Vice President	CFO2008
Zhang Zhigang	China National Aviation Fuel Group Corporation	Vice President	EMBA2008
Zhang Suyang	IDG Capital Partners	General Partner	EMBA1998
William Zhao	Beijing Jingdong Century Trading Co., Ltd.	Co-Chairman	EMBA2009
Oliver Zhao	JIC Trust Co., Ltd.	General Manager	FMBA2012
Jennie Zheng	Fortis Asia Holdings Limited	Head of Finance & Reporting, Asia	EMBA2013
Jeff Zheng	Snowlight Capital	Partner & President & Investment Director	EMBA2011
Zhou Xiaole	Zhejiang Silicon Paradise Asset Management Group Co., Ltd.	Executive Vice President	EMBA2007
Jerry Zhou	China Payment and Remittance Service Co., Ltd.	CEO	EMBA2000
Zhou Ying	Linkage Software Co., Ltd.	Director & Senior Vice President	EMBA2013
Zhu Shouchun	Shanghai Huaxia Culture & Tourism Zone Development Co., Ltd.	General Manager	EMBA1996
Zhu Wei	China Guangfa Bank (Shanghai Branch)	Office General Manager	EMBA2013
Christina Zou	KPMG Advisory (China) Limited	Manager	FMBA2013



CEIBS MANAGEMENT COMMITTEE

Professor ZHU Xiaoming, Executive President
 Professor Pedro NUENO, President
 Professor Hellmut SCHÜTTE, Vice President and Dean
 Professor ZHANG Weijiong, Vice President and Co-Dean

Professor XU Dingbo, Associate Dean
 Mr Hobbs LIU, Assistant President and
 Director of Executive Education

CEIBS ACADEMIC COUNCIL

Prof. SCHÜTTE, Hellmut (Chairman)
 CEIBS, PRC

Prof. CANALS, Jordi
 IESE Business School, Spain

Prof. CREMER, Rolf D.
 Global Bridges China Forum, Germany

Prof. DE BETTIGNIES, Henri-Claude
 INSEAD, France

Prof. DE MEYER, Arnoud
 Singapore Management University, Singapore

Prof. KLAG, Michael J.
 The Johns Hopkins Bloomberg School of Public Health, USA

Prof. LIKIERMAN, Andrew
 London Business School, U.K.

Prof. NUENO, Pedro
 CEIBS, PRC

Prof. PALADINO, Marcelo
 IAE Business School, Argentina

Prof. PALEPU, Krishna
 Harvard Business School, USA

Prof. QIAN, Yingyi
 Tsinghua University School of Economics and Management, PRC

Prof. RAMANANTSOA, Bernard
 HEC Paris, France

Prof. TURPIN, Dominique
 IMD, Switzerland

Prof. ZHANG, Weijiong
 CEIBS, PRC

CURRENT FACULTY MEMBERS

ATUAHENE-GIMA, Kwaku, PhD
 Marketing and Innovation Management

CAI, John, PhD
 Economics

CALLARMAN, Thomas E., PhD
 Operations Management

CARDONA, Pablo, PhD
 Management

CHEN, Jieping, PhD
 Accounting
 Zhongkun Group Chair of Accounting

CHEN, Shaohui, PhD
 Management Practice

CHEN, Shimin, PhD
 Accounting

CHEN, Weiru, PhD
 Strategy

CHIANG, Jeongwen, PhD
 Marketing

CHNG, Daniel Han Ming, PhD
 Management

CRONQVIST, Henrik, PhD
 Finance
 Zhongkun Group Chair of Finance

DING, Yuan, PhD
 Accounting
 Cathay Capital Chair in Accounting

FANG, Yue, PhD
 Decision Sciences

FERNANDEZ, Juan Antonio, PhD
 Management

GONG, Yan, PhD
 Entrepreneurship

GUTSATZ, Michel
 Marketing

HAN, Jian, PhD
 Management

HUANG, Ming, PhD
 Finance
 La Caixa Chair in Finance

HWANG, Yuhchang, PhD
 Accounting

KIM, Tae Yeol, PhD
 Organizational Behavior and Human
 Resource Management

LEE, Jean S K, PhD
 Management
 Michelin Chair in Leadership and HR

LI, Shanyou (Kevin)
 Entrepreneurship

LIANG, Neng, PhD
 Management

MEYER, Klaus E., PhD
 Strategy and International Business

MILLER, Paddy, PhD
 Management

MOON, Henry, PhD
 Organisational Behaviour

NUENO, Pedro, DBA
 Entrepreneurship
 Chengwei Ventures Chair in
 Entrepreneurship

PARK, Hyun Young, PhD
 Marketing

PARK, Sam (Seung Ho), PhD
 Strategy

PRICE, Lydia J., PhD
 Marketing

PRÓDI, Romano, PhD
 Strategy
 Sino-European Dialogue Chair

RAMASAMY, Bala, PhD
 Economics

RIBERA, Jaume, PhD
 Production and Operations
 Management
 Port of Barcelona Chair in Logistics

