

# 中国建设银行华而诚博士 分析当前中国宏观经济走势

## China Construction Bank Chief Economist Discusses China's Role in Rebalancing the Global Economy

中国是一个发展中的  
大国，从长远来看，  
经济结构调整是决定  
中国经济长期可持续  
发展及经济增长速度的  
关键因素。

4月27日下午，中国建设银行首席经济学家华而诚博士做客由中欧陆家嘴国际金融研究院主办的第31期“陆家金融家沙龙”，为80余位中欧校友和金融机构高管分析了当前中国宏观经济的走势。华而诚毕业于美国康乃尔大学，获经济学博士学位，现任中国建设银行首席经济学家，还曾先后担任过美国国民经济研究局(NBER)研究员、国际货币基金组织(IMF)经济学家、世界银行(World Bank)东亚太平洋地区中国地区首席经济学家等。本期沙龙由中欧陆家嘴国际金融研究院常务副院长殷剑峰博士主持。浦发银行、上海银行、汇丰银行、中国银联、华安基金、中国外汇交易中心等金融机构代表和部分中欧校友参加了本期沙龙。

华而诚博士指出，尽管温家宝总理早前曾警告称，中国经济正变得越来越“不稳定、不平衡、不协调、不可持续”，然而实际上中国在过去几年内并没有针对这些担忧采

取措施，实施促进内需，特别是提高消费的调整政策。相反，渴望增长的中国却受到全球贸易繁荣的引诱，加大了经济的不平衡。这次全球金融危机再次证明了我们这种增长模式的确是不平衡和不可持续的。

这次全球金融风暴后的一系列经济调整，使得全球经济在走向平衡方面取得了明显的进展。美国贸易赤字与GDP的占比从2008年的4.9%下降到2009年的2.8%，同时，中国的贸易顺差与GDP占比从6.4%下降到4.0%。随着中国、美国经济结构调整的不断进行，世界经济不平衡可望改善。

华而诚博士表示，当前中国经济应以加速结构调整保增长。2010年中国宏观政策的目标是确保经济复苏，加快经济结构调整和管理好通胀预期。预计在持续的经济刺激计划、逐步回升的外贸和稳定增长的消费支持下，2010年中国经济增长将在9%左右，通胀将维持在3%的温和水平。

中国是一个发展中的大国，从长远来看，经济结构调整是决定中国经济长期可持续发展及经济增长速度的关键因素。中国的结构调整的主要内容是促进经济发展由过渡依赖外需转向促进内需，特别是提升消费的比重，由农业、工业转向服务业，由高污染、高能耗产业转向环境友好、节能减排型产业。

华而诚博士在总结时指出，促进中国结构调整需要推动一揽子政策的实施，主要内容应包括：持续推动农村经济发展，提高农民收入，缩小城乡差距，为城市化创造条件；加快城市化进程，同时进行户籍制度改革，使外来务工人员“市民化”，做实城市化；在加快城市化进程的同时，加快服务业的发展，尽快消除民营企业进入垄断服务行业的限制，拓宽民营企业的投资渠道，创造就业机会，提高所得，增加消费；加快金融体制改革，使利率、汇率市场化。

The global economy is becoming more balanced, thanks to effective after-crisis economic restructuring initiatives such as the shrinking of the U.S. trade deficit and a decrease in China's trade surplus. This point was among the key messages delivered by China Construction Bank (CCB) Chief Economist Dr. Hua Ercheng, guest speaker at CEIBS' 31st Lujiazui Finance Salon. The April 27 presentation was held at the CEIBS Lujiazui International Finance Research Centre.

Addressing an audience of more than 80 senior finance executives including CEIBS alumni, Dr Hua shared his insights on current macroeconomic trends in China. He noted that the U.S. trade deficit as a percentage of GDP decreased to 2.8 percent in 2009, down from 4.9 percent in 2008. During the same years, China's

trade surplus as a percentage of GDP fell to 4.0 percent from 6.4 percent. As both the U.S. and China further adjust their economic structures, he added, the world economy is expected to gradually emerge from its current disequilibrium.

Dr Hua believes China should now try to maintain its economic growth by speeding up the restructuring process. The country's macroeconomic policy for 2010 focuses on securing economic recovery, accelerating economic restructuring, and managing inflation. During 2010, given the implementation of sustainable economic stimulus programmes, improvements in foreign trade, plus steadily expanding consumption, China is poised to experience a GDP growth rate of 9 percent in 2010 while maintaining mild inflation of about 3 percent.

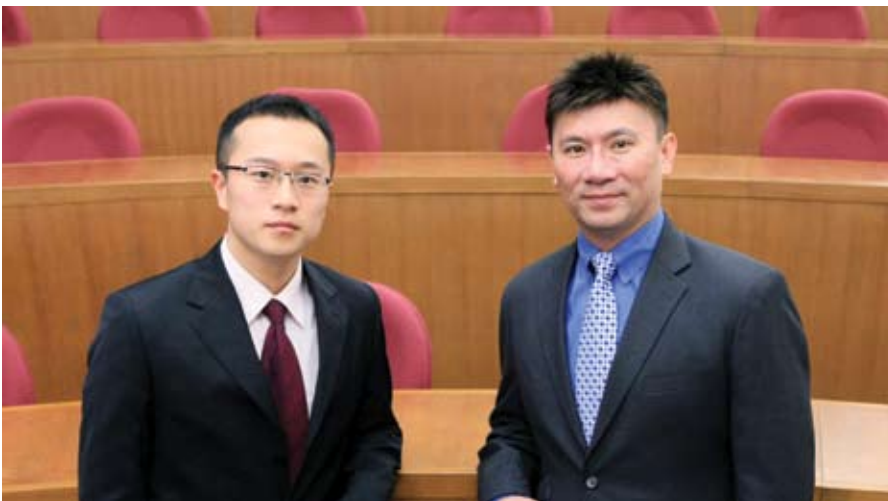
*For the full story, see [www.ceibs.edu](http://www.ceibs.edu)*

中国建设银行首席经济学家华而诚博士  
China Construction Bank Chief Economist Dr Hua Ercheng.



# 香港红磡半岛案例：蔡舒恒副教授和研究助理刘书博赢得oikos 2010国际案例大赛二等奖

## Prof Terence Tsai's Hunghom Peninsular Case Shines in "oikos" 2010 Case Competition



中欧国际工商学院管理学副教授蔡舒恒博士和研究助理刘书博  
Prof Terence Tsai (right) with case co-author Shubo Liu

中欧国际工商学院管理学副教授蔡舒恒博士和研究助理刘书博先生合著的《香港红磡半岛案例 (A), (B), (C): 企业社会责任对房产产业的召唤》赢得了2010年在瑞士举办的oikos国际案例大赛企业可持续性发展组的二等奖。

经过两轮激烈的角逐和专家评委审核评比，五个获奖案例来自四大洲的参赛作品中脱颖而出：同组获奖案例分别来自美国的波特兰大学，内华达大学奥马哈分校，ICMR管理研究中心和法国的INSEAD。中欧国际工商学院是唯一来自亚太地区的获奖院校。

中欧这篇获奖案例讲述了香港一个十分具有争议性的红磡半岛酒店的开发重建过程，回顾了当时与此房地产项目相关利益群体之间激烈的冲突矛盾。案例描述了红磡半岛酒店开发商如何放弃最初利益最大化的计划，在各方压力之下转变为实施更加环保的施工计划的过程。此案例清晰地转递这一个信息：社会发展不仅仅是经济的发展，更要兼顾企业的社会责任和整个社会的进步。

这次oikos案例大赛的获胜者将前往将于今年8月在加拿大蒙特利尔举办的AoM会议。oikos届时也会组织一个专题研讨会，题目是《企业社会责任和社会企业家案例研究：如何写作出色的案例？》

请访问[http://www.ceibs.edu/index\\_cn.shtml](http://www.ceibs.edu/index_cn.shtml)获取详情

CEIBS Associate Professor of Management Terence Tsai and Research Assistant Shubo Liu won the Runner-up Prize in the oikos 2010 Case Writing Competition: Corporate Sustainability Track. Universities in four continents submitted the top five cases: Portland State University, University of Nebraska-Omaha, ICMR Centre for Management Research, INSEAD and CEIBS. CEIBS is the only winning institution from Asia.

The award-winning case study, entitled "Hunghom Peninsula in Hong Kong (A), (B) & (C): A Realistic Call for Corporate Social Responsibilities," details conflicts between stakeholders in the Hunghom Peninsula real estate project and addresses issues of sustainability and the importance of CSR in the current business world.

Winners of the oikos Case Writing Competition will be awarded during the Academy of Management (AoM) Conference in Montréal on August 6-10.

For full story see <http://www.ceibs.edu>

## 方睿哲副教授 “安越” 案例被欧洲案例交流中心评为2009年最畅销案例

### Prof Rama Velamuri's "EasyFinance" Among ECCH's Best-Selling Cases of 2009

中欧创业学副教授兼中欧EMBA国际班课程主任方睿哲(Rama Velamuri)和中欧案例研究中心研究员付莘的案例研究“安越：开发增长潜能”获评中欧案例交流中心2009年最畅销案例。与“轻松金融”案例一同获评的还有其它全球顶尖商学院如哈佛商学院和伦敦商学院的案例。

这份31页的案例发表于2008年，研究对象是2004年创立的中国金融培训公司安越。作者在案例中探讨了该公司在初创期如何应对种种挑战实现可持续增长，以及专业服务公司在组织建设方面所面临的问题，尤其是吸引与留住人才方面的问题。

该案例对安越在相对较小的市场空间里克服困难，解决认证培训师缺乏的问题进行了特别探讨。管理层和团队成员面临的挑战是：如何找到可行的方法来实现自己的抱负。

请访问[http://www.ceibs.edu/index\\_cn.shtml](http://www.ceibs.edu/index_cn.shtml)获取详情

方睿哲副教授  
Prof Rama Velamuri



“EasyFinance: Developing the Capacities for Growth,” a case study penned by CEIBS Associate Professor of Entrepreneurship and Academic Director of CEIBS EMBA International Programme Prof Ramakrishna S. Velamuri and CEIBS Case Development Centre researcher Fu Xin was named by the prestigious European Case Clearing House (ECCH) as one of its best-selling entrepreneurship cases for 2009. The EasyFinance case joins other finalists from top business schools including HBS and LBS.

Published in 2008, the 31-page case is based on field research into the Chinese finance training company EasyFinance, founded in 2004. The authors explore the challenges that entrepreneurial firms face in achieving sustained growth, and the problems professional service firms face in organisational development, especially in attracting and retaining talent.

The case highlights how EasyFinance overcame the challenges of operating in a relatively small market segment facing a shortage of qualified trainers. The challenge for the management and team members: to find a feasible way to achieve their ambition.

