

中欧国际工商学院教育发展基金会
CEIBS Corporate Partnership Programme &
The CEIBS Education Foundation





Contents

- 3 执行院长寄语
Message from the CEIBS Executive President
- 5 院长寄语
Message from the CEIBS President
- 7 基金会理事长寄语
Message from the Chairman of the CEIBS Education Foundation
- 9 中欧国际工商学院
China Europe International Business School
- 11 中欧国际工商学院教育发展基金会
The CEIBS Education Foundation
- 13 中欧国际工商学院赞助伙伴计划
The CEIBS Corporate Partnership Programme
- 15 赞助伙伴受益
Partner Benefits & Priorities

- 21 中欧赞助伙伴计划：捐赠选项一览
CEIBS Partnership Programme Investment Options at a Glance
- 23 教席捐赠基金
CEIBS Chair Endowment Fund
- 25 研究中心及研究基金
CEIBS Centres of Research Excellence & Research Funds
- 29 校园建设基金
CEIBS Campus Fund
- 31 学院发展基金
CEIBS Development Fund
- 33 奖学金基金
CEIBS Scholarship Fund
- 35 专项基金
Special Funds
- 37 联系我们
Contact Us



目录

执行院长寄语

Message from the CEIBS Executive President

1994年，中欧国际工商学院以划时代的创新精神成立至今，历程精彩，成就璀璨。我们传道，研习，争鸣，交流，为新经济创造新知。

中欧国际工商学院之工商管理硕士课程（MBA）连续6年（2004-2010年）进入世界排名前25位（英国《金融时报》排名）。

作为全球最大规模的EMBA课程，中欧国际工商学院之在职高层管理人员工商管理硕士课程（EMBA）每年招收700多名学员。学院培育的众多精英校友身居要职，管理和运营着各行各业的公司企业和政府机构；除学位课程之外，每年有超过万名的高级经理人前来学院的高层管理培训课程学习。旺盛的教育需求和丰富的研究项目增进了中欧与世界顶级商学院的战略合作。回首昨日，中欧成就举世卓著；展望未来，我们倾尽全力再展宏图。

中欧的办学模式博采众长，大量汲取世界名校成功经验。我们不仅立足于世界管理教育强校之林，更在创造和引领新时代的教研风尚。

合众之力，聚鑫之能，我们大力筹措捐赠基金，优先用于招聘师资，设立奖学金，增强教研实力，为保障学院持续发展提供全方位支持。中国活力四射的经济发展不断激发管理人员的求知欲望，他们渴望既有中国特色又兼具国际视野的工商管理教育。我们将竭尽所能，为之提供优质课程及充足资源；学院在北京、上海与深圳扩建校园，将中欧的教研成果推广至全中国，乃至全世界。

中欧国际工商学院将为管理教育的发展不断做出贡献，从而为建设更加美好的社会创造福祉。在此，我们诚挚地邀请您，为了中国和世界的未来，投资管理新知，培育商业英才。

朱晓明

朱晓明教授

中欧国际工商学院执行院长
Professor Zhu Xiaoming
Executive President

院长寄语

Message from the CEIBS President

Since our entrepreneurial and innovative establishment in 1994, there continues to be an excitement and intensity about CEIBS; we teach, we learn, we debate, we bridge cultures and we create new knowledge.

CEIBS' MBA Programme has been ranked by the Financial Times as top 25 worldwide for six consecutive years, from 2004-2010.

CEIBS' EMBA programme is the largest in the world, enrolling over 700 students per year; our Alumni community continue to penetrate and influence at the very highest levels of the corporate and government community; over 10,000 senior executives are trained on campus each year; CEIBS strategic ties with the world's top ranked business schools continue to strengthen. As important as CEIBS accomplishments have been to date, still greater contributions and impact lie ahead.

Since 1994, the CEIBS business model has followed the experience of the world's best business schools. CEIBS is now placed within the top-tier and is ready to lead.

To do this, we must strengthen the CEIBS Endowment Fund. This fund helps to ensure CEIBS' ability to attract world-class faculty, to attract world-class students via scholarships, to conduct cutting edge research, and launch new initiatives. Another challenge is to build the capacity and infrastructure necessary to address the growing number of executives requiring the best international standard of business education within a Chinese context; to expand our campus particularly in Beijing, but also Shanghai and Shenzhen; to strengthen our presence, further reaching out to China and the rest of the world.

Going forward, CEIBS will continue to expand the frontiers of business education and help ensure the development of a better society. We invite you to join us in investing in the future of management education for China and the world.