RUI, Oliver, PhD
 Finance and Accounting

SAMPLER, Jeffrey, PhD
 Management

SCHÜTTE, Hellmut, PhD
 Distinguished Professor of
 Management
 European Chair for Global
 Governance and Sino-European
 Business Relations

SU, Xijia, PhD
 Accounting

TSAI, Terence, PhD
 Management

TSAMENYI, Mathew, PhD
 Accounting

TSE, Kalun, PhD
 Finance

TSIKRIKTSIS, Nikos, PhD
 Operations Management

VELAMURI, S. Ramakrishna,
 PhD
 Entrepreneurship

WANG, Gao, PhD
 Marketing

WANG, Jing
 Marketing

WOOD, Jack Denfeld, PhD
 Management Practice

WU, Jinglian
 Economics
 Baosteel Chair in Economics

XIANG, Yi, PhD
 Marketing

XIN, Katherine R., PhD
 Management
 Bayer Chair in leadership

XU, Bin, PhD
 Economics and Finance

XU, Dingbo, PhD
 Accounting
 Essilor Chair of Accounting

XU, Xiaonian, PhD
 Economics and Finance
 Santander Central Hispano S.A
 Chair in Economics and Finance

YANG, Lei (Bob)
 Finance

YANG, Yu, PhD
 Management

YEUNG, Arthur, PhD
 Management
 Philips Chair Professor of
 Human Resource Management

YIP, George S., PhD
 Strategy

YU, Fang (Frank), PhD
 Finance

ZHANG, Hua, PhD
 Finance

ZHANG, Weijiong, PhD
 Strategy

ZHANG, Yimin, PhD
 Finance

ZHAO, Xiande, PhD

Operations and Supply Chain Management

ZHAO, Xinge, PhD
 Finance and Accounting

ZHOU, Dongsheng, PhD
 Marketing

ZHU, Tian, PhD
 Economics

ZHU, Xiaoming, PhD
 Management
 Zhongtian Chair in Management

RESEARCH Centres

Case Development Center
 Director: Prof. LIANG, Neng

Centre of Chinese Private Enterprises
 Director: Prof. ZHANG, Weijiong

CEIBS Centre for Healthcare
 Management and Policy
 Director: Prof. CAI, John

The Euro-China Center for Leadership
 and Responsibility
 Director: Prof. PRICE, Lydia
 Leadership Behavioural Laboratory
 Director: Prof. LEE, Jean

China Outsourcing Institute
 Director: Prof. ZHU, Xiaoming

CEIBS Lujiazui Institute of International
 Finance
 Director: Prof. WU, Xiaoling

Center for Automotive Research
 Director: Prof. CALLARMAN, Thomas E./
 Prof. ZHAO, Xiande

CEIBS Centre for China Innovation
 Director: Prof. YIP, George/Prof. HAN, Jian

Centre for Entrepreneurship and
 Investment
 Director: Prof. LI, Kevin/
 Prof. RAMAKRISHNA Velamuri

CEIBS-Pudong Service Economy
 Research Centre
 Director: Prof. ZHU, Xiaoming/
 Prof. NUENO, Pedro

Centre for Globalization of Chinese
 Companies
 Director: Prof. DING, Yuan/Prof. WANG, Gao

CEIBS E&Y Research Centre for
 Emerging Market Studies
 Director: Prof. MEYER, Klaus

CEIBS Kaifeng Centre for Family
 Heritage
 Director: Prof. LEE, Jean/ Prof. RUI, Oliver

The Shanghai Institute of Digitalization
 and Internet Finance
 Director: Prof. ZHU, Xiaoming

CEIBS Centre for Arts & Cultural
 Studies
 Director: Prof. ZHU, Xiaoming

CEIBS-World Bank China Centre for
 Inclusive Finance
 Director: Prof. RUI, Oliver

Center for Innovation in Supply Chain
 and Services (CISCS)
 Director: Prof. ZHAO, Xiande/
 Prof. CALLARMAN, Thomas E.



谁说结束不是开始

经历春夏秋冬的四季时光

终于在12月31日画上一个完美的句号

那些深藏在乡都酒庄的葡萄酒精灵们

将四季的自然能量在酒窖中徐徐升华

将法式酒庄的文化精粹在酿酒旅程中发扬光大

可谁说结束不是开始呢

封藏了一年好时光的葡萄酒们

满载着一年的收获

怀揣着新年的希望

启程人生更美妙的醇香之旅



品鉴热线

010-58701309 021-52356550 0991-2838589 0996-2022518



有机食品认证 || 中国食品安全十强企业
天猫网店: shengheji.tmall.com 京东 <http://mall.jd.com/index-37179.html>

融世界之博大 合本土之精深

中欧国际工商学院EMBA课程

www.ceibs.edu/emba

中外政府合作办学 专注高端管理教育
国际师资本土实践 逾万精英校友网络

2015级EMBA春季班4月开学，敬请咨询：

上海班 021-2890 5888

北京班 010-8296 6666

深圳班 0755-3337 8112



中欧官方微信



EMBA课程信息

* 中欧国际工商学院是中国大陆管理教育的先驱，同时开设有MBA、在职金融MBA、EMBA、国际EMBA和高层经理培训课程。