*For full story see [www.ceibs.edu](http://www.ceibs.edu)*

## 新书推荐 NEW BOOKS

# 翟博思教授探讨改善世界的金融和公益

## Prof Henri-Claude de Bettignies Sparks a Debate on *Finance for a Better World and The Common Good*

翟博思(Henri-Claude de Bettignies)教授主编的新书《改善世界的金融：向可持续性转变》(帕尔格雷夫-麦克米伦出版社，2009)为以下论点提供了新的佐证，那就是：对全球金融体系进行根本性重构的时机已经成熟。该书对金融部门在公益方面至关重要的作用进行了阐释，同时对当今全球金融行业脆弱与复杂的结构进行了探讨。贯穿全书的问题是：我们如何通过利用并管理金融来改善全世界人民的生活质量？

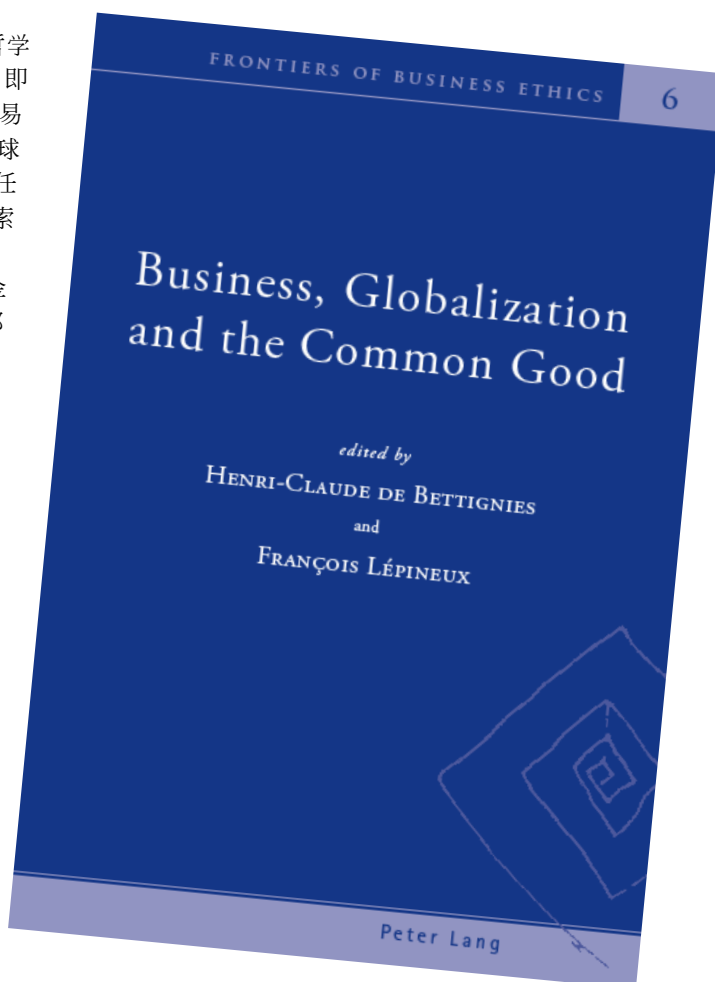
为该书撰文的有律师也有院士，有金融分析师、哲学家，也有金融服务业咨询顾问、伦理学家。正因如此，即便是并不谙熟金融话题的读者，也会觉得该文通俗易懂，却又不失深刻。《改善世界的金融》一书由中欧全球责任领导力特聘教授翟博思和法国雷恩商学院商业责任中心主任、欧洲工商管理学院(INSEAD)研究员弗朗索瓦·莱比诺(François Lépineux)主编。

该书对正在兴起的一场辩论给予了关注，那就是金融部门应该如何将可持续性整合到业务中去。书中的部分论文表达了相当高的期望，而另一些则理性地阐述了改变现状的原因与方法，从而在两端间保持了很好的平衡。

翟博思教授近期编纂的另一本新书《领导力，精神性，公益：东西殊途》(Garant出版社，安特卫普，2010)提供了更多的精神食粮。该书由翟博思教授与中欧全球责任领导力访问教授迈克·J·汤普森(Mike J. Thompson)主编，收集了2008年10月在中欧举办的欧洲经济社会精神(Spirituality in Economics and Society)论坛的共132页演示文稿(该论坛由欧中企业领导力与社会责任研究中心主任翟博思教授发起组织)，提供了发人深省的视角，对多种印度教教义、日本的“共生”哲学、中国的儒学理想等进行了审视。标题中的“精神性”一词可能让人觉得该书内容倾向于内省，而实际上却恰恰相反，阐述的多是在精神与行动之间架起桥梁的种种可能。

《领导力，精神性与公益》对企业的高层领导会有很大的吸引力。读完该书，商业领袖可能

会反思，如何让天性(同情心，诚实，公正性，信任等)在商业世界闪烁光芒。研究者也有诸多机会探讨东方哲学如何“丰富西方哲学对公益的认知”这一话题。该书微言大义，就算是随便翻开本卷的人也会发现有用的、富于睿智的概念，如“同情心也能感染人”、“精神性是民主的”，商业是一个“共同创造的过程”等等。



Providing valuable new fuel for the argument that the time is ripe for a radical redesign of the global financial system, the book *Finance for a Better World: The Shift Toward Sustainability* (Palgrave-Macmillan, 2009) illuminates the critical role the finance sector plays in the pursuit of the common good. At the same time, the book explores the fragile and complex structure of today's global finance industry. Woven throughout is the question: How can we use and manage finance to improve quality of life for the planet's global community?

Contributors to the work range from lawyers to academicians, financial analysts to philosophers, from value consultants to ethicists. As a result, even readers who are not up-to-speed on financial issues will find the collection both easily accessible and perceptive. *Finance for a Better World* is co-edited by CEIBS Distinguished Professor of Global Responsible Leadership Henri-Claude de Bettignies and Professor François Lépineux who is Head of the Centre for Responsible Business at Rennes School of Business (France) and Research Fellow at INSEAD.

The book contributes much to the nascent debate on how sustainability can, and should, be incorporated into the financial sector. While some of the papers voice a high level of "hopefulness," for the most part, these lofty goals are balanced by rational justifications of why, and how, things need to change.

More food for thought is served up in the

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second tome recently edited by Prof de Bettignies entitled *Leadership, Spirituality and the Common Good: East and West Approaches* (Garant Publisher, Antwerp, 2010). The book, co-edited by CEIBS Visiting Professor of Responsible Leadership Mike J. Thompson, compiles presentations taken from an October 2008 European SPES Forum, organised at CEIBS by Prof de Bettignies in his capacity as director of the Euro-China Centre for Leadership and Responsibility (ECCLAR).

Offering a provocative perspective on the interplay between spirituality and business leadership, the 132-page work covers various Hindu teachings, Japan's kyosei, and Confucian ideals, to name a few. One might expect a book with spirituality in the title to be introspective; on the contrary, this collection is replete with opportunities to forge a link between spirituality and action.

*Leadership, Spirituality and the Common Good* appeals across the board. Business leaders who read it will likely rethink how natural character traits (compassion, honesty, fairness, and trust) can shine through in the business world. Researchers will see numerous opportunities to explore how Eastern philosophies can "enrich Western understanding of the common good." Each of the chapters speak volumes, allowing even casual readers to find useful and insightful concepts such as "compassion can be contagious," "spirituality is democratic," and business is a "process of co-creation."

## 新书推荐 NEW BOOKS

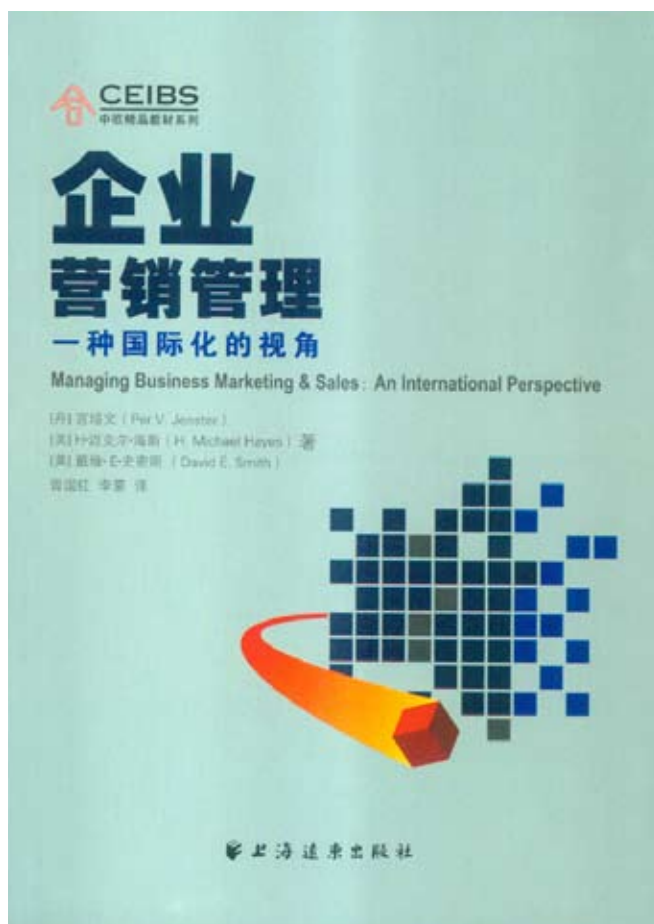
# 言培文教授新作 《企业营销管理》和《市场情报》

Prof Per V. Jenster Publishes *Managing Business Marketing & Sales* and *Market Intelligence*

在这个全球化的时代，企业市场的产品和服务往往很轻易地就跨越了国界。随着新产品和新服务的不断开发，公司越来越专注核心竞争力，而将很多以前自己生产的产品或服务改由外部供应商提供，由此导致企业营销的范围不断拓宽。中欧国际工商学院言培文（Per V. Jenster）教授敏锐察觉到了这一趋势，在其与迈克尔·海斯（H. Michael Hayes）、戴维·史密斯（David E. Smith）合著的新作《企业营销管理——一种国际化的视角》（上海远东出版社，2010）一书中以一种全球化的视角为您详细分析了企业营销管理这一课题，较由哥本哈根商学院出版社于2005年出版的英文版本，该书从中国的视角进行了改写再版。

与消费者市场营销不同，企业市场营销主要针对机构，其市场的多样性对营销决策提出了一个不小的挑战。在《企业营销管理》一书中，言培文教授提供了实用的企业营销分析和决策的概念框架，以使营销战略符合公司和业务的规划目标。与其他战略相比，市场营销战略更多涉及外部环境。为了帮助读者更好地分析外部环境，书中对客户购买行为、行业分析和营销情报分析也有具体的阐释。总之，本书融入了作者对企业市场营销和销售队伍管理的学术思考，并与全球化的管理实践相结合，使得营销具有很强的战略和管理针对性，能够有效培养读者制定市场营销战略的能力。

另一方面，在信息化时代，能否准确界定并识别当前以及潜在的竞争对手，捕捉新兴客户的消费需求，将直接关系到企业营销战略的开展和价值的创造。因此，言培文教授和克劳斯·索尔伯格·索伦（Klaus Solberg Soilen）共同撰写了《市场情报——培养战略的视角》一书（上海远东出版社，2010），为企业提供情报分析的理论和实践指导，英文原版书由哥本哈根商学院出版社于2009年出版。荷兰UNET公司董事总经理葛特·维德（Gert Van der Weide）高度赞扬这是“一本重要概念、工具和例证比比皆是的好书”。



In this era of globalization, goods and services are no longer constrained by national borders. With new items constantly being developed, many companies have shifted their focus towards developing their areas of core competitiveness. Because of this shift, they have turned to external suppliers to provide products or services once offered in-house. These changes have been accompanied by modifications in the way businesses market themselves.

In the new Chinese-language edition of the book *Managing Business Marketing & Sales – An International Perspective* (Shanghai Far East Publishers, 2010), CEIBS Professor of Management Per V. Jenster approaches the topic of business marketing and sales from a global perspective. This is a new and updated version, with a Chinese focus, of the English edition published by the Copenhagen Business School Press in 2005. It was co-authored by H. Michael Hayes and David E. Smith.