佩德罗·雷诺教授
中欧国际工商学院院长
Professor Pedro Nuño
President

基金会理事长寄语

Message from the Chairman of the CEIBS Education Foundation

中欧国际工商学院，在短短的十六年的建院中，进入世界商学院的前列。首先应该归功于中国的改革开放和中国经济持续高速的发展，归功于中国政府和欧盟的领导和支持，同时也归功于来自企业界和社会各界的帮助。

中欧数以万计的校友，进入国内外企业，为全球企业进入中国，中国企业走向世界服务，为促进中欧经济合作和经济全球化付出艰辛的努力。社会各界和企业界对中欧的帮助正在化为各种形势的经济发展和进步的硕果。

中欧应该继续发扬这一优良传统，与企业界和社会各界结成更紧密的伙伴关系，为造就21世纪具有国际竞争力的企业家和高级管理人才，做出自己的一分贡献。

In the 16 years since its launch, the China Europe International Business School (CEIBS) has solidified its reputation as one of the world's leading business schools. We firstly owe the success to China's reform, opening-up, and sustaining rapid economic growth, to the leadership and supports of Chinese government and the EU, as well as to the supports from business and all other circles.

CEIBS boasts tens of thousands of alumni from domestic and foreign enterprises. Their vigorous efforts greatly contribute to the global enterprises' presence in China, the Chinese enterprises' presence in the world, the China-Europe economic cooperation, and economic globalization. The support from business and all other circles to CEIBS is being transformed into economic and social achievements in various forms.

Looking ahead, CEIBS will carry on the glorious tradition of keeping close partnership with business and all other circles, actively contributing to the development of entrepreneurs and executives with global competitiveness for the 21st century.



刘吉教授

中欧国际工商学院名誉院长，
中欧国际工商学院教育发展基金会理事长

Liu Ji

Honorary President of CEIBS,
Chairman of the CEIBS Foundation



中欧国际工商学院

China Europe International Business School



中欧国际工商学院（CEIBS）是一所由中国政府与欧洲联盟共同创办、专门培养国际化高级管理人才的非营利性中外合作高等学府。学院成立于1994年11月，作为中国工商管理教育的先驱，学院最早在中国大陆开设全英语教学的全日制工商管理硕士课程（MBA）、高层管理人员工商管理硕士课程（EMBA）和高层经理培训课程（Executive Education）。

学院恪守“认真、创新、追求卓越”的校训，以国际化为特色，坚持高质量办学，经过十五年的辛勤耕耘，中欧国际工商学院的课程及学位已获得了国际工商教育权威认证系统EQUIS和AACSB双认证，并获得国务院学位委员会的正式认可。

创办16年来，中欧国际工商学院（CEIBS）不断追求卓越，亚洲顶级国际商学院的美誉得到了不断充实和提升。截至2009年5月，中欧国际工商学院共培养了8,000多名 MBA 及 EMBA 毕业生，为高层管理人员提供管理培训逾80,000 人次。目前，中欧国际工商学院是亚洲唯一一所三大课程（MBA、EMBA 和高层经理培训课程）全面走在世界前列的亚洲商学院。根据《金融时报》全球商学院年度排名，中欧 MBA 课程连续六年进入世界排名前25位。

中欧国际工商学院的使命是：为中国培养立足本土、面向世界、适应全球经济一体化趋势，具有参与国际合作与国际竞争能力的高级经营管理人才，为中国经济发展服务，并促进中国经济融入世界经济。

中欧国际工商学院，比肩世界，服务中国。

CEIBS is the leading China-based international business school, with all three programmes ranked in the global Top 30 by the Financial Times. The school's main objective is to contribute to the economic development of China by offering its students a thorough understanding of the latest international management knowledge and practices coupled with clear China expertise.

CEIBS was established on November 8, 1994 in Shanghai. Based on its own campus in the Pudong district of Shanghai, the school is a not-for-profit joint venture established under an agreement between MOFTEC and the European Commission. Today, CEIBS also has a campus in Beijing plus offices in Shenzhen, and offers a certificate programme in developing regions of China. In 2009, CEIBS launched its EMBA Programme in Africa, with degree courses offered in Accra, Ghana.

中欧国际工商学院教育发展基金会

The CEIBS Education Foundation

中欧国际工商学院教育发展基金会成立于2005年，是一个正式注册的非营利组织。基金会将通过教席捐赠基金、年度捐赠基金、校友、公司及机构赞助计划，以及旨在推动中欧发展的资金筹措及特别筹款活动，成为所有中欧获赠财物的集散库。

