

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

## 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 Nuño)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,归国后共同创办了该公司。

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