Unlike marketing to consumers, the audience for business marketing consists primarily of organizations whose sheer diversity poses a daunting challenge for marketing decision makers. In *Managing Business Marketing & Sales*, Prof Jenster provides a conceptual yet practical framework for business marketing analysis, ensuring that marketing strategies match business objectives. Recognising that, compared with other

approaches, business marketing strategies are more closely linked to the external environment, Prof Jenster also addresses consumer purchasing behaviour, industry analysis, and market intelligence

analysis. In short, the book displays the authors' academic views on business marketing and sales force management and clearly outlines how readers can develop the skills needed to formulate effective marketing strategies.

The evolution of business marketing directly influences a company's ability to accurately identify current and potential competitors, and to meet new consumers' demands; thus setting a clearly defined strategy has never been more important. The book is a "must" for chief marketing officers of industrial



firms!

As CEIBS Professor of Strategic Management, Dr Jenster also offers another Chinese language publication to help executives with the development of competitive strategy. *Market Intelligence: Building Strategic Insight* (Shanghai Far East Publishers, 2010), guides companies on the theory and practice of developing strategy using market intelligence. The English edition was published by the Copenhagen Business School Press in 2009. Says Gert Van der Weide, Managing Director of UNET in Holland, "[it's] a good book full of important concepts, tools, and examples." *Market Intelligence: Building Strategic Insight* is co-authored by Klaus Solberg Soilen.

## 中欧合作伙伴海沃氏、巴可、TNT、TCL和贝卡尔特支持北京新校园

4月24日，中欧国际工商学院北京校园举行落成盛典，学院合作伙伴海沃氏、巴可、TNT、TCL和贝卡尔特等公司因向新校园捐赠实物备受赞誉。

海沃氏公司捐赠了203万元人民币用于购置设备。在海沃氏教室启用典礼上，公司副总裁兼亚太、中东、非洲和拉美地区总经理李瀚达（Frank Rexach）说：“我们毫不犹豫地做出了与中欧国际工商学院建立伙伴关系的决定。刚才从中欧大门里通过、现在在这间教室里就座的，正是中国和世界未来的领军人物。我们很荣幸有机会赞助中欧国际工商学院。”

巴可公司捐赠了价值22.74万美元的三台世界顶级投影仪供新校园使用。TNT捐赠了价值10万欧元的快递服务，TCL则捐赠了价值150万元人民币的高清LCD屏幕和显示器。贝卡尔特公司捐赠了价值人民币70.9万元的窗户镀膜产品。（见下页单独报道）

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## CEIBS' Corporate Partners Haworth, Barco, TNT, TCL and Bekaert Support New Beijing Campus

At the April 24 Grand Opening of the new CEIBS Beijing campus,



美国海沃氏公司大中国区兼北亚区董事总经理米格尔·盖莱特、副总裁兼亚太、中东、非洲和拉美地区总经理李瀚达与中欧教务长兼副院长郭理默一起为海沃氏教室揭幕。

**UNVEILING** – Haworth Managing Director for North Asia Mr Miguel Garat (at left) looks on as company Vice President & General Manager Asia Pacific, The Middle East, Africa & Latin America Mr Frank Rexach (centre) and CEIBS Dean and Vice President Rolf D Cremer unveil the plaque for the new Haworth Classroom.

Corporate Partners Haworth, Barco, Bekaert, TCL and TNT were honoured for their support. Each company had supplied “gift in kind” donations to the new campus.

First to be recognized was Haworth, which contributed RMB2.03 million in furnishings. In a ceremony to launch the new Haworth Classroom, company Vice President & General Manager for Asia Pacific, Middle East, Africa & Latin America Frank Rexach said: “Partnering with CEIBS was an easy decision for us. Future leaders of China and the world have passed through CEIBS doors and are in this

classroom. We are honoured to be given the opportunity to sponsor CEIBS.”

Barco was also honoured for its contribution of three world class projectors – valued at US\$227,400 – for use in the new campus, and TNT received recognition for its contribution of €100,000 in mailing services. Meanwhile, TCL was honoured for its contribution of RMB1.5 million in high resolution LCD panels and monitors. Finally, Bekaert was recognized for its donation of RMB709,000 in window filming products. (See separate story on next page).

中欧合作伙伴代表在4月24日的捐赠揭牌仪式上

**PROUD DONORS** – Corporate partners being honoured during the April 24 ceremony.





贝卡尔特中国区总裁马国运（左）和中欧国际工商学院院长佩德罗·雷诺签署协议后握手。

**SEALING THE DEAL** – Bekaert President of Asia Mr. Mark Goyens (left) and CEIBS President Prof Pedro Nueno seal the deal with a handshake.

## 贝卡尔特与中欧延续伙伴关系，提高北京校园能源效率

4月20日，就在中欧国际工商学院北京校园落成盛典前4天，贝卡尔特成功地在校区所有露天窗户装配了总面积3220平方米的能效膜。贝卡尔特从2004年开始成为中欧的合作伙伴，此次向中欧捐赠的玻璃窗隔热膜，价值近71万元人民币。

在窗户覆上隔热膜之前，北京校区每日空调约耗资1668元人民币。隔热膜装好之后，每日空调费用只需851元人民币。这一玻璃窗隔热膜装配项目预计每年将为中欧北京校园节约电费超过12万元。

贝卡尔特中国区总裁马国运（Mark Goyens）表示，他对此次成功捐赠感到满意。他说：“节能技术一直是贝卡尔特创新追求中的一部分。我们很高兴有机会支持中欧国际工商学院的‘绿色校园’行动。”中欧国际工商学院教务长兼副院长郭理默（Rolf D. Cremer）赞扬该项目不仅极大地提升了能源效率，而且还培养了全体中欧人的社会责任感。

“绿色校园”行动主席托比·欧文迈（Toby Overmaat）（MBA 2009）也对贝卡尔特的捐赠行为赞许有加。他说：“贝卡尔特的玻璃覆膜收到了双重

效果——北京校区不但更为明亮，热量传递也大为降低。贝卡尔特的捐赠行动让我们深受感动。它使北京校园减少了碳排放，并使中欧向绿色校园的理想迈进了一大步。”

贝卡尔特于2010年3月17日与中欧国际工商学院延续伙伴关系，双方签署了第三次合作协议。



## Bekaert Renews Partnership With CEIBS, Improves Energy Efficiency at Beijing Campus

On April 20, just four days before the Grand Opening of CEIBS Beijing campus, Bekaert successfully installed 3,220 square meters of energy efficient film across all external windows of the new facility. A corporate partner of CEIBS since 2004, Bekaert provided RMB708,944-worth of its SolarGard window glazing system as a gift in kind.

Before window filming, daily air conditioning expenses for the Beijing campus were estimated at RMB1,668. After the SolarGard installation, daily

air conditioning costs were halved to RMB851. The glazing project is predicted to save CEIBS RMB122,550 a year in electricity costs for the Beijing facility.

Bekaert President for China Mark Goyens expressed his satisfaction with the completed donation, explaining that “Green Technology has always been part of Bekaert’s innovation efforts. We are happy for the opportunity to support CEIBS’ Green Campus initiative.” CEIBS Dean and Vice President Rolf D Cremer praised the project for not only significantly improving energy efficiency but also for fostering corporate social responsibility within the CEIBS community.

Green Campus Initiative President Toby Overmaat (MBA 2009) also praised Bekaert’s donation, stating: “Bekaert’s glass film installation allows for the best of both worlds – a brightly lit Beijing campus with significantly reduced heat transfer. We are thrilled about Bekaert’s contribution. It allows the Beijing campus to reduce its carbon

footprint, and moves CEIBS one large step closer to our vision of a green campus.”

Bekaert renewed its partnership with CEIBS on March 17, 2010, forming its third cooperative agreement with the school.

### TNT与中欧合作举办企业文化研讨会

3月23日，中欧国际工商学院与领先的中国-欧洲国际快递公司TNT以研讨会形式共庆3年期合作协议的签署。研讨会的主题是企业文化对商业运营的重要推进作用。“TNT致力于对人的投资，用业内最先进的职业培训和技术武装他们，使他们不仅成为优秀的雇员，而且能为中国的物流业发展做出贡献。我们与中欧的伙伴关系为TNT的这一投资的意义提供了进一步的佐证。”TNT中国国际快递公司董事总经理伊曼·斯塔尼（Iman Stratenus）说，“TNT‘投资于人’的理念以及‘Sure we can（我们肯定能行）’的企业文化是TNT在中国成功发展的关键驱动力。作为一家扎根于中国的企业，我们希望借助与中欧国际工商学院的合作，与业界分享我们在中国的经验与最佳商

业实践。”

TNT-中欧联合研讨会题为“如何撬动管理杠杆——探秘企业文化对业绩的影响”，由美国南加州大学教授戴夫·罗根（Dave Logan）主讲。他是一位高级管理学顾问，也是《部落领导力》与《绩效三大定律》两书的作者。中欧国际工商学院管理学教授杜洛娜（Lorna Doucet）也发表了题为“中国工作场所中的情商”的演讲。睿芽集团的杰西·普锐斯（Jesse Price）与TNT中国董事总经理伊曼·斯塔尼就“共同创造未来”的议题作了联合演讲。



### TNT Partners With CEIBS, Hosts Seminar on Corporate Culture

On March 23, CEIBS and TNT – the leading Sino-Europe international express mail company – celebrated the signing of a three-year partnership by jointly hosting a seminar on the critical role that corporate culture plays in driving business performance. “Our partnership with CEIBS offers a further demonstration of TNT’s

commitment towards investing in our people and equipping them with the most industry-leading professional training and skills to not only become excellent employees, but to also contribute to the development of China’s logistics industry,” said Iman Stratenus, Managing Director, TNT China International Express. “TNT’s ‘Investor in People’ philosophies and our ‘Sure we can’ corporate culture has been a critical growth engine to secure TNT’s successes in China. As a company deeply rooted in China, we want to leverage our partnership with CEIBS to share our experiences and best-practices with the industry in China.”

The joint TNT-CEIBS seminar, entitled “How We Do Things Around Here – a discussion of company culture and its impact on performance”, was anchored by USC Professor Dave Logan, a senior management consultant and the author of *The Three Laws of Performance and Tribal Leadership*. CEIBS Professor of Management Lorna Doucet also presented on

中欧副院长兼中方教务长张维炯与TNT中国国际快递公司董事总经理伊曼·斯塔尼握手

SHAKE ON IT – CEIBS Vice President & Co-Dean Prof Zhang Weijiong with TNT China International Express Managing Director Mr Iman Stratenus.



“Emotional Intelligence in the Chinese Workplace”, and Reya Group's Jesse Price spoke together with TNT's Iman Stratenus on “Creating the Future Together.”