基金会的领导机构为理事会，现有成员包括：

基金会理事长

刘吉 中欧国际工商学院名誉院长

基金会副理事长

雷诺 中欧国际工商学院院长

白思拓 中欧国际工商学院西班牙经济学教席教授，
学术委员会主席；IESE学院经济学教授

卢秋田 前中国驻德国大使、前人民外交学会会长

俞标 上海金桥集团总经理

基金会理事

朱晓明 中欧国际工商学院执行院长（名誉理事）；
中国人民政治协商会议上海市委员会副主席

吴敬琏 中欧国际工商学院宝钢经济学教席教授；
国务院发展、研究中心研究员、学术委员会副主任

杨亨 中欧国际工商学院董事；英特华咨询有限公司总裁

张维炯 中欧国际工商学院副院长兼中方教务长

郭理默 中欧国际工商学院中方教务长兼副院长

马遇生 中欧国际工商学院院长助理；北京办事处首席代表

张天富 浙江军区前副司令员、少将、中欧2001级EMBA校友

吕耀东 香港嘉华集团副主席

黄清平 银城地产集团股份有限公司董事长

王庆江 中欧国际工商学院校友关系事务部主任

葛俊 中欧国际工商学院院长助理（兼秘书长）



Established in 2005, CEIBS' Education Foundation (CEIBS Foundation), is a registered not-for-profit organization and is the repository of all gifts to CEIBS through endowment funds, the annual fund, alumni, corporate and institutional sponsorship programmers, as well as capital and special campaigns for the school's advancement.

Board of Directors

Chairman of CEIBS Foundation:

Prof Liu Ji Honorary President of CEIBS

Vice Chairmen:

Prof Pedro Nueno President of CEIBS

Prof Alfredo Pastor Spanish Chair Professor of Economics;
Chairman of Academic Council of CEIBS;
Professor of Economics of IESE

Mr. Lu Qiutian former Chinese ambassador to the
Federal Republic of Germany;
former President of Chinese People's
Institute of Foreign Affairs(CPIFA)

Mr. Yu Biao General Manager of Shanghai Jinqiao
Group Co. Ltd.

Members of the Board:

Prof Zhu Xiaoming (Honorary Director);
Executive President of CEIBS;
Deputy Director of the Standing Committee
of the Shanghai Municipal People's Congress

Prof Wu Jinglian Bao Steel Chair Professor of Economics of CEIBS;
Research Fellow of the Development Research
Centre of the State Council of P.R.C.

Mr. Jan Borgonjon Member of the Board of Directors, CEIBS;
President, InterChina Investment Consulting

Prof Zhang Weijiong Vice President and Co-Dean of CEIBS

Prof Rolf Cremer Dean and Vice President of CEIBS

Mr. Ma Yusheng Assistant President of CEIBS;
Chief Representative of Beijing Office

Mr. Zhang Tianfu Major General, former Deputy Commander
of Zhejiang Military Command;
alumnus of CEIBS as EMBA 2001 graduate

Mr. Francis Lui Vice Chairman, K Wah Group

Mr. Huang Qingping Chairman, Yincheng Real Estate Group

Mr. Wang Qingjiang Director, Alumni Affairs Department, CEIBS

Mr. Ge Jun Assistant President of CEIBS (and Secretary General)

中欧国际工商学院赞助伙伴计划 The CEIBS Corporate Partnership Programme




中欧国际工商学院赞助伙伴计划旨在加强校企合作，促进产学研结合。赞助伙伴以此支持学院，并发展长期互惠战略合作关系。该计划将促使瞬息万变的商业社会与最前沿的工商管理教研发展紧密结合，相得益彰。通过这种双边互惠，多方互动的方式，中欧赞助伙伴公司将成为学院教研活动中最活跃、最灵敏、且最令人瞩目的机构。

The CEIBS Partnership Programme fosters business-academic cooperation through building long term, mutually beneficial relationships. Corporate Partners engage in a wide spectrum of customized joint projects and initiatives with CEIBS.



赞助伙伴受益 Partner Benefits & Priorities



“投之以桃，报之以李”。对于赞助伙伴的大力支持与投入，中欧国际工商学院通过精心设计的回报计划予以诚挚答谢。

加入中欧国际工商学院公司顾问委员会

由中欧国际工商学院赞助伙伴高层管理人员组成的中欧国际工商学院公司顾问委员会，是专门探讨中国管理教育需求和参与学院发展决策的互动平台。学院每年举行四次公司顾问委员会会议。

中欧国际工商学院专家教授专题报告

学院赞助伙伴优先邀请中欧教授为公司高层管理人员做专题报告。

出席学院行业论坛和活动

赞助伙伴高层管理人员将经常获邀出席，参与中欧高端产业论坛（一名代表免费），并有机会获邀演讲（视论坛性质及议程安排而定）。这些每年一度的论坛包括：中国汽车产业高峰论坛、中国健康产业高峰论坛、中国银行家高峰论坛、企业社会责任国际论坛等等。

注：每次论坛，每家赞助伙伴将获得一个免费席位，并需提前一个月申请。

At CEIBS we pledge a return on investment to our Partners through The CEIBS Advantage, manifested in the following benefits.

CEIBS Corporate Advisory Board (CAB):

Invitation for a Corporate Partner Senior Executive to join CEIBS Corporate Advisory Board (CAB), which meets 4 times a year with the CEIBS Dean to advise on their needs.

CEIBS Exclusive Professor/Expert Briefings:

Priority access to CEIBS world-class professors, with prior scheduling, to deliver briefings for Corporate Partner executives.

