

以色列经济部长分享科技创业之道 Israeli Ministers' Lessons on Innovation

11月26日，以色列经济部长纳夫塔利·贝内特（Naftali Bennett）访问中欧，并在上海校区分享了他从政之前的科技创业经历。中欧副院长兼中方教务长张维炯教授致欢迎辞，100多名中欧学员、校友以及相关人士前来聆听。在演讲最后，纳夫塔利·贝内特将以色列强大的创新能力归功于犹太人的历史，“被流放的时候，谁还会投资房地产？我们投资的是教育。”本次讲座由中欧管理论坛与MBA课程部联合举办。

Israel's Minister of Economy Naftali Bennett shared some of the lessons learned throughout his pre-politics career as a tech entrepreneur during a brief but thoroughly entertaining speech at the CEIBS Shanghai Campus on November 26. Among the more than 100 people in the audience were MBA students, alumni and professionals from companies related to or interested in Israel. Towards the end of his speech, Minister Bennett also briefly touched on current developments in the high tech industry. He attributed Israel's immense innovation skills to the Jewish people's exile in history. "When you're in exile, you don't invest in real estate, but in education," he said.



中欧名列美国《商业周刊》MBA亚洲榜单之首 *Bloomberg Ranks CEIBS MBA #1 in Asia*

在 2014美国《商业周刊》全职MBA排名榜中，中欧MBA课程稳居亚洲榜首，并在全球MBA课程中名列第17位。美国《商业周刊》和英国《金融时报》的全职MBA排名是全球最权威的两大排名，目前中欧MBA在两大榜单中均名列第17位。

《商业周刊》全职MBA排名每两年评审一次。该榜单对学生满意度和雇主满意度格外关注，这两方面在排名中的权重高达90%。此次中欧在两方面的排名分别为第17和第18。随着国际影响力的提升，中欧MBA也在管理教育领域建立了以下合作和联盟：1）与哈佛大学商学院、伦敦商学院、欧洲工商管理学院（INSEAD）等建立了面向MBA毕业生的就业资源互惠协议；2）与宾夕法尼亚大学沃顿商学院、西北大

学凯洛格商学院、杜克大学福库商学院等合作了互免学费、互相认可学分的学生对等交换项目；3）与美国约翰霍普金斯大学公共卫生学院、康奈尔大学酒店管理学院、塔夫茨大学弗莱彻法律与外交学院共同开设了双学位项目。

The CEIBS MBA has been ranked #17 on *Bloomberg Businessweek's* list of global full-time programmes for 2014, making CEIBS the highest ranked Asian school on the list. The rankings look at which b-schools do the best job of preparing MBAs for careers after graduation, and providing them with the best education.

CEIBS' #17 spot is an indicator of the quality of students the school attracts, their satisfaction with the programme,

and increasing recognition from the companies that recruit CEIBS graduates. Students from CEIBS MBA Class of 2014 were asked to rate the quality of CEIBS' academic and career development, the quality of the student body and school culture, as well as their own skill sets. In addition to student satisfaction, *Bloomberg* polled employers and measured faculty research in prominent journals in order to rank 112 full-time MBA programmes, the largest number of schools included since the survey began 26 years ago. The list was further broken down into two categories, one with 85 US schools and one with 27 international schools.

The Bloomberg Businessweek rankings are conducted every two years.



中欧稳居《金融时报》EMBA全球排行榜前十强 CEIBS EMBA Remains at #10 in *FT* Ranking

10月20日，2014英国《金融时报》EMBA百强榜单公布，中欧EMBA课程在该榜单中名列第十，连续三年稳居前十强。据《金融时报》报道，中欧EMBA是全球最好的五个独立运营的EMBA课程之一。

英国《金融时报》年度EMBA排行榜是全球公认的评选流程最规范、最权威的商学院课程排名体系之一。与去年相比，中欧EMBA课程在以下单项排名上取得了长足进步：

在衡量毕业以后职位和企业规模变化的“职业发展”分类排名中，中欧EMBA比去年上升了七位；

在“国际课程经验”分类排名中，中欧EMBA上升了三位，该分类排名的参考依据是本国领土之外的课堂教学时间；

在“国际教授的增长数量”分类排名中，中欧EMBA也上升了三位；

在“工作经验”分类排名中，中欧EMBA比去年提高了19位。该排名考察了EMBA学员就读EMBA前的职位、各项职位工作时间、公司规模、国际从业经历等，排名的提高表明中欧EMBA学员在事业平台方面更为宽广。

CEIBS 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 EMBA is ranked among the Top 5 independently-run programmes worldwide, according to the *FT*.