### 标致雪铁龙（中国）与中欧结盟，捐赠价值100万元人民币的轿车

3月27日，一辆曲线流畅的银色标致C5轿车停在中欧国际工商学院上海校园的草坪上，无声地宣告着中欧与标致雪铁龙公司再度缔结3年期合作伙伴关系。按照协议，到2012年为止，标致雪铁龙公司每年将向中欧捐赠一辆新轿车，总价值为人民币100万元。

标致雪铁龙中国事务运营部CEO华日曼（Claude Vajsman）在捐赠仪式上发表演讲，称标致雪铁龙与中欧是“真正的伙伴”。他强调了中欧在中国的发展中所扮演的角色，并向中欧建院15年即进入世界顶级商学院排名表示庆祝。他补充道，标致雪铁龙也经历了迅速的发展，据他本人预计，中欧将在该公司将来的发展中发挥重要作用。

“以标致雪铁龙和中欧的名义，我们可以在许多方面携手合作。”中欧国

际工商学院院长佩德罗·雷诺（Pedro Nueno）教授说，“对于商学院的学生而言，企业赞助商的名字，我们将铭记在心。”

PSA PEUGEOT CITROËN  
标致雪铁龙集团

### PSA Peugeot Citroën (China) Forges Partnership With CEIBS, Donates RMB1 Million in Cars

A sleek silver Peugeot C-5 parked on the CEIBS Shanghai lawn on March 27 announced the successful formation of a new three-year partnership between CEIBS and PSA Peugeot Citroën. Under the agreement, PSA Peugeot Citroën will donate RMB1 million worth of new automobiles to CEIBS, giving one new car per year through 2012.

PSA Peugeot Citroën CEO of China Operations Mr Claude Vajsman spoke at the ceremony, calling PSA and CEIBS “real partners.” Mr Vajsman stressed the role CEIBS has played in China’s development,

and congratulated the school on its entry into the world’s top-tier business schools in just 16 years. PSA has also experienced rapid growth, he added, predicting that CEIBS will play an important role in the company’s future development.

“With the name of PSA and the name of CEIBS, we can do many great things together,” said CEIBS President Pedro Nueno. He added: “For students at a business school, the names of corporate sponsors stay forever in our minds.”

### 葛定昆教授在GE研讨班演讲“创造可持续发展平台”

在全球金融危机的背景下，发展的最佳途径是进行商业转换——中欧国际工商学院战略与创业学教授葛定昆3月30日在GE中国战略伙伴研讨班上作专场演讲时提出了这一观点。葛教授的演讲以“创造可持续发展平台”为主题，说明了在更广阔的中国经济和中国本土个体工商业的背景下，革新是商业转换和发展背后的驱动力。他还谈到了大众普遍关注的问题，诸如“企业怎样有效地鼓励革新以取得突

标致雪铁龙中国事务运营部CEO 华日曼（左）中欧副院长兼中方教务长张维炯在3月27日的协议签订仪式上。

**KEY TO SUCCESS** – PSA Peugeot Citroën China operations CEO Mr Claude Vajsman (left) and CEIBS Co-Dean and Vice President Prof Zhang Weijiong (right) during the March 27 signing ceremony.





葛定昆教授在GE中国战略伙伴研讨班上提出发展的最佳途径是进行商业转换。

**STRATEGIC MOVES** – Participants in Professor Ge Dingkun’s exclusive presentation to GE’s Chinese Strategic Partners Workshop were advised that the best path toward growth is through business transformation.

破性的发展？”以及“经理人在推动革新时会遇到什么样的挑战？”



### Prof Ge Dingkun Speaks to GE on “Creating a Platform for Sustainable Growth”

Against the backdrop of the global financial crisis, the best path toward growth is through business transformation. So said CEIBS Professor of Strategy and Entrepreneurship Ge Dingkun at a March 30 exclusive presentation to GE’s Chinese Strategic Partners Workshop. Speaking on “Creating a Platform for Sustainable Growth,” Prof Ge explained that innovation is the driving force behind business transformation and growth within the broader Chinese economy and individual China-based businesses. He also addressed common concerns including “How can companies effectively foster innovation in order to trigger growth?” and “What challenges do managers face in promoting innovation?”

### 中欧北京校园吕志和演讲厅揭幕

4月24日，作为中欧国际工商学院北京校园落成盛典的一项内容，吕志和演讲厅举行了揭幕仪式。该演讲厅以嘉华集团创始人吕志和博士的名字命名。嘉华集团是一家跨国联合企业，1955年创立于香港本土，业务范围涵盖地产、娱乐休闲、酒店及建筑材料，在香港、澳门、上海、广州、东南亚及美国的主要城市均有投资。吕志和博士还是一名杰出的慈善家，对教育尤为鼎力支持。

### Lui Che Woo Auditorium Unveiled at CEIBS Beijing Campus

As part of the April 24 launch of CEIBS’ new Beijing campus, an Unveiling Ceremony was held for the Lui Che Woo Auditorium. The auditorium was named in honour of Dr Lui Che Woo, founder of the Hong Kong-based multinational conglomerate K Wah Group. The company, founded in 1955, covers real estate, entertainment, hospitality and construction, with a market presence spanning Hong Kong, Macau, Shanghai, Guangzhou, Southeast Asia and major cities in the

United States. A distinguished philanthropist, Dr Lui is particularly supportive of education.

### 百威英博中欧迷你MBA开学

中欧国际工商学院为百威英博定制的迷你MBA课程中首个模块于4月1-3日期间授课。全部课程共包括6个模块。百威英博亚太区总裁傅政凯（Miguel Patric）、首席人力及技术执行官高才溢（Claudio García）、董事会成员百托·斯克比拉（Beto Sicupira）和中欧教务长兼副校长郭理默（Rolf D. Cremer）出席了开学典礼。该课程由中欧管理学教授言培文（Per Jenster）担任主任。该课程为33名高级管理人员提供关键领域的全面培训，从而提高他们在中国的工作业绩。第二个模块的培训于5月13-15日举行。



### AB InBev Launches CEIBS Mini-MBA

The first of the six modules in a customized Mini-MBA programme for AB InBev kicked off at CEIBS on April 1-3. The opening ceremony was

attended by AB InBev's APAC President Miguel Patricio, Chief People and Technology Officer Claudio García, Board Member Beto Sicupira, and CEIBS Dean & Vice President Rolf D Cremer. The programme was directed by CEIBS Professor of Management Per Jenster. Providing comprehensive education across key fields, the course enables the 33 executive participants to enhance their performance in China. The second module was held May 13-15.

### 中欧MBA 2009班学员参加世博阿特拉斯·科普柯 (Atlas Copco) 大师班

2010年世博会瑞典馆的官方赞助商阿特拉斯·科普柯邀请150名中欧教授、学生和员工，参加3月9日在世博园区举办的大师班系列活动。中欧教授杜洛娜 (Lorna Doucet)、白恩迪 (Steven White)、弗沃德 (Waldemar A. Pfoertsch) 和75名MBA2009级学员参加了在瑞典馆举办的3场阿特拉斯·科普柯高管大师班。

阿特拉斯·科普柯副总裁麦尼斯·琦洛 (Magnus Gyllo) 对大师班作了介绍，并对公司展览加以点评。展览着重表现了该公司在企业责任方面的努力——包括持续支持中欧的年度“企业社会责任国际论坛”。大师班系列以多次主题讲座为特色，主题包括“人力资源管理”、“企业责任行为”和“并购”。



课程主任言培文教授为学员介绍百威英博课程结构。

**ENHANCED PERFORMANCE** – The course's Programme Director, Professor Per V. Jenster, briefs students on the AB Inbev programme structure.



### CEIBS MBA 2009 Students Attend Atlas Copco Master Classes at World Expo

Atlas Copco, an official sponsor of the Swedish Pavilion at the 2010 World Expo, invited 150 CEIBS faculty, students and staff to join in a March 9 Master Class series held at the Expo site. CEIBS professors Lorna Doucet, Steven White, Waldemar Pfoertsch and 75 MBA 2009 students joined three Atlas Copco Executive Management Master Classes in the Swedish Pavilion.

Atlas Copco Vice President Magnus Gyllo introduced the classes and commented on the company's exhibition, featuring the company's commitment to Corporate Responsibility – including continued support for CEIBS' annual Being Globally Responsible Conference. The Master Class series featured talks on “People Management,” “Corporate Responsibility Activities,” and “Mergers & Acquisitions.”

中欧学员在大师班“国际环境中的并购”课程上与阿特拉斯·科普柯高级副总裁兼CFO Hans Ola Meyer、副总裁麦尼斯·琦洛合影。

**Master Class** – CEIBS participants in the third Master Class “Mergers & Acquisition in an International Environment” capture the moment with Sr Vice President and CFO Hans Ola Meyer and Atlas Copco Vice President Magnus Gyllo.

### 中欧出席拜耳作物科学产业经营改革论坛

拜耳作物科学产业经营改革论坛于3月9日举行，主题为“事事革新”，出席人士逾120位。在嘉宾席就座的包括拜耳作物科学全球CEO弗里德里希·柏少安 (Friedrich Berschauer) 教授、产业全球主席、亚太和中国地区的商业领导人及拜耳集团大中华区CEO麦克·柯尼希 (Michael Koenig)。这一年度活动目的在于培养拜耳集团各公司的内部关系，并帮助集团制定有效战略。从2006年开始，拜耳赞助中欧国际工商学院设立战略学与市场营销学拜耳教席。



### CEIBS Presents at Bayer CropScience Industrial Operations Conference on Innovation

More than 120 participants attended Bayer's CropScience Industrial Operations Conference (BCSIO), held March 9. Among the VIP attendees to the conference, entitled “Innovation in Everything We Do,” were Bayer CropScience Global CEO Professor Friedrich Berschauer, the Global Head of Industrial, the APAC and China business heads, and Bayer China CEO Michael Koenig. The annual event aims to foster relationships within the Bayer community and to help the group formulate effective strategy. Since 2006, Bayer has sponsored the Bayer Chair in Strategy and Marketing at CEIBS.

中欧教育发展基金会 - 企业赞助伙伴

中欧教育发展基金会旨在与企业赞助伙伴共同努力, 积极为学院提供支持, 以实现学院短期和长期发展目标:

- 吸引最优秀的师资
- 推进世界水准的研究
- 提供最佳学习环境
- 确保持续发展
- 吸引最优秀的学生

中欧教席捐赠基金



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中欧奖学金基金



中欧研究基金



**CEIBS FOUNDATION - CORPORATE SPONSOR PARTNERS**

Together with our Partners, the goal of the CEIBS Foundation is to ensure continuous investment in the school for short and long-term growth:

- To attract world-class faculty
- To ensure continuous improvement
- To innovate world-class research
- To attract the best students
- To provide an inspiring environment

CEIBS Chair Endowment Fund



CEIBS Campus Fund



CEIBS Development Fund



CEIBS Scholarship Fund



CEIBS Research Fund





## 2008级MBA毕业了! MBA 2008 Graduates!

4月10日，随着一次次拨动硕士帽帽穗的动作，189名中欧国际工商学院MBA 2008班的学员的身份就此从学生转换为庞大校友网络的成员。为了让新毕业的学员们在充满激励和支持的“后中欧时代”顺利启航，MBA 2008毕业典礼特别邀请了若干热心演讲者，与大家分享了他们的诚恳建议和专业智慧。

中欧国际工商学院执行院长朱晓明教授就学员们如何开始人生的下一个篇章提供了建议。第一，做一个好听众。第二，不仅要高效率地领导团队，还要作为团队的一员而高效率地工作。第三，继续表现出对社会责任的担当，如MBA 2008班举办了年度全球企业社会责任论坛

(BCRG)，并参与“绿色校园”行动。最后，朱院长鼓励学员们“准备好追求梦想”。

中欧国际工商学院教务长兼副院长郭理默教授 (Rolf D Cremer) 在致辞中引用了美国前总统亚伯拉罕·林肯的名言：“中国和印度是地球上最终、最大的希望。”郭理默教授不仅强调了专业技能的重要性，还强调了道德行为的关键因素，他在结束语中鼓励学员们：“走出去，让世界看看你们的成就！”

特邀演讲嘉宾美国海沃氏公司大中国区兼北亚区董事总经理米格尔·盖莱特 (Miguel Garat) 先生给学员们提出的建议是：“领导力、爱及简单。”他与大家分享了自己幼

On April 10, with a switch of their graduation cap tassels, the 189 members of the MBA Class of 2008 were transformed from students into members of CEIBS 10,000-plus-strong alumni network. To send the new graduates sailing into the new waters of post-CEIBS life full of inspiration and support, the MBA 2008 Graduation Ceremony featured passionate speakers delivering their heartfelt advice and professional wisdom. Highlights of these addresses include:

- **CEIBS Executive President Zhu Xiaoming** shared his top suggestions for the graduates' next chapter of life. First: learn to listen. Second: be effective not only in leading a team but also in contributing as a team player. Third, continue to show commitment to social responsibility, such as the MBA 2008's staging of the annual Being Globally Responsible Conference BGRC and the Green Campus Initiative. In closing, Prof Zhu encouraged graduates to follow their dreams.