Participation in CEIBS Industry Forums and Conferences:

Opportunity for Corporate Partners to attend, participate in and /or speak at (when appropriate, and when space is available) CEIBS annual industry forums and conferences. Note: All Corporate Partner companies receive 1 free pass to attend each industry forum. Ticket must be requested 1 month before event date.

获邀出席中欧陆家嘴国际金融研究院银行家论坛系列沙龙

中欧陆家嘴国际金融研究院银行家论坛系列沙龙是为政府主管部门高级官员及金融领域高级管理人员专设的封闭式的行业讲座，主题涉及中国金融市场的方方面面。沙龙的演讲专家均为高层政策参与者和决策者。每次沙龙限50位代表。学院在每次沙龙中为赞助伙伴预留8个席位。

获邀为中欧高层管理论坛演讲

学院每周晚间举办的高层管理论坛将有机会邀请赞助伙伴机构高层管理人员发表演讲。

获邀为中欧MBA、EMBA、校友进行客座演讲

赞助伙伴高层管理人员将获邀为中欧MBA课程、EMBA课程、或学院校友活动进行客座演讲。中欧国际工商学院校友会是一个政府高官及商界精英决策者云集的平台，现有28个国内地区分会和3个海外分会。

获得校友杂志《LINK》的宣传及优惠广告机会

赞助伙伴在校友双月刊《LINK》上获得新闻专访报道或特约撰稿，并获得优惠费率刊载广告，详情另洽。《LINK》以中英双语每期面向中欧校友、学员、客户公司、教授及合作伙伴发行20000份。

获得中欧各类宣传资料、互联网站、以及各类杂志的推广机会

赞助伙伴将作为学院的战略合作伙伴，在学院各类课程宣传资料、学院互联网站、以及校园内专区获得表彰。

优先优惠价租用学院校园设施

赞助伙伴可优先半价租用中欧国际工商学院校园设施（包括中欧陆家嘴国际金融研究院）举办企业内部会议及活动。注：学院各类设施通常不向非赞助伙伴开放。

参与中欧研究项目和著作出版

赞助伙伴将获邀参与中欧各类研究项目、著作出版、以及传媒合作。已有项目包括：《中国CEO》、《在华创业家》、《中国最佳雇主》、《金融时报》(ft.com)在线商学院等等。赞助伙伴亦可从中欧与传媒的密切合作中受益。学院拥有超过600家中资媒体及500多家外国媒体资源。

Attendance at CEIBS Lujiazui Finance Salon Series:

These exclusive, closed-door briefings for senior government officials and financial industry executives (held 10-12 times per year) provide valuable insight into China's finance sector. Speakers are top-level policymakers. Each Salon includes only 50 guests. CEIBS holds 8 seats per event for Corporate Partners.

Speaking Opportunities via CEIBS Executive Forums:

Corporate Partners are invited (when appropriate) as guest speakers at CEIBS Executive Forum series, focusing on topics of interest to CEIBS students, alumni and the general business community.

Guest Lecturing to CEIBS MBA, EMBA and Alumni Community:

Guest lecturing opportunity for Corporate Partners within the CEIBS MBA and EMBA programmes and Alumni Activities. The CEIBS Alumni Association has 28 domestic and 3 overseas chapters.

Coverage & Advertising via The LINK magazine:

Corporate Partners are invited to be featured in or jointly create articles for CEIBS' The LINK bimonthly magazine (distribution 20,000, to CEIBS alumni, students, faculty and partners). Corporate Partners also enjoy Partner Discount on advertising in TheLINK. Details provided separately. Language: Mandarin/English.

Promotion via CEIBS Campus, Website, Brochures:

Recognition for Corporate Partners at the CEIBS campuses, in programme brochures, and on the school website.

Access to CEIBS Campus Facilities:

Priority access to CEIBS facilities for joint CEIBS-Partner events plus a 50% discount rate on venues designated for Corporate Partner use only. Offer includes use of Lujiazui International Financial Research Center. Note: CEIBS facilities are, in normal cases, closed to non sponsors.

Promotion via Media Events, Research and Publications:

Opportunity to gain exposure via jointly organized Media Briefings, participation in CEIBS research and books (such as *China CEO*, *China Entrepreneur*, *China's Top Employers* and the FT.com online Business School). CEIBS has more than 600 Chinese media and 500 foreign media reps in our database.

Promotion via CEIBS Campus, Website, Brochures:

Recognition for Corporate Partners at the CEIBS campuses, in programme brochures, and on the school website.