The annual *FT* survey of global EMBA programmes is one of the longest-running, most rigorous, and best respected media rankings. CEIBS EMBA has made gains in the areas of career progress, aims achieved, international course experience rank, number of female students enrolled, *FT* research rank, and number of international faculty.

CEIBS was the first business school in the Chinese mainland to offer a full-time MBA, an Executive MBA, and a wide array of Executive Education Programmes and it is the only Asian business school to have simultaneously achieved global ranking for all three of these programmes.

中欧校友企业一嗨租车成功登陆纽交所 Alumni Company Lists on NYSE

11月18日，由中欧校友章瑞平（EMBA 2003）创立的一嗨租车（NYSE: EHIC）成功登陆纽约证券交易所，成为第一家在美上市的中国租车公司。一嗨租车与中欧国际工商学院有着深厚渊源，章瑞平的创业是从中欧起步，目前公司四位高管均为中欧校友。

Chinese company eHi Car Services, founded by CEIBS EMBA alumnus Zhang Ruiping, listed its shares on the New York Stock Exchange on November 18, becoming the first Chinese car rental service company to list in the US. It will trade under the ticker symbol EHIC.

11月8日，中欧国际工商学院携手中央电视台财经频道《对话》栏目，在上海校区举办“2014全球管理论坛”，论坛以“变革与创新的时代：新经济、新繁荣”为主题，深入探讨了“新常态下的机制设计”和“创新改变世界：一场席卷全球的产业风暴”两大议题。2014全球管理论坛在中欧20周年校庆日举办，是贯穿整年的校庆活动中的学术钜制。

论坛上半场的议题为“新常态下的机制设计”。参与讨论的嘉宾有：中欧宝钢经济学教席教授吴敬琏，诺贝尔经济学奖得主、哈佛大学亚当斯大学教席教授埃里克·马斯金（Eric Maskin），中欧西班牙巴塞罗那储蓄银行金融学教席教授黄明。中国政府正努力通过转变增长模式来激发经济活力，众多改革呼声中，“机制改革”在国内经济学界获得广泛认可。在主持人陈伟鸿的引导下，三位嘉宾从机制设计的角度对官员腐败、房贷证券化、国企限薪等社会焦点问题提出了解决方案。例如，针对官

员腐败，嘉宾提出应该从根本上铲除寻租空间，把权力关进制度的牢笼，并学习新加坡和香港的经验——高薪养廉、加强监管。

论坛下半场的议题为“创新改变世界：一场席卷全球的产业风暴”。参与讨论的嘉宾有：中欧院长朱晓明教授、中银国际控股有限公司首席经济学家曹远征、全球畅销书《未来是湿的》《认知盈余》的作者克莱·舍基（Clay Shirky）、晨兴创投合伙人刘芹（MBA 1998）。四位嘉宾分别从教育领域先行者、经济学家、互联网研究者和成功投资人的角度探讨了各自所感受到的创新风暴。朱晓明院长在演讲中指出：这是一个“挑战挑战者，超越超越者”成为常态的时代；在惊心动魄的挑战中，人们必须认识到，“跨界创新是常态，科技创新是动力，模式创新是趋势”。

CEIBS capped off its 20th anniversary celebrations on November 8 with the

Global Management Forum, one of the highlights in a year-long series of events that have showcased the school's strong focus on academic discourse and knowledge dissemination. The forum saw two thought-provoking debates with participation from Nobel Laureate Prof Eric Maskin, renowned economist and CEIBS Baosteel Professor Wu Jinglian, CEIBS Executive President Zhu Xiaoming, well-known author Prof Clay Shirky, la Caixa Chair Professor of Finance at CEIBS Huang Ming, Chief Economist at Bank of China International Holdings Limited Cao Yuanzheng and Managing Director of Morning side Capital Liu Qin. It was held in the newly-built conference centre at the school's Shanghai Campus. Panellists explored different aspects of the forum's broad theme of "Times of Changes and Innovation: New Economy and New Prosperity".