- In his address, **CEIBS Dean and Vice President Rolf D Cremer** adapted the words of former US president Abraham Lincoln, in stating: "China and India are the last, best hope on earth." Prof Cremer also stressed the importance of not only professional skill, but also the critical components of ethical behaviour, wrapping up by encouraging the graduates to "Go out and show them what you are made of!"

- Keynote speaker **Haworth Managing Director Greater China and North Asia Mr Miguel Garat** advised graduates to "Lead, Love, and

Simplify." Sharing the tale of his abrupt move to the US from Spain as a child, he told how he and his brother survived their first day of US elementary school. Second, he advised placing a high value on love, telling of how he redirected his career in order to win-over his wife. "The heaviness of being successful was replaced by the lightness of being in love," he said.

Finally, Mr Garat emphasized the importance of "simplicity," sharing Albert Einstein's statement "any intelligent fool can make things bigger, more complex, and more violent." Said Mr Garat: "It takes a touch of genius and a lot of courage to move in the opposite direction."

- Class representative **Joo Yi** addressed the connections the

classmates had made during their studies at CEIBS. She emphasized the bond with family, friends, classmates and community. Said Joo: "Just as we have benefited from the connections CEIBS has provided us, let us take our responsibility seriously – the challenge to be the connectors and bridge makers to make a brighter future for ourselves and for CEIBS."

- Finally, classmate **David Wang** thanked CEIBS professors, stating, "I comprehend now the value of being dedicated, honest, and achieving long term gains." He also promised to follow the advice CEIBS Executive President Zhu Xiaoming had given at the beginning of the programme. "You told us to 'Stay fresh and stay hungry.' We will not forget." **TheLINK**

海沃氏公司大中国区兼北亚区董事总经理Miguel Garat  
Haworth Managing Director Greater China and North Asia Miguel Garat



年时从西班牙突然移民美国的经历，讲述了他与弟弟如何在没有朋友、甚至也不会说英语的情况下度过了他们在美国小学里的第一天。接着，他讲了自己是如何为了赢得妻子的芳心而改变了职业方向的，建议大家重视爱的价值。“事业之重为爱情之轻所取代”，他用阿尔伯特·爱因斯坦说的“每个聪明的傻瓜都会把事情变得更大、

更复杂、更严重”强调了“简单”的重要性。盖莱特先生说：“这个过程需要一点儿天赋、大量的勇气，只不过是朝着相反的方向。”

班级代表Joo Yi提到了同学们在中欧的学习过程中所建立的紧密联系。她强调家人、朋友、班级同学和集体的支持。Joo说：“我们从中欧为我们提供的人脉关系中获益一样，让我

们认真承担起自己的责任——迎接挑战，成为联结者和造桥人，为我们和中欧创造一个更光明的未来。”

最后，王冠珠同学与对中欧的教授们表示感谢，他还承诺将遵循中欧国际工商学院执行院长朱晓明教授在毕业典礼的开头提出的建议：“您对我们说：‘求知若饥，虚心若愚。’我们不会忘记。” **TheLINK**

## 中欧MBA2008级获奖名单 CEIBS MBA 2008 Award Winners

### MBA2008优秀毕业生 Outstanding Graduate Award:

Muthuraman Kathiresan (印度India)、Marc Lascorzi Florit (西班牙Spain)、李慧Ella Li (中国China)、Stefan Gerhard Lunglmayr (奥地利Austria)、Clarissa Tan (新加坡Singapore)、Jim Whittington (英国UK)和Joo Yi (韩国Korea)。

### MBA2008特殊贡献奖 Special Contribution Award:

Margaret Kan (加拿大Canada)、Rika Hayashi (日本Japan)和Devon Nixon (美国US)。

### MBA课程部特别嘉许奖 MBA Office Special Recognition Award:

黄磊Michael Huang (中国China)、Jitesh Jaipuriyar (印度India)、Bill Keithler (美国US)、Jeffrey Lin (美国US)、Jorge Menendez Notario (西班牙Spain)、Christian Ives Ou-Smolinski (阿根廷Argentina)、Joseph Yu (加拿大Canada)和 Jess Zhang (加拿大Canada)。



# 临别寄语

## Parting Words

MBA2008学生会主席Devon Nixon和副主席Jeffrey Lin吐露心声，道出他们在中欧度过的18个月中收获的心得、难忘的瞬间，还对学弟学妹、校友和学院领导提出了中肯的建议。

MBA 2008 Student Committee President Devon Nixon and Vice President Jeffrey Lin share the lessons learned and their unforgettable moments from the last 18 months at CEIBS, plus offer sound advice to incoming students, faculty and school leaders.

**TheLINK: As a student in business school during the height of the global financial crisis, what were the most important lessons learned from the upheaval?**

**Devon Nixon (DN):** Even though China wasn't as badly affected as other countries, because the economy is so strong and the government did such an excellent job of managing the effects of the crisis, the lesson that I learned is: be prepared for downturns – because they will come. It's a matter of being prepared for the worst so that when the bad times come, you're not only ready for them but can seize them as an opportunity to grow.

**Jeffrey Lin (JL):** First, on a microeconomic level, people must learn to live within their means. Consumption based on debt is not sustainable. The second lesson, on a macroeconomic level, is that national fiscal policies need to be addressed. Vast debt and leveraging can only work for so long – at some point, these sovereign debts will simply become too large, as seen in Greece, for example. Third, China has quickly moved into a prominent role in global economics and politics. I believe China will continue to be a pillar of strength and will work with other nations to bring stability as long as lessons are learned from past – such as avoiding Japan's economic woes of the 1990s, the Asian financial crisis, and the latest global upheaval.

**TheLINK: If you have a job lined up, what is it and how did you land it? And what advice do you have for classmates still looking for jobs?**

**DN:** I'm a habitual entrepreneur so I have a number of new ventures up and running, including CEIBS' first student-run business – a franchise of Coffee Bean & Tea Leaf. It provides a profit stream for the Student Committee (SC) to fund future activities that will help bring the CEIBS community together. And about five

months ago, I started a top-of-the-line delivery dry cleaning service on campus, which I may likely expand throughout Shanghai. In Chile, where I already run a company with my business partner, we are now working on a deal to build about 300,000 pre-fabricated homes after the recent 8.0 earthquake. I have a few other projects that I'm working on, including one in the IT industry,

MBA 2008级学生会主席Devon Nixon  
MBA 2008 Student Committee President Devon Nixon.





MBA 2008级学生会副主席Jeffrey Lin  
MBA 2008 Student Committee Vice President Jeffrey Lin

**TheLINK: 作为在全球金融危机影响最为深重的时刻就读商学院的人士，你们从这场剧变中获得的最重要的经验教训是什么？**

**Devon Nixon (DN):** 虽然中国经济强大、政府也做了出色的工作来应对危机的影响，使得中国没有像其他国家那样受到重创，但我从中还是学到了一条：为低潮做好准备——因为低潮必将来临。实质上，我们应当做好最坏的打算，这样，当经济步入衰退时期，你不仅已经做好了准备，而且还能抓住这个机会成长起来。

**Jeffrey Lin (JL):** 首先，在微观经济的层面上，人们必须学会量入为出地生活。举债消费不是长久之计。其次，在宏观经济的层面上，国家财政政策需要调整。巨额债务和杠杆作用只能支持这么久——到时候，这些政府债务只会越来越多，就像希腊的情况那样。第三，中国已经迅速在全球经济和政治舞台上进入一个显著的角色。我认为中国将持续成为支柱，并将与其他国家一起，从过往汲取教训，保持世界稳定——例如防止上世纪90年代日本经济滑坡、亚洲金融危机和最近的全球经济危机之类的灾难重现。

**TheLINK: 如果你有一份现成的工作，请描述一下会是什么样的工作，并说说你会怎样进入角色，还有，你对仍在找工作的同学们有什么样的建议？**

**DN:** 我一直自己经营企业，所以我有许多新的商业念头和商业行动，包括中欧第一家由学生经营的公司——香啡缤加盟店。它为学生会提供了长期的利润来源，可以为将来的活动提供资助，这就有助于中欧学生们的团结。大约5个月前，我在校园里开办了一项高端的干洗取送服务业务，我有可能将这项服务扩展至整个上海。我已经和我的合伙人在智利开了一家公司，目前我们正在进行的业务是在当地最近发生的8级大地震后建造30万所预制房屋。我还有其他几个项目正在开展，包括IT行业的一个项目，但我现在还不想多说。无论如何，当我在进行自己的业务时，我永远不会拒绝与其他公司合作的机会。我会在中国工作，总有一天，我的中文会流畅自如！

对于所有尚未找好工作的同龄人，我的建议是：把职位放在一边，最重要的是要做你真正热爱的事。退后一步，花点时间，决定下一步怎么走。

**JL:** 我将进入野村国际（香港）投行部担任分析师。我的工作内容是战略咨询和集资服务，包括并购、私有化、债券和股票融资。我带着明确的动机和目的来到中欧，对自己要的东西一清二楚。我向所有大型投行发出求职申请。很幸运，经济复苏了，银行又开始招人了。

我对仍在求职的同学们的建议——虽然听起来可能像是陈词滥调——那就是：永不放弃。如果你知道自己要什么，并在就读MBA期间作好了必要的准备，那么，找工作只是一个时间和取舍的问题。我还要告诉同学们：记住本杰明·迪斯雷利的吧：“人生成功的秘密在于，当机遇降临时，你已整装待发。”

**TheLINK: 能说说MBA2008最大的成就吗？**

**DN:** 首先，我们全都顺利毕业，这本身就是一项意义重大的成就！我有幸共事的学生会团队令我惊奇不已！我们团结协作，获得了许多成绩，不仅仅是创办学生联谊会之类外在的成绩。我们还与学院的计算机部门携手，确保从我们这一届开始，我们在中欧的邮箱地址到我们毕业以后都一直有效。我们还与学院管理层一起对职业发展中心作了必要的改革，使之能更有效地对学院日益国际化的MBA课程作出反馈。这是两项长期问题，往届的班级已经尽力解决过，我竞选学生会主席的理由之一就是确保这些问题在我们就读中欧期间能够解决。学生会团队接受了我的想法，大家一齐努力使它们变成现实。这就是2008级留给学弟学妹的东西：我们解决了以往各届学生努力解决的问题。我们感到骄傲，我们之后的班级可以从我们的努力当中获益。

**JL:** 关于我们这一届，我能说些什么呢？我爱MBA2008级！我们太棒了！我知道这么说不够谦虚，但我全心全意地相信这一点。我们是一个活力四射的班级，带着校方和我们自己的高度期望走进中欧。我们这届同学能够团

but I don't want to say too much about them just yet. However while I have my own ventures, I never close the door to opportunities to work with corporations. I will be working here in China and I will be fluent in Mandarin one day!