优先招聘MBA毕业生

赞助伙伴可优先遴选学院MBA毕业生加盟企业管理团队（每年八月）。赞助公司将比非赞助公司提前6周获取毕业生资料，并获邀于八月来校举办招生咨询会。（非赞助公司招聘始于9月1日）。

MBA学员小组咨询项目（春季）及实习（夏季）

仅面向赞助伙伴，中欧MBA学员以5至7人小组形式为公司机构进行为期14周的企业咨询项目。学员们在教授和商务导师团队的指导下，发挥聪明才智，运用最新管理理论和分析工具，为优化企业管理、解决经营难题提供具有可操作性的解决方案。MBA的实习期在小组咨询之后，也将优先供赞助伙伴机构选用。

中欧高层经理培训公开课

赞助伙伴机构选派学员优先参加中欧国际工商学院高层经理培训公开课。

中欧高层经理培训公司特设课程

赞助伙伴与中欧国际工商学院高层经理培训部优先合作开发公司特设课程。

中欧案例研究中心学术研究

中欧案例研究中心将优先与赞助伙伴合作，总结经营之道，剖析企业成长过程中的成功经验和未来挑战，以学院教研之长帮助赞助机构在取得更大商业成功的同时与社会分享管理实践。

CEIBS MBA Recruitment:

Partner Priority access to CEIBS MBA graduates for recruitment (annually: August). Sponsor companies review graduating class 6 weeks ahead of non sponsors AND are invited to give on-campus company briefings in August (non sponsors must wait until after September 1).

CEIBS MBA “Intergrated Strategy Projects” (Spring) & Internship (Summer):

Exclusive to Corporate Partners, the ISP matches companies with a team of 5-7 carefully selected MBA Students who will conduct detailed, customized strategic analysis on the topic of the company's choice. The 14-week analysis comes at no cost to Corporate Partners, and high-quality results are ensured by a panel of professor and business mentors. CEIBS internships follow the ISP, with priority given to Partner Companies.

CEIBS Open Executive Education Programmes:

Partner Priority to enroll in CEIBS Open Executive Education Programmes.

Partner Priority: CEIBS Company Specific Programmes:

Priority on CEIBS Company Specific Programmes – most are reserved for corporate parthers as demand is so high.

Partner Priority: CEIBS Case Development Centre:

Partner priority to co-develop a case study with CEIBS Case Development Centre.

中欧赞助伙伴计划：捐赠选项一览

CEIBS Partnership Programme Investment Options at a Glance

中欧教席捐赠基金

研究中心及研究基金

研究中心创始伙伴
研究中心参与伙伴

中欧校园建设基金

中欧发展基金

中欧MBA奖学金基金

专项基金

中欧陆家嘴国际金融研究院
吴敬琏学术基金
基金会创始及永续校友会员

CEIBS Named Chair Endowment Fund

CEIBS Centres of Research & Research Funds

Research Centre Founding Partner
Research Centre Partner

CEIBS Campus Fund

CEIBS Development Fund

CEIBS MBA Scholarship Fund

Special Funds

CEIBS Lujiazui International Finance Research Center
Wu Jinglian Academic Fund
The Founding and Permanent Alumni Members of the CEIBS Foundation



教席捐赠基金

CEIBS Chair Endowment Fund



中欧赞助伙伴可以通过设立教席资助已有教授或者新聘教授。教席教授与赞助伙伴机构密切合作，围绕研究课题开展丰富的教学及研究活动，例如专项课题研究、学术会议、研讨会、知识交流、案例开发等。

教席捐赠基金赞助伙伴

巴塞罗那港
拜耳
宝钢
成为基金
飞利浦电子中国集团
米其林
苏格兰皇家银行集团
西班牙巴斯克政府
西班牙政府
英美烟草

Corporate Partners establishing an Endowed Chair receive dedicated access to the Chair Professor for customized research, collaboration, case studies, academic and business events and more.

Endowed Chair Partners

Baosteel
Basque Government
Bayer
British American Tobacco
Chengwei Ventures
Michelin
Philips Electronics China Group
Port of Barcelona
Royal Bank of Scotland Group
Spanish Government



研究中心及研究基金

CEIBS Centres of Research & Research Funds

“最国际的中国商学院，最中国的国际商学院”是中欧国际工商学院的特殊定位。中欧不断壮大的自有师资队伍持续在中国教学和研究，与全球最活跃的经济体同呼吸共命运。在中国这个快速成长且瞬息万变的活跃经济体内部推新思维和创新研究，体现着中欧卓越管理研发的核心实力。正是中欧研究基金赞助伙伴滋养和支持着这种创新精神的延续。他们鼎力资助我们的教授为商道推陈出新，为中国和世界的管理实践和知识开发牵线搭桥。

我们竭力为已有和既有的研究中心征求资助，筹集资金：

案例研究中心
领导力行为研究中心
民营企业研究中心
人力资源及组织管理研究中心
市场营销与创新中心
新兴市场战略研究中心
医疗保健政策及管理中心
中国金融研究中心
中国服务外包研究中心
中欧文苑
中欧陆家嘴国际金融研究院
中欧企业领导力与社会责任研究中心

CEIBS Research Centre Partners jointly collaborate with CEIBS professors to produce industry-specific, customized research, to develop publications and white papers, and to organize events such as conferences and seminars.