中欧20周年校庆招待会奉献思想盛宴 Food for Thought During Anniversary Reception

11月7日，中欧国际工商学院成立20周年招待会在中欧上海校园玻璃金字塔内举行。本次招待会奉献了一场智慧与激情相互碰撞的思想盛宴，有三位主讲嘉宾发表精彩的主题演讲，他们分别为诺贝尔经济学奖得主、哈佛大学亚当斯大学教席教授埃里克·马斯金（Eric Maskin），被誉为“互联网革命最伟大的思考者”的畅销书作家克莱·舍基（Clay Shirky）和原国务院新闻办主任、中国人民大学新闻学院院长赵启正教授。

第十一届全国人大常委会副委员长、原教育部部长陈至立，上海市人大常委会副主任、上海交通大学党委书记姜斯宪，欧盟驻华大使馆临时代办卡门·卡诺（Carmen Canon De Lasala），上海交通大学校长、中欧国际工商学院董事长张杰，第十三届上

海市人大常委会副主任、中欧国际工商学院董事杨定华，欧洲管理发展基金会名誉主席、中欧国际工商学院副董事长赫拉德·范斯海克（Gerard Van Schaik），欧洲管理发展基金会总干事兼首席执行官、中欧国际工商学院董事埃里克·科尼埃尔（Eric Cornuel）等莅临招待会，中欧院领导、教职员工及校友代表、海内外嘉宾也出席了招待会。中欧中方院长朱晓明教授主持大会，欧方院长佩德罗·雷诺（Pedro Nueno）教授代表学院致辞，向与会嘉宾表示热烈欢迎。

姜斯宪副主任在会上宣读了全国人大常委会原委员长、上世纪90年代中共上海市委书记、中欧院名提写者吴邦国的贺信。吴邦国在贺信中表示：“中欧国际工商学院本着‘认真、创新、追求卓越’的校训已走过20个年头，进入世界第一

梯队，成为亚洲第一的商学院。希望中欧今后在党的领导下更上一层楼，为中国特色社会主义建设做出更多贡献。”

姜斯宪副主任还转达了中共中央政治局委员、上海市委书记韩正，上海市委副书记、上海市市长杨雄对于中欧未来的期望。姜斯宪副主任表示，20年来，在各方共同努力下，中欧国际工商学院取得了举世瞩目的成就，此番成就离不开中央各部门的大力支持，离不开欧盟各成员国的大力支持，离不开欧洲管理发展基金会的贡献，离不开上海市政府的支持和上海交通大学的努力。

欧盟驻华大使馆临时代办卡门·卡诺代表欧盟委员会对中欧20周年校庆表达了祝福。中欧国际工商学院董事长张杰、欧洲管理发展基金会总干事兼首席执行官埃里克·科尼埃尔分别代表中方和欧方办学单位致辞。

CEIBS said thank you to all who have contributed to the institution's last 20 years with a reception dinner on November 7 where intellectual discourse was the focus.

Skilfully moderated by CEIBS Executive President Prof Zhu Xiaoming, the evening had keynote speeches by Nobel Laureate Prof Eric Maskin and renowned author Prof Clay Shirky. The third keynote speaker was Prof Zhao Qi Zheng, Former Director of the State Council Information Office, Dean of the Journalism School at Renmin University of China.

Ahead of their speeches though, members of the CEIBS community and their friends who had gathered in the signature glass pyramid – the focal point of CEIBS' Shanghai Campus – heard from many who had been with

CEIBS from the very beginning.

Among them was CEIBS President Prof Pedro Nueno who welcomed the guests; the Shanghai Municipal People's Government, which was represented by Deputy Director of the Standing Committee of Shanghai Municipal People's Congress Jiang Sixian; and the European Union, represented by Chargé d'Affaires Carmen Cano. Two decades ago, the Shanghai Government and the EU established CEIBS with the help of two partners. These institutions, Shanghai Jiao Tong University (SJTU) and the EFMD, were also represented that evening by SJTU's President Prof Zhang Jie – who is also Chairman of the CEIBS Board – and EFMD Director-General Prof Eric Cornuel.