My advice for any of my peers who haven't yet found a job: the jobs are out there, and the most important thing is to do what you truly love. Take a step back and take your time when deciding your next step.

**JL:** I will be working for Nomura International (Hong Kong) as an analyst in their Investment Banking Division. The job entails strategic advisory and capital raising services including M&A, privatization, and debt or equity financing. I came into CEIBS very motivated and goal oriented; I knew exactly what I wanted. I applied to all the bulge bracket investment banks. Luckily, the economy started to pick up and the banks started to hire again.

It might sound like a cliché, but my advice to classmates who are still job hunting is: don't give up. If you know what you want, and have made the necessary preparations throughout your MBA, then finding a job is only a matter of time and determination. And I would tell them to remember this quote from Benjamin Disraeli, "The secret of success in life is for a man to be ready for his opportunity when it comes."

### **TheLINK: What have been some of the greatest accomplishments of the MBA Class of 2008?**

**DN:** First of all, we've all graduated and that's a significant accomplishment by itself! The SC team that I was privileged to work with was amazing! Working as a team, we accomplished a lot, and not just the obvious things such as the creation of the student lounge. We also worked with the school's IT department to ensure that, beginning with our year, our CEIBS email addresses will remain valid long after we graduate. We also worked with the school's senior administration to make the changes needed within the Career Development Centre to better reflect the needs of the school's increasingly internationalised MBA classes. These were two of the long-standing issues that classes before ours had tried their best to resolve; and one of the reasons I ran for president was to ensure that these issues were resolved during our year. The SC team embraced my ideas and worked hard to make them reality. That is the legacy of the 2008 class: we resolved issues that class after class before us wrestled with. And we take pride in recognising that those that come after us will benefit from the efforts we put in.

**JL:** What can I say about our class? I love MBA 2008! We were awesome! I know that's not very humble, but I believe it with my whole heart. We were a very motivated



结一心，紧密地融为一体，也包括学校的教授、管理者和职员在内。我们共同成功举办了以许多以学生为主导的活动，包括创办学生联谊会、引进咖啡缤、开展艺术欣赏周、将“阳光杯”MBA体育联赛引入中欧，不一而足。我认为，我们这一届为以后各届设立了一个可以沿袭和提高的标准。

**TheLINK: 请讲一讲你们在中欧有哪些难忘的经历吧!**

**DN:** 我永远不会忘记自己作为唯一的MBA学生参加EMBA的年度戈壁挑战赛的经历。我穿上自认为合适的服装，去那里同那些经验丰富的成功人

士会合，他们比我的MBA同学要年长10-15岁。我不指望能徒步穿过沙漠。我在内心里是个背包客，但在那个场合里，所有的EMBA学员都是徒步的背包客装束，而我却衣冠楚楚，出尽了洋相。退一步说，每天30公里的徒步还挺有趣。但我也应付过去了——很幸运，我戴上了自己的运动鞋。我很高兴帮助我们的参赛队伍做些按摩之类的小事。从那次经历当中，我对EMBA学员们了解了很多，我所了解的东西也很有趣。中欧获得了第一名!

**TheLINK: 你将怎样描述自己就读中欧MBA的经历?**

**DN:** 这是一个正确的选择。我对这一点深信不疑。这是一所非常年轻的学校，还有很大的发展空间，但我在这里获得的人脉、结交的朋友、储备的知识，我在这里获得的所有一切，都是我在其它任何地方所得不到的。

**JL:** 成长和学习。中欧能够反映中国快速发展和成就。15年来，中欧MBA已经在世界顶级国际课程中占有一席之地。大家对它期望很高，但有时候会忘记我们是如此年轻的一所学校。无论是学生、教授还是员工，我们都属于学习过程的一部分。有时候，路上会有坎坷，但只要我们拥有共同的目标，中欧就会发展壮大。 **TheLINK**

class and we all came in with high expectations of CEIBS and of ourselves. Our class was able to integrate well and become a close community that also included the school faculty, administration and staff. Together we were able to accomplish many student-led initiatives including the creation of a student lounge, bringing in the Coffee Bean & Tea Leaf, launching and staging Art Appreciation Week, bringing the Sunny Cup MBA Sports Tournament to CEIBS, and the list goes on. I believe that our class has set a standard for all classes to follow and improve upon.

**TheLINK: Share a few unforgettable experiences from CEIBS.**

**DN:** I will never forget being the only MBA student who joined the EMBA's for a race in the Gobi Desert (the

annual Gobi Desert Crossing Challenge). I went out there with what I thought was appropriate attire for meeting these very experienced, very successful individuals who are 10 to 15 years older than my MBA classmates. I did not expect to be hiking through the desert. While I am a backpacker at heart, I showed up to an event where all the EMBA's wore backpacks and I wore the dress clothes. To say the least, it was an interesting 30-kilometer hike each day. But I managed – luckily I had my sneakers. I was happy to just help the team that was actually participating in the race by doing little things such as massage. I got to know a lot of the EMBA's through that experience, and it was fun. And CEIBS won first place!

**TheLINK: How would you describe the experience of doing a CEIBS MBA?**

**DN:** It was the right choice. There is no question in my mind. We are a very young school and there's still a lot of room for growth, but the network I have obtained here, the friends I have made, the knowledge I have garnered, the entire package I've earned by being here cannot be equalled anywhere else.

**JL:** Growth and learning. CEIBS has been able to mirror China's fast-paced growth and accomplishments. In a span of only 15 years, CEIBS MBA has earned a place among the world's top-ranked international programmes. Expectations are high but sometimes people forget that we are such a young institution. We are all a part of this learning process: students, faculty, and staff. We are all walking down the same path towards the same goals. Sometimes there will be bumps in the road but as long as we have the same objectives, CEIBS will only grow stronger. **TheLINK**

# 高级经理人课程



## 时间与地点

### 模块一

了解与管理关键职能领域  
2010年8月15日 - 22日, 北京

### 模块二

在中国和全球经济竞争中获胜  
2010年10月16日 - 23日, 上海

### 模块三

领导力、价值观、组织和公司治理  
2010年12月5日 - 16日, 波士顿

高级经理人课程——由清华、中欧、哈佛精心设计和打造的经典综合管理课程，为中国国有和民营企业以及国际跨国公司的高层管理精英量身定制。它将帮助您确立成功战略，并在全球竞争中立于不败之地。

## 详情请联系：

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清华经管学院  
Tsinghua SEM



CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

中欧国际工商学院



HARVARD  
BUSINESS  
SCHOOL

EXECUTIVE EDUCATION

哈佛商学院

# “玄奘之路”戈壁挑战赛中欧蝉联冠军 CEIBS Wins Gobi Challenge, Again!

在5月19日结束的第五届“玄奘之路”国际商学院戈壁挑战赛中，中欧国际工商学院战胜北大、长江、台大等实力雄厚的竞争对手，以绝对优势再次夺得团体冠军，而且包揽个人排名的全部冠军。

“玄奘之路”商学院戈壁挑战赛是在国内外商学院的EMBA学员中展开的一场体验式文化赛事。比赛在1300年前玄奘法师曾经犹豫彷徨、九死一生、最终实现了从坚持到超越的伟大路段——甘肃和新疆交界的敦煌莫贺延碛戈壁展开。参赛各校的EMBA学员依靠团队的力量，忍受极端的天气情况，徒步穿越110公里戈壁盐碱地。

中欧国际工商学院执行院长朱晓明在获悉中欧夺冠消息后，立即发出贺信，赞扬中欧选手的毅力和精神，他说，“你们克服大风扬沙、炎热缺水、地形复杂等诸多困难，连续三天，夺得团队第一，并荣获本次比赛最重要的奖项——团体冠军。这很好地诠释了中欧‘认真、创新、追求卓越’的校训。”

欧盟奖学金——12名MBA学生获得了今年的中欧国际工商学院欧盟奖学金。2万欧元的一等奖学金获得者为：杨三羊、李婷、彭晓、陈迪、张颀、蒋必武。1万欧元的二等奖学金获得者为：季军、李苇、杨一飞、唐序、朱睿、罗先波。

**EU-CHINA BMT SCHOLARS**  
–Twelve MBA students have been awarded scholarships this year under the EU-China BMT Project. First tier scholarships valued at €20,000 have been awarded to: Yang Sanyang, Li Ting, Peng Xiao, Chen Di, Zhang Di, and Jiang Biwu. The recipients of the €10,000 second tier scholarship are: Ji Jun, Li Wei, Yang Yifei, Tang Xu, Zhu Rui, and Luo Xianbo.

“玄奘之路”商学院戈壁挑战赛 个人奖牌榜	Gobi Challenge Individual Winners
男子A组：赵国庆，第一名； 张静，第三名	Group A, Men: Zhao Guoqing – 1st place; Zhang Jing – 3rd place.
男子B组：王耀海，第一名； 徐栋，第二名； 潘文艺，第三名	Group B, Men: Wang Yaohai, Xu Dong & Pan Wenyi – tied for 1st place.
女子A组：梁碧霞，第一名	Group A, Women: Liang Bixia – 1st place
女子B组：于燕，第一名； 杨丹宇，第三名	Group B, Women: Yu Yan – gold medal Yang Danyu – bronze medal

For the second year in a row, a team of tough spirited and sporty CEIBS students has won the Xuan Zang Road International Business School Gobi Challenge, which ended on May 19. After four gruelling days of desert hiking, the CEIBS team beat nine other teams in the fifth staging of the annual event. CEIBS team members also won all individual events in the competition (see box).

Organized by CCTV, the Gobi Challenge has become a valuable cultural event and test of physical endurance for EMBA students from China and global business schools. The trek retraces Monk Xuan Zang's arduous Tang Dynasty pilgrimage through the Gobi Dessert 1,300 year ago. This year, teams of students from 10 international b-schools trekked across 110 kilometres of arid Gobi Dessert under extreme weather conditions. On one challenging day, for example, temperatures shifted by 30°C.

An impressed CEIBS Executive President Zhu Xiaoming congratulated the CEIBS team on their victory and determination. “You have conquered all the wind and sand and overcome every imaginable difficulty,” he said in a letter read by CEIBS Communications Manager Yuan Mei. “You have won the individual contests three days in a row and finally took the team championship. What you did was the best interpretation of our school's motto – Conscientiousness, Innovation, and Excellence!”

摄影：焦胜 (EMBA 2008)  
Photo by Jiao Sheng (EMBA 2008)



**中欧组织能力建设学习联盟启动：**2010年3月20至21日，中欧组织能力建设学习联盟在湖南长沙举行了启动仪式暨2010年第一季度论坛。40多位校友会员参加了为期两天的精彩活动。该联盟由中欧国际工商学院副教授杨国安教授发起设立并担任会长，以帮助会员企业提升组织能力、创造价值为宗旨。

**OCLA LAUNCH** – More than 40 CEIBS alumni turned out for the launch and first quarterly forum of the Organization for Capability Learning Association (OCLA) from March 20-21 in Changsha, Hunan. Initiated by CEIBS Associate Dean/ Director of the Centre of Organizational and People Excellence Prof Arthur Yeung (6th from right), OCLA aims to enhance member enterprises' organizational and value-creating capacity.