CEIBS welcomes Partner participation in the following Centres of Research Excellence:

Academia Sinica Europaea
Case Development Centre
CEIBS Lujiazui International Finance Research Centre
Centre of Chinese Private Enterprises
CEIBS-Zhejiang University Centre for International Entrepreneurship
Centre of Organizational and People Excellence
Centre for Emerging Market Strategy
China Centre for Financial Research
China Outsourcing Institute
Centre for Healthcare Policy & Management
Centre of Marketing & Innovation
Centre for Global Operations Management and Value Chain Integration
Europe China Centre for Leadership and Responsibility
German Centre of Banking and Finance
Leadership Behavioral Laboratory

研究中心及研究基金赞助伙伴

全球管理研究中心

Telefónica
西班牙桑坦德银行
西班牙萨瓦德尔银行

中欧国际创业研究中心

西班牙对外贸易发展局
西班牙政府
西班牙坎塔布利亚政府

中欧医疗政策及管理研究中心

拜耳医药

中欧企业领导力与社会责任研究中心

欧莱雅亚洲

中欧陆家嘴国际金融研究院

华安基金管理有限公司
陆家嘴开发集团
迈瑞公司
上海银行
上海浦东发展银行
西班牙对外银行

中国服务外包研究中心

研祥集团

人力资源及组织管理研究中心

深圳中航集团

中欧市场及创新研究中心

陶氏化学



CEIBS Current Centres of Research & Research Fund Partners:

CEIBS Centre for Global Management

Banco Santander
Banco Sabadell
Telefónica

CEIBS Centre for International Entrepreneurship

Government of Cantabria
ICEX
Spanish Government

CEIBS Center for Strategy & Marketing

Bayer HealthCare

CEIBS Euro-China Centre for Leadership and Responsibility

L'ORÉAL Asia

CEIBS Lujiazui International Finance Research Centre

Bank of Shanghai
BBVA
HuaAn Fund Management Co., Ltd.
Lujiazui Development Group
Mindray
Shanghai Pudong Development Bank

CEIBS China Centre for Financial Research

EVOC Group

Centre for Organizational and People Excellence

Shenzhen CATIC Group

CEIBS Centre for Marketing and Innovation

Dow Chemical



校园建设基金

CEIBS Campus Fund



冠名捐赠

发乎于心，立乎于形，存乎于名。赞助伙伴可以通过资助中欧校园建设获得对上海校园或北京新校园某一建筑物或设施的专享冠名权，并在该建筑物或设施上永久镌刻标识或品牌。校友、EMBA、MBA、EDP学员亦可以集体形式冠名捐赠。

实物捐赠

赞助伙伴也可以实物形式对中欧进行捐赠，例如：校园所需设备、艺术装饰品等等。学院积极呼应赞助伙伴，就上海校园和北京新校园的现有建设项目及捐赠机会进行探讨。

Naming Opportunities

Corporate Partners can sponsor a particular building, room or facility on either the Shanghai or the new Beijing campus. CEIBS also welcomes group "naming right" donations e.g. from an Alumni/EMBA/MBA/EDP class.

Gifts In Kind

Corporate Partners can make an in-kind donation to CEIBS e.g. in the form of campus furniture, equipment, or relevant business services.

校园建设基金赞助伙伴

巴可	上海金桥集团
贝卡尔特	上海天原集团
标致雪铁龙集团	TCL
帝亚吉欧	万得资讯
海沃氏家具	西班牙IDOM设计集团
华泰证券	西班牙政府
环球资源	喜力
嘉华集团	中国电信集团上海市电信公司
联合利华	中国石化上海石油化工股份有限公司
上海家化集团	

CEIBS Current Campus Fund Partners

Barco	PSA Peugeot Citroën
Bekaert	Shanghai Jahwa Group
China Telecom Group,	Shanghai Jinqiao Group
Shanghai Telecom Corp.	Shanghai Tianyuan Group
DIAGEO	SINOPEC Shanghai Petrochemical
Global Sourcaes	Company Limited
Haworth	Spanish Government
Heineken	TCL
Huatai Securities	Unilever
IDOM	Wind Info
K. Wah Group	



学院发展基金 CEIBS Development Fund

中欧发展基金与物资捐赠赞助伙伴可以灵活多样的方式，为学院顺利运营提供资金或物资支持。

Corporate Partners form a long-term (3 year) commitment to a jointly developed, mutually beneficial partnership offering a host of benefits for sponsor companies.