姜斯宪 Jiang Sixian



卡门·卡诺 Carmen Canon De Lasala



张杰 Zhang Jie



埃里克·科尼埃尔 Eric Cornuel

大师课堂名家云集庆华诞 Something for Everyone at Final Master Classes



丁肇中 Ding Zhaozhong



徐和谊 Xu Heyi

10-11月，中欧国际工商学院20周年校庆系列讲座“大师课堂”继续邀请国内外学界商界精英来到中欧发表精彩演讲。

10月22日，诺贝尔物理学奖得主、美国麻省理工学院讲座教授丁肇中在中欧上海校区发表了题为“我所经历的物理实验”的演讲。丁肇中教授以朴素的语言讲述了他所经历的四个科学实验，即1974年寻找新夸克的实验、1979年发现胶子的实验、发现互联网的大型国际合作项目以及寻找宇宙起源的国际空间站AMS实验，展现了科学的浩瀚与精深，并从中引伸出平实而智慧的人生哲思。

10月25日，北京汽车集团有限公司党委书记、董事长徐和谊（EMBA 1996）在中欧北京校区发表了题为“在创新中追赶，在转型中超越”的演讲。徐和谊结合北汽集团的创新历程，介绍了中国汽车产业的发展概况和转型挑战。徐和谊指出，一家企业要想实现快速发展，必须具备四大素质，即清晰的战略目标、强大的资源整合能力、超强的创新能力和海纳百川的人才聚合能力。

10月29日，印孚瑟斯创始人、常务联合主席克里斯·戈帕拉克里什南（Kris Gopalakrishnan）在中欧上海校区做了

题为“IT世界，我的历程”的演讲。戈帕拉克里什南介绍了创立于1981年的印孚瑟斯公司，分享了自己33年职业生涯的感悟。他认为，人们现在面临海量的信息和数据，而最重要的利用方法就是“问一个具体问题，看数据怎么回答它。”

10月30日，汇丰控股有限公司集团主席范智廉（Douglas Flint）在上海校区发表了题为“预期多变，责任愈增”的演讲。范智廉指出，新兴市场和新兴科技在改变世界经济格局的同时也带来了诸多挑战，若将这些挑战宽泛地定义为“危机”，那么“危机”不仅能为领导力提供解决问题、推动发展的机遇，也能帮助领导者汲取教训、避免重蹈覆辙。

11月11日，“大师课堂”2014年度的最后一讲迎来了礼来制药全球董事长、总裁兼首席执行官李励达（John C. Lechleiter）。李励达在演讲中回顾了自己与中欧15年的不解之缘：中欧为礼来中国的管理层培养了大批人才，礼来制药也是中欧健康产业高峰论坛的主要赞助商。李励达坚信“我们即将进入一个被称为生物医学的新时代”，突破的关键在于医药创新；医药公司必须进行变革，而变革的关键就是协同合作。



The final batch of Master Classes staged as part of CEIBS' 20th Anniversary celebrations served up a wide range of speakers, from businessmen to academics, who lectured on everything from leadership skills to physics.

On October 22, MIT Professor and Nobel Laureate in Physics Ding Zhaozhong, spoke about “My Life as an Experimental Physicist” during a lecture at the CEIBS Shanghai Campus. He is known for his role in many ground-breaking scientific explorations, including his latest research which is being conducted on the international space station and involves the search for the origins of the Universe.

It was an entirely new topic on October 25 when Xu Heyi, CEIBS alumnus and Chairman of BAIC Group, the state-owned parent company for several Chinese automotive and machine manufacturing companies explored the advantages that come with innovation and change during his class at CEIBS Beijing Campus. His speech was entitled “Catching Up through Innovation, Outpacing through Transition”.

Four days later, Infosys Founder and Executive Co-Chairman

Kris Gopalakrishnan shared details of his impressive career that has spanned more than 30 years in the IT industry. His class, held at CEIBS Shanghai Campus, was a perfect opportunity for Gopalakrishnan to reflect ahead of his retirement this year.

The next day, on October 30, Group Chairman of HSBC Douglas Flint drew on his years of experience in exploring how leadership is evolving. Flint, who leads Europe's largest bank, noted that the banking industry – including HSBC – had to rethink its leadership style and the way it does business in response to the weak points exposed within the industry during the 2008 global financial crisis.