## 中欧2009级MBA学员 科斯塔·彼得·德利斯 获得环球商业论坛2010年学员领导力奖 CEIBS MBA 2009 Costa Peter Delis Receives Global Business Forum's 2010 Student Leadership Award

4月17日，中欧2009级MBA学员科斯塔·彼得·德利斯获得了在华盛顿举办的环球商业论坛年度“学员领导力奖”，这个奖项颁发给商学院学员，表彰他们表现出的“杰出领导力、创新能力，及对社会的关怀”，今年有两名获奖者。

环球商业论坛2010年学员领导力奖的另一名获得者是来自卡内基梅隆大学台珀商学院的贾斯汀·帕里西，颁奖仪式在马里兰大学史密斯商学院举行。今年环球商业论坛在其年度商学院毕业生大会上把奖项颁给两位获奖者，这是20年来的第一次。德利斯赴华盛顿领奖及同行学员的旅行费用均由中欧的企业合作伙伴汉莎航空公司友情赞助。

详情请访问[http://www.ceibs.edu/index\\_cn.shtm1](http://www.ceibs.edu/index_cn.shtm1)

CEIBS MBA 2009 student Costa Peter Delis was named one of two winners of the Graduate Business Forum (GBF) annual “Student Leadership Awards” held in Washington DC on April 17. The prestigious award is given to business school students exhibiting “outstanding leadership, innovation and a care for the greater community,” according to the GBF.

The GBF's 2010 Student Leadership Awards were given to Mr Delis and Justin Parisi from Carnegie Mellon University – Tepper School of Business during an Award Ceremony organized by Robert H. Smith School of Business. This year marked the first time in 20 years that GBF named two award winners during its annual Graduate Business Conference.

Mr Delis' trip to Washington to accept his award (and the travel arrangements for accompanying classmates) was courtesy of the generous support of CEIBS Corporate Partner Lufthansa. *For complete story, see [www.ceibs.edu](http://www.ceibs.edu)*



MBA 2009级学生科斯塔·彼得·德利斯（右二）与2010年学员领导力奖的另一名获得者，来自卡内基梅隆大学台珀商学院贾斯汀·帕里西（左一）

**WINNERS** – CEIBS MBA 2009 student Costa Peter Delis (2nd right) poses with co-winner of the 2010 Student Leadership Award Justin Parisi of Carnegie Mellon Tepper School of Business (left), SLA Special Commendation Winner Jan Rihak, and Graduate Business Forum founder Mr Jim Deveau (right).

北京电视台财经频道：中欧与著名财经节目《财经五连发》联手打造高端系列访谈节目《中国新突围》

## BTV 财经

为迎接中欧北京校园的落成，加强中欧在北京地区的影响力，学院与北京电视台财经频道著名财经节目《财经五连发》联手打造高端系列访谈节目《中国新突围》。经济学泰斗吴敬琏、财经翘楚许小年等中欧国际工商学院九大顶尖教授，帮人们认清虎年开局的艰难险阻、厘清经济突围的种种疑问。4月26日至4月30日五天联播，每日十次滚动视频播出，极大地提高了中欧教授和中欧在北京的知名度。

一 中国新突围之一 政策路径（吴敬琏 王建翎）；二 中国新突围之二 富二代接班（杨国安 李秀娟）；三 中国新突围之三 热钱出路（许斌 张逸民）；四 中国新突围之四 金融创新（张春 赵欣舸）；五 中国新突围之五 金融改革（许小年）

《商业价值》：张维炯副院长访谈录：低劳动力成本战略将不可持续

## 商业价值

判断一个战略是否可行的四个问题：是否有一整套方案实现商业模式；是否为客户提供价值；是否高效执行这个商业模式；模式是否持久。随着后危机时代的到来，中国企业所处的商业环境变得日益扑朔迷离、变数环生——贸易摩擦、人民币升值压力、劳动力危机……这种形势之下，企业领导者应该如何从更远的角度来思考企业的发展战略？又应该如何保持企业效益的可持续增长？在4月24日中欧国际工商学院北京校园落成典礼的仪式上，《商业价值》杂志就此采访了张维炯副院长，并全文刊登了此次访谈。

《解放日报》头版报道：紧追两会热点 中欧三教授热议“非公经济”

## 解放日报

3月4日，两会热议非公经济，胡锦涛总书记再次强调“两个毫不动摇”，

非公经济发展正站在新起点上。民营企业的发展是非公经济发展重要的一部分，一些民营企业在年销售额接近2亿元后原地徘徊，进入了一种胶着状态。中欧国际工商学院三位教授就民企“成长的烦恼”接受了《解放日报》采访，表示民企必须从“机会导向”转型“战略导向”，政府对民营企业一定要“视如己出”。《解放日报》于3月5日头版刊登了《中欧国际工商学院三教授谈跨越“2亿元之坎”》的专题文章。

《21世纪经济报道》：对话欧盟委员会前主席普罗迪——意大利前总理普罗迪任教中欧

## 21世纪经济报道

“我的一生都在帮助企业发展，这是我和中欧国际工商学院共同的目标。”初春的中欧校园，迎来一名贵宾——欧盟委员会前主席、意大利前总理罗马诺·普罗迪先生。3月9日下午，中欧国际工商学院为普罗迪先生举行了隆重的媒体见面会，在市场公关部的安排下，《21世纪经济报道》、《南方周末》、《法制晚报》、《解放日报》、《文汇报》、新华网、《扬子晚报》等20多家重要媒体进行了报道。《21世纪经济报道》尤其对于普罗迪教授“英美过度诠释欧元区债务违约”的独到见解进行了深入报道。

《经济观察报》：“我们为什么爱奢侈品？”——中欧举办第二届“顶级品牌高峰论坛”

## 经济观察报

3月27日，中欧国际工商学院举办第二届“顶级品牌高峰论坛”，中欧与静安区人民政府共同携手，邀请众多来自全球奢侈品领域的行业翘楚、中国新兴品牌和资深学者出席本次论坛，为世界顶级品牌在中国的健康发展及中国本土顶级品牌的成长壮大建言献策。这场东西方业内人士的高端对话还吸引了300多名业内人士以及包括《经济观察报》等70多家国内外主流媒体的记者和编辑。

中央电视台：报道中欧北京校园落成典礼



4月24日，北京海淀中关村软件园20号楼，中欧国际工商学院—中国工商管理教育的先驱和领军者，举办了隆重的北京校园落成典礼，对于中欧国际工商学院来说，这将是一个值得载入史册的日子，一段崭新征程的起点。现场嘉宾云集，商界名流济济一堂。在落成典礼之后，中欧国际工商学院举办了多场论坛和讲座，为与会嘉宾奉上多场思想盛宴，充分体现了中欧国际工商学院作为管理者心灵归属和思想家园的气场。包括中央电视台、《人民日报》、《参考消息》、《北京青年报》、《京华时报》在内的多家国内重要媒体纷纷对中欧北京校园落成典礼进行了报道。

《新京报》：中欧会计学教授丁远称“中国有史以来最大金融泡沫正在形成”

## 新京报

中欧国际工商学院会计学教授丁远于4月24日在中欧国际工商学院北京校园落成典礼论坛上表示，中国有史以来最大的金融泡沫正在形成，像原来那样靠出口拉动中国经济可能性已经不大，而消费很难得到提升，靠投资肯定有风险。包括《新京报》在内的多家国内主流媒体对此论述进行了详细报道和转载。

《京华时报》：吴敬琏称经济发展方式转变必须加快

## 京华时报

4月24日，著名经济学家吴敬琏在中欧国际工商学院北京校园落成典礼上作了题为《世界金融体系的改革和中国经济发展方式的转变》的演讲，并表示，观察一年多来我国经济的增长，主要靠投资拉动，消费率并没有明显提高。要真正让消费支撑起中国的经济增长，就必须转变我国的经济增长方式。吴敬琏表示，在过去的20多年，中国的高速发展在某种意义上说是得益于发达国家的结构失衡。《京华时报》对吴教授的精彩演讲做了详细报道。

**TV & VIDEO**

**Bloomberg.com**

Interview with CEIBS Professor H.E. Romano Prodi, former EU Commission President & two-time Italian Prime Minister, on Greek financial crisis – 3/10



Interview with CEIBS Professor H.E. Romano Prodi – 3/10



- Report on Press Conference of CEIBS Professor H.E. Romano Prodi – 3/9
- Report on CEIBS 2nd Prestige Brands Forum – 3/27

**PRINT & ONLINE**



Interview with CEIBS Professor H.E. Romano Prodi – 3/18

**Bloomberg.com**

- Coverage of Montblanc’s Edward Lu at CEIBS 2nd Prestige Brands Forum – 3/27
- Coverage of Ferragamo’s Michele Norsa at CEIBS 2nd Prestige Brands Forum – 3/27



CLFC Research Fellow Zhang Yong quoted on Sino-German ties – 4/15



- Coverage of CEIBS Professor H.E.

- Romano Prodi Press Conference – 3/29
- Professors Horst Loechel and Chang Chun quoted on economic issues – 4/6
- MBA as an investment and the implications of CEIBS topping the Forbes rankings for China-based MBA programmes for 3rd year in a row – 4/26



- CEIBS opens second campus in Beijing – 5/6
- CEIBS Professor H.E. Romano Prodi quoted on Beijing’s currency policy – 3/13



- Report on CEIBS 2nd Prestige Brands Forum – 4/1
- CEIBS tops Forbes China’s list of “most valuable” MBA programmes in China, ranks #2 for China-based EMBA programmes – 4/26



- Column on managing in China by CEIBS Director of External Communications & Development Laurie Underwood – 5/6
- Coverage of CEIBS new Beijing campus – 5/17



Prof Horst Loechel on Shanghai, versus Hong Kong, as an international financial hub – 4/8



- CLFC Deputy Director Gary Liu quoted on consumer rights – 4/15

- Coverage of the Beijing campus opening – 4/25, 4/27
- CLFC Deputy Director Gary Liu writes on the RMB exchange rate and the trade imbalance – 4/28



Prof Richard Brubaker quoted on the Shanghai Expo – 4/29



Feature on Prof Wang Jianmao – 3/30



- Forbes China names CEIBS the most valuable full-time MBA programme – 4/21
- Prof Xu Bin says China crash prediction is illogical – 5/10



CEIBS Professor H.E. Romano Prodi on the value of the RMB – 3/16



Prof Xu Xiaonian quoted on the value of the RMB – 3/29



Prof Charles Chen quoted on b-school’s emphasis on ethics – 4/15

# 北京校友分会的“新天地”

## “New Territory” for the CEIBS Beijing Alumni Association Chapter

文/童希

**置**身北京海淀中关村的新校园，张红对人、建筑和自然的和谐交融留下了深刻的印象。作为北京校友分会秘书长，她很高兴在组织北京校友会的活动时又有了新的依托和平台，这片“新天地”将在2010年下半年和2011年全年迎来北京的2000多名校友，成为大家“重返校园”活动的“根据地”，“聚”集人气，“合”力创造新财富。

**TheLINK:** 您是否参加了北京校园的落成典礼？作为中欧校友，同时也是北京校友会分会的领导人，您对北京校园的落成感觉如何？

**张红:** 中欧国际工商学院的北京校园落成典礼我去参加了，我在北京的中欧办学点读书的时候，从达园和五道口，再到融科的临时教学点，中欧在北京发展的几个教学点我们这一届都待过，所以看到新的校园很有感触。活动当天人很多，不提前报名都进不了教室。毕业得比较早的

中欧校友从上学开始就盼望有一个校园，都愿意回来看看新校园，感觉非常好。

**TheLINK:** 您对新校园的印象如何，最有特点的部分是什么？给您留下最深刻印象的是什么？

**张红:** 校园很符合北京校区的定位，很大，建筑风格比较西式，学院的区位的分布都很好，最重要的是非常人性化，功能贴切，教室非常舒适，和环境的交流也比较自然，这是北京很多建筑都未做到的。绿化、水系环绕着教学楼，低密度的建筑与户外环境交互得很自然，看得出对品质的关注。上海的校园是方的，北京的是长的，从绿化和功能结构上，两个校区的风格还是很和谐，看得出是一个学校，风格还是统一的。

**TheLINK:** 北京校友分会的规模在中欧排名第二，现在分会中有多少活跃的成员？每年加入的新成员有多少？北京



BY ALICE TONG

Walking into the new campus in Beijing's Zhongguancun High Tech Park during the April 24 Grand Opening, Deputy General Manager of China National Arts & Crafts (Group) Corp. Zhang Hong remembers feeling deeply impressed with “the harmony between people, buildings and nature” at the new facility. As General Secretary of the Alumni Association Beijing Chapter, Zhang expects the campus to provide a new platform for alumni events in Beijing. This “New Territory” will become the headquarters used by Beijing Alumni Chapter to attract more than 2,000 alumni to events during the second half of 2010 and 2011.