中欧发展基金赞助伙伴

- | | |
|----------|-------------------|
| ABB | 鹏欣集团 |
| 阿克苏诺贝尔 | 浦东香格里拉酒店 |
| 阿特拉斯 科普柯 | 任仕达 |
| 艾默生 | 上海虹康房产建设有限公司 |
| 安佰森公司 | 上海贝尔 |
| 安赛乐米塔尔公司 | 胜利石油管理局 |
| 安盛保险集团 | 施耐德电气 |
| BP中国 | Tesco 乐购 |
| 道康宁 | TNT 中国 |
| 德国汉莎航空公司 | 通用电气 |
| 法国巴黎银行 | 西班牙阿斯图里亚斯自治区经济发展局 |
| 富时集团 | 熙可 |
| 汉高亚太 | 旭辉集团 |
| 家乐福中国 | 意中基金会 |
| 麦肯锡中国公司 | 银城地产集团股份有限公司 |
| 曼达林基金 | 英国航空公司 |
| 美国礼来亚洲公司 | 赢创工业集团 |

CEIBS Current Development Fund Partners

- | | |
|----------------------|----------------------------------|
| ABB | Fondazione Italia Cina |
| AkzoNobel | FTSE |
| Alcatel – Lucent | GE |
| Apax Partners | Henkel Asia-Pacific |
| ArcelorMittal | Hong Kang Real Estate |
| Atlas Copco | IDEPA |
| AXA | Lufthansa German Airlines |
| BNP Paribas | Mandarin Capital Partners |
| BP China | McKinsey & Company |
| British Airways | Pengxin Group |
| Carrefour China | Pudong Shangri-La |
| CHIC | Randstad |
| Cifi Group | Schneider Electric |
| Dow Corning | Shengli Petroleum Administration |
| Eli Lilly Asia, Inc. | Tesco |
| Emerson | TNT Greater China |
| Evonik Industries | Yincheng Real Estate Group |



奖学金基金

CEIBS Scholarship Fund

中欧奖学金基金赞助伙伴为中欧MBA学生提供奖学金资助，从而使学院能够吸引来自世界各地、具有不同背景的最优秀学生前来深造。

我们的奖学金基金赞助伙伴将在奖学金评选标准、评选程序、以及颁奖仪式中发挥积极的作用，以利奖学金的颁发符合伙伴机构意愿。

校友、EMBA、MBA、EDP学员亦可以集体形式捐赠奖学金。

为期一年的奖学金捐赠者仅在捐赠年度内享受有限回报。

中欧奖学金基金赞助伙伴

艾默生
巴塞罗那养老金储蓄银行
百威英博中国
宝钢
博世（中国）投资有限公司
宏盟集团
华侨银行
刘吉管理教育基金助学金
LVMH路威酩轩
吴敬琏学术基金

CEIBS Scholarship Fund Partners provide scholarships to worthy MBA Students in return for a restricted package of Partner Benefits. Partners jointly set terms for scholarship beneficiaries and can organized competitions, events, or internships associated with the scholarship.

CEIBS also welcomes group donations e.g. from an Alumni/EMBA/MBA/EDP class supporting a scholarship.

For scholarships commitments of one year duration, the benefits for Scholarship Partners are restricted during the year of donation only.

Scholarship Fund Partners

Anheuser-Busch InBev China
Baosteel
Bosch (China) Investment
Emerson
"la Caixa"
Liu Ji Education Fund
LVMH
OCBC Bank
Omnicom Group Inc.
Wu Jinglian Academic Fund



专项基金 Special Funds

中欧陆家嘴国际金融研究院

中欧陆家嘴国际金融研究院由中欧国际工商学院与上海陆家嘴（集团）有限公司于2007年10月共同发起创办。研究院定位为开放、国际化的学术交流平台，依托上海作为金融市场中心的有利条件，积极探索金融法制环境的改善，致力于为金融企业、金融监管部门、立法机构提供一流的研究、咨询和培训服务，成为建设上海国际金融中心和推动中国金融体系现代化的思想库和智囊团，成为中国与欧盟学术机构的交流平台。

研究院位于东园路36号B幢独栋别墅，地处陆家嘴金融城——世界金融的新地标。该别墅共四层，总建筑面积约1200多平方米，绿树环抱，景色优雅、大气，面临黄浦江，背靠东方明珠。

研究院诚邀国内外金融机构和其他企事业单位加盟“中欧陆家嘴国际金融研究院”，融入上海国际金融中心建设的伟大历史进程。

CEIBS Lujiazui International Finance Research Center

The CEIBS Lujiazui International Finance Research Center (CLFC) was initiated by China Europe International Business School (CEIBS) and Shanghai Lujiazui (Group) Co., Ltd. in October 2007. Based in Shanghai, an emerging financial hub, the Center shall server as an open and international platform for academic exchange while focus on studying the development of financial industry and the improvement of relevant legal system and provide first-class consulting and training services to financial institutions, regulators and legislators. The Center is committed to becoming an influential think tank for the development of Shanghai as an international financial center and a platform for China-EU academic exchange.