The importance of R&D investment was the focus of the last class in the series. It was given by John Lechleiter, CEO of pharmaceutical company Eli Lilly, on November 11. Topics debated during the Q&A after his speech included the differences between the Chinese and the American innovation systems, the spending on R&D in China, the challenges of talent recruitment, and the relationship between physicians and pharmaceutical companies in China.



建筑名家先后访问中欧上海校园 Campus Architect Visits CEIBS

9月22日，美国太平洋贝氏规划设计中心董事长、美国美中经贸促进会会长、联合国高级顾问贝聿恺先生访问中欧上海校园。贝聿恺是一位热心美中文化和经贸交流事业的知名爱国侨领，他出身于苏沪名门贝家，是著名华裔建筑设计大师贝聿铭的堂弟。

贝聿恺先生在朱晓明院长的陪同下参观了校园。在交谈之中，贝聿恺先生对朱院长所介绍的中欧在培养管理人才、搭建开放学术平台、吸引国际优秀师资、探索先进教学手段等方面的理念和实践非常认同。

11月10日，中欧20周年校庆期间，中欧上海一、二、三期校园的建筑设计师、美国贝·柯·弗联合建筑师事务所（PCF）合伙人伊恩·贝德（Ian Bader）先生应邀访问中欧上海校园，并与中欧院领导分别会面。

朱晓明院长和贝德先生在会面中谈到了六年前双方初次见面的情景。当时他们共同探讨上海新校园的设计，朱晓明院长一边聊天一边在纸上画出示意金字塔结构的几何图形，贝德先生至今记忆犹新，并表示朱院长提出的中欧地标性建筑的概念极大地拓宽了他的设计思路。朱晓明院长感谢贝德先生继上海一、二期校园之后，又为中欧设计了一个独具韵味、功能完备的区域。

The latter part of 2014 saw visits of an architectural nature. In September, Mr. Kenneth Pei, President of PEI'S P&D, Chairman of US-China Economic and Trade Promotion Council, and Senior Advisor to the UN paid a courtesy call to the Shanghai Campus where he was warmly welcomed by Executive President Prof Zhu Xiaoming and Vice President and Co-Dean Prof Zhang Weijiong. Kenneth Pei is the cousin of renowned architect IM Pei who is now retired from the firm that designed CEIBS Shanghai Campus, Pei Cobb Freed and Partners (PCF).

Then in November, PCF Partner Ian Bader visited the school in commemoration of its 20th Anniversary. During his visit, Bader met with the school's leadership and discussed the historic collaboration between CEIBS and PCF over the years. He had discussions with Profs Zhu and Zhang as well as Vice President and Dean Prof Hellmut Schütte.

During his meeting with Prof Zhu, they looked back on their first meeting, 6 years ago, where they discussed the design of Shanghai Campus Phase III. Bader remembered clearly that President Zhu drew the sketch for the pyramid structure and came up with his thoughts on what is now the signature piece for the school's campus. President Zhu expressed his gratitude to Bader for his design of the uniquely appealing and well-equipped area.

中欧校友协会举办“拉美市场机会和风险”研讨会

Navigating the Latin American Market



10月9日，由中欧校友国际贸易和知识产权保护协会主办的“拉美市场机会和风险”研讨会在金诚同达律师事务所举办。协会秘书长、金诚同达律师事务所高级合伙人赵平（EMBA 2006）主持了研讨会，20多位校友和中外嘉宾参加会议。

近年来中国和拉美经贸往来发展迅速，但由于距离遥远，政治、文化和传统上的差异较大，很多中国企业在拉美投资时，因对当地情况缺乏了解，在企业运营和法律诉讼等方面感到力不从心。中欧校友国际贸易和知识产权保护协会积极响应校友需求，举办了此次研讨会，旨在帮助校友了解拉美市场，规避在开拓新兴市场时遇到的风险。

来自中国香港、阿根廷、巴西、哥伦比亚、墨西哥、智利、西班牙等国家和地区的法律界资深人士和企业代表应邀参会，并针对“拉美市场中的贸易投资机会和风险”这一主题，从商务、法律、投资等角度进行了解读和探讨。

The rapid growth in trade between China and Latin America has resulted in an increasing number of Chinese companies investing in the Latin American market. However many have found it challenging because of a lack of local knowledge and differences in culture and political systems.