The Center is housed in Villa B at 36 Dongyuan Road, Lujiazui, a rising landmark of global finance. The villa has four storeys with over 1,200 square meters of floorage, elegantly surrounded by greenery, facing the Huangpu River and backing on the famous Oriental Pearl Tower.

We sincerely invite financial institutions, enterprises and public institutions at home and abroad to join CEIBS Lujiazui International Finance Research Center (CLFC), and thus get involved in the development of Shanghai as an international financial center.

吴敬琏学术基金

吴敬琏教授在中欧发起设立的“吴敬琏学术基金”旨在推动我国管理教育事业发展，培养更多现代管理人才、加强研究和学术队伍建设。

该基金设立在中欧国际工商学院教育发展基金会项下，由基金会秘书处负责日常管理。其主要用途为奖励优秀生源报考中欧MBA课程；支持中欧的学术队伍建设。“吴敬琏学术基金”为开放式基金，欢迎企业及个人捐赠支持。

吴敬琏教授是中欧国际工商学院宝钢经济学教授。自学院创办以来，吴教授一直担任中欧学术委员会委员，并从1996年起就一直执教于中欧。吴教授还是国务院发展研究中心的研究员、中国人民政治协商会议全国委员会的常务委员、中国社会科学院研究生院教授。2005年9月，吴敬琏教授被选举为国际经济学联合会（IEA）本届（2005-2008年）执行委员会委员。

Wu Jinglian Academic Fund

The Wu Jinglian Academic Fund was launched on September 17, 2007 with a goal of promoting China's management education, strengthening academic research and fostering talent development. Administered by the CEIBS Education Foundation and managed by the Secretariat of the Foundation, the Fund serves two purposes: 1) to provide financial support for excellent MBA candidates at CEIBS; and 2) to subsidize the development of an academic research team at CEIBS. The Fund accepts both personal and corporate donations.

吴敬琏学术基金赞助伙伴

华翔集团
莱蒙鹏源国际集团有限公司
朗诗集团
王彩铁铺投资有限公司
银城地产集团股份有限公司
雨润集团

Current Donors

HuaXiang Group
Landsea Group
Topspring International Group
W & Smith
Yincheng Real Estate Group
Yurun Group



中欧国际工商学院教育发展基金会创始及永续校友会员

在基金会创建伊始，捐赠人民币5万元或以上的师生员工及校友，将获得“基金会创始会员”的终生荣誉。之后，基金会再次推出“永续会员”，诚邀广大校友和同学们的热忱加入，为母校教育事业蓬勃发展作出积极贡献。凡向基金会捐赠人民币5万元或以上的校友和同学，将被授予“永续会员”的终身荣誉，捐赠者姓名和班级将镌刻在中欧基金会纪念墙上作永久留念。

The Founding and Permanent Alumni Members of the CEIBS Education Foundation

Becoming a founding member is a life-long honor and the acceptance of a solemn invitation by CEIBS. Anyone, including the alumni, students, faculty members and staff, who donates an amount of RMB 50,000 or more to the CEIBS Foundation, will be granted an honorary title of Permanent Member of CEIBS Foundation, with his or her name inscribed on the commemorative wall for the founding of the Foundation.

创始及永续校友会员 Founding & Permanent Alumni Members

徐少春 Xu Shaochun	钱建善 Qian Jianrong	周敏峰 Zhou Minfeng	
奚正刚 Xi Zhenggang	徐月平 Xu Yueping	何敬忠 He Jiaozhong	
严健军 Yan Jianjun	蔡达建 Cai Dajian	陈志列 Chen Zhilie	景爱梅 Jing Aimei
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李雄 Li Xiong	陆小兰 Lu Xiaolan	莫融 Mo Rong	钱晓华 Qian Xiaohua
曲在平 Qu Zaiping	文武 Wen Wu	吴建文 Wu Jianwen	吴瑛 Wu Ying
肖莉 Xiao Li	谢志峰 Xie Zhifeng	药建明 Yao Jianming	余平 Yu Ping
张国华 教授 Zhang Guohua Prof.	张健 Zhang Jian	赵增川 Zhao Zengchuan	赵正红 Zhao Zhenghong
周宗明 Zhou Zongming	虞锋 Yu Feng	高威 Gao Wei	裴振华 Pei Zhenhua
彭政纲 Peng Zhenggang	王健 Wang Jian	吴邦东 Wu Bangdong	俞发祥 Yu Faxiang
俞熔 Yu Rong	张邦辉 Zhang Banghui	周晓萍 Zhou Xiaoping	

联系我们

Contact Us

详情请洽

中欧国际工商学院教育发展基金会

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谈论 副秘书长
李晓舟 助理秘书长
经纬 项目经理
崔醒 项目经理

中欧国际工商学院企业关系部

安若莉 主任 Laurie Underwood
倪珂 高级经理 Nicoletta Radoi
肖蕾 经理
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