In an effort to help Chinese companies better understand the Latin American market, the CEIBS Alumni International Trade and Property Rights Protection Association held a seminar on October 9 which explored “Investment in Latin America: Opportunities & Risks”. The venue was Jincheng Tongda & Neal Law Firm. Association Secretary and Senior Partner at the firm Zhao Ping moderated the seminar.

Discussions covered local laws and business environment, operational risks and dispute resolution. More than 20 alumni and senior business executives participated in the event, including representatives from the Hong Kong International Arbitration Centre, and attorneys from many law firms in Latin America such as Argentina’s Beretta Godoy, Brazil’s Pinheiro Neto, the Colombia office of Baker & McKenzie, Mexico’s Von Wobeser & Sierra, Chile’s Carey law firm, and Spain’s Cuatrecasas, Gonçalves Pereira.

2016届中欧MBA两大学生社团成立 Meet MBA 2016 Student Leaders

9月，2016届MBA学生的两大重要社团——学生委员会和学生大使通过选举正式成立。两大社团成员来自不同国家，印证了中欧MBA学生文化背景的多样性。以下是2016届MBA学生委员会和学生大使成员名单：

Since September the MBA Class of 2016 has been guided by the actions of two very important student bodies – the Student Committee and the Student Ambassadors. In case you missed it, meet the teams whose diversity reflects the make-up of the MBA 2016 class:

2016届学生委员会

凯尔·巴伦（美国）、若泽·卡洛斯·费利西亚诺（秘鲁）、罗昂·卡卡特（印度）、唐淑庄（中国香港）、林赐昕（中国香港/英国）、阿拉姆·希恩（韩国）、刘莹（中国）、奥利弗·格里尔（英国）、斯泰茜·赵（美国）和刘文卓（中国）

MBA 2016 Student Committee:

Kyle Baron (US), Jose Carlos Feliciano (Peru), Rohan Kamath (India), Fion Tong (Hong Kong), Winson Lam (Hong Kong/UK), Aram Shin (Korea), Leila Liu (China), Oliver Greer (UK), Stacey Zhao (US) and Ailsa Liu (China).



MBA 2016 Student Ambassadors:

ARGENTINA: Ramiro Gomez Lopez
AUSTRALIA: Jane Kwok
BRAZIL: Eduardo Snel Vianna
CHINA: Zhu Chao, Tianming Chen, Cindy Xiao, Susan Wu, Gang (Logan) Lu, Wayne Sun, Royal Chen, Elric Yin, Viola Deng, Celin Lu, Frank Zhang, Sara Shen, Jiang Jiawei & Gary Lu
GERMANY: Alexander Erik Kern
INDIA: Sushant Gupta & Elton Carvalho
ISRAEL: Stav Shvartz
ITALY: Tommaso Tomoli
KAZAKHSTAN: Saken Shayakhmetov
KOREA: Jae-Ha Lee
RUSSIA: Ivan Vostrikov
SINGAPORE: Jason Kow
SPAIN: Marcos Majo
TAIWAN: Gibi Chen & Carter Weng
US: Sandra Shana Smith, Eugene Wu (has also lived in Hong Kong & Taiwan) & Kevin Shimota.

2016届MBA学生大使

阿根廷: 拉米罗·戈梅·洛佩斯
澳大利亚: 简·夸克
巴西: 爱德华多·斯内尔·维安娜
中国: 朱超、陈天明、肖雨浩、吴晟姗、卢刚、孙伟、陈海阔、殷隽、邓琴、吕鑫、张恩石、沈君璐、姜嘉维、吕慧
德国: 亚历山大·埃里克·克恩
印度: 苏珊特·戈普顿·埃尔顿·卡瓦略
以色列: 斯塔夫·施瓦茨
意大利: 托马索·托莫里
哈萨克斯坦: 萨肯·沙亚赫梅托夫
韩国: 李载河
俄罗斯: 伊万·沃斯特里科夫
新加坡: 贾森·柯
西班牙: 马科斯·马约
中国台湾: 陈智斌、翁称誉
美国: 桑德拉·沙纳·史密斯、吴卓霖（曾住地区：香港、台湾）、凯文·希莫图