To find out more about how the new Beijing campus will help the local Alumni Chapter, and to learn the goals and mission of CEIBS' 2nd largest chapter, *TheLINK* interviewed Zhang Hong.

***TheLINK:* As a CEIBS alumna and a leader of the Beijing Alumni Association Chapter, how do you feel about the completion of the Beijing campus?**

**Zhang Hong:** When I was a student at CEIBS, my EMBA class studied at Dayuan, Wudaokou and the Raycom temporary teaching buildings. Because we experienced those temporary sites in Beijing, we are very touched to see the establishment of the new campus. CEIBS' early graduates have been looking forward to the new campus since we were students, so we all feel really happy to come back to see the new campus.

***TheLINK:* What impresses you the most about the new campus?**

**Zhang Hong:** The campus suits Beijing very well. It is very big, the architectural style is quite Western, and the location is very good. Most importantly, it is very ergonomic: the facilities are efficient, the classrooms are very comfortable and it fits the surrounding natural environment really well – something that few other buildings in Beijing have achieved. The classrooms are surrounded by plants and water systems and a natural outdoor environment – which reflects CEIBS' pursuit of high quality.

***TheLINK:* The Beijing Chapter is CEIBS' 2nd largest Alumni Association. What are the most important events held by the Chapter**



北京校友分会秘书长张红  
General Secretary of Beijing Chapter, Zhang Hong

**every year?**

**Zhang Hong:** There are over 2000 members in the chapter, and more than 1000 are active. The chapter is also expanding by three new classes or 300 new graduates each year.

With more than 2000 members, we do face challenges. The Beijing Chapter includes about a dozen associations, including the Beijing Alumni Information Centre. These groups work hard to maintain this huge family. Our events include lectures, New Year concerts, and forums. We have industry-based alumni clubs – such as media, service outsourcing, real estate, environmental protection, marketing, health and fitness, entrepreneurship, and finance. We also have sports clubs for badminton, golf, and tennis, and even a “women’s club” for female alumni, lecturers and administrators.

The Beijing Chapter also organizes social or cultural groups or activities. For example, we have a choir which meets at least once a week. And there are at least two alumni outings per week: for example, meeting on Saturday for an afternoon walk in Olympia Park followed

**分会每年举行哪些活动?**

**张红:** 分会中现在有2000多名成员, 活跃的成员有1000多人, 还在以每年3个班、100多人的速度扩大着。

而相比其他校友分会几十人、几百人的规模, 北京校友分会现在两千多人的规模也使得举办活动有着不小的难度。北京校友中有十几家各种社团、包括北京的校友办公室等组织都在为维系这个庞大的家庭的联系而努力着, 合聚讲坛、新年音乐会、各种高峰论坛, 还有各种以校友所在行业区分的校友社团: 传媒、服务外包、房地产、环保、营销、医药健康、创业、金融, 服务于不同工作背景的校友。还有羽毛球、高尔夫、网球等运动社团, 还有以女性校友、老师、管理人员为主体的“女子俱乐部”, 活动非常多。

在这样的背景下, 北京校友分会除了组织校友参加其他协会参加的活动之外, 比较有影响的活动主要有一个远足的活动, 还有一个合唱团, 都保持着每周一次的活动频率, 校友想参加的话, 每星期至少有两次机会: 奥林匹克公园每周六下午的徒步运动, 结束时往往伴随着聚餐; 合唱团每周一活动, 这个60多人的合唱团参加过很多演出。通过建立交流的平台, 让大家在放松的环境中加深了解和交流。

**TheLINK:** 北京校友分会的2010和2011年的主要目标是什么? 这两年里计划举行什么重要的活动? 新校园的落成给北京的校友分会将带来哪些有形或无形的益处?

**张红:** 在2010年下半年和2011年全年, 我们计划组织一

个重返校园的大型系列活动, 让北京校友分会的2000多名成员重回校园, 同时结合商学院的特色, 开设一些课程, 帮助校友更新管理理念, 对现在的商业形势的变化进行探讨, 让已经毕业的校友再次坐在教室里重温课堂的感觉。朱院长同意对所有的社团开放使用, 报告厅、教室都可以使用, 这个对组织活动也非常有帮助。

**TheLINK:** 北京校友分会是什么时候创建的? 能否列举分会里一些最重要的或最有名的校友?

**张红:** 北京校友分会创建于2003年年底, 地理位置决定了北京校友会的成员中有着各行各业的精英, 既有政府官员, 也有国企、五百强的外企、知名民营企业的董事长与总裁, 传媒领域的领军人物, 行业也比较完整: 环保、媒体、金融等等, 大的行业都有北京分会的校友的活跃的身影。

**TheLINK:** 如果您用两个字来形容北京校友分会, 您会选择哪两个字?

**张红:** 我觉得还是“合”和“聚”两个字来形容北京校友分会的宗旨, 给大家提供好的交流平台要增进校友间的联系, 聚拢更好的人气。

**TheLINK:** 关于北京分会和它的目标, 还有什么您想和我们分享的?

**张红:** 我们会努力向哈佛校友会看齐, 提供更好的平台供校友们交流, 让学校以北京校友分会为荣, 提升学校的品质。 **TheLINK**

**校友精神:** 北京校友分会的校友在2010年中欧之夜新年音乐会上放声高歌。

**ALUMNI SPIRIT** – Beijing Chapter members lift their voices during the 2010 CEIBS New Year Concert.





北京校友分会的校友参加中欧登山徒步同学会组织的活动  
Beijing Chapter members during a Hiking Club activity.

by a dinner; or choir practice on Monday. The choir has attracted 60 members who practice together and also give performances. So the Beijing Chapter provides a platform for members to communicate better in a relaxing environment.

**TheLINK: What are the main objectives of the Beijing Chapter in 2010 and 2011? What benefits will the new campus bring to the chapter?**

**Zhang Hong:** In the last half of this year through 2011, we plan to organize a series of events centred on the concept of “going back to school”. We will organize the 2000-plus members of the Beijing Chapter to return to the campus and organize several courses. We will take advantage of being a business school to help our members update their management ideas and discuss the changes in business trends. It helps graduates to experience the classroom all over again. CEIBS Executive President Zhu Xiaoming has kindly agreed to be present at the official opening for all associations, seminar rooms and classrooms, which is very helpful in staging these events.

**TheLINK: When was the Beijing Chapter**

**founded? Can you name some of the chapter’s important or famous alumni?**

**Zhang Hong:** The Beijing Chapter was founded in late 2003. Our geographical location ensures that leaders from a wide variety of industries and sectors are members: government officials, CEOs of Chinese SOEs and private enterprises, plus executives of global Fortune 500 companies. This chapter attracts members from nearly every major industry, including environmental protection, finance and media.

**TheLINK: If you could choose two characters to describe the Beijing Chapter, which two would you choose?**

**Zhang Hong:** The characters that represent this chapter’s ethos are “he” (harmony) and “ju” (gathering). We provide a good platform for members to strengthen connections and build enthusiasm.

**TheLINK: Any other objectives for the chapter?**

**Zhang Hong:** We’ll try hard to learn from Harvard Alumni – to improve communication and set a good example and help raise the standard for the entire school. **TheLINK**

# 中欧校友会南京分会换届大会成功举行

## Nanjing Chapter Holds Election

3月21日，七十多位中欧南京校友在江宁区菲尼克斯电气中国公司国际会议厅参加了中欧校友会南京分会第三届理事会换届大会。中欧国际工商学院校友总会秘书长、校友关系事务部主任王庆江和学院其他老师出席了本次会议，兄弟分会派代表到场祝贺。

本届会长葛宁校友首先代表南京分会欢迎大家的到来，并祝愿南京分会在新一届的理事会领导下成为中欧南京校友交流沟通的平台以及中欧校友会的品牌分会。

筹备小组代表唐建国校友向大会报告了此次换届筹备工作和章程修改情况，校友关系事务部李梅经理向大家宣读了南京分会新一届理事会建议名单。在主持人朱岚校友（EMBA09）的提议下，全场与会人员以热烈的掌声通过了新一届理事会候选人名单和章程修订案。

新任会长黄清平校友发表当选感言。他说，南京分会能够持续健康发展与前两任会长，尤其是葛宁会长的无私奉献是分不开的。南京分会新一届理事会将尝试执行理事会领导下的会长责任制，建立长效机制，实现可持续发展，把南京校友分会建设成为南京校友与母校、南京校友之间顺畅沟通的大平台，同时利用这个平台增进校友间的友谊，促进校友的事业更上一层楼，推动母校的进一步发展。

新任常务副会长兼秘书长王峥嵘校友向大会汇报了新一届理事会的工作思路。他说南京分会将继续秉承中欧校

友会的宗旨，以学校为纽带，校友会为平台，促进校友间“信息共享、商机缔造、职业发展”，同时，“增进友谊、同学相长、共求大道”。在具体操作上，南京分会将设置校友活动中心作为实体交流平台，并开通南京分会网站作为虚拟交流平台，为南京校友提供更多的服务。同时，南京分会将组建金融、房地产、健康、旅游等6个俱乐部定期开展各类活动。

苏州分会秘书长唐海燕校友代表兄弟分会致辞，与大家分享了苏州分会的经验。

王庆江主任代表学院领导对南京校友分会新一届理事会的成立表示衷心的祝贺。同时，他表示校友的发展离不开校友尤其是各地分会的支持，希望南京分会在学校的建设、排名和生源方面继续提供大力支持。最后，王主任还宣读了刘吉名誉院长的亲笔信。刘院长在信中对南京分会过去的成绩予以肯定，并希望南京分会能成为全国最有影响力的分会之一。

当日下午，作为南京分会换届选举大会的一部分，南京分会请来了许小年教授为大家作“加快转变发展方式”的主题演讲。许教授以2010年省部级领导研讨班讲话精神为政策依据，从为何要加快转变经济发展方式以及如何加快两个方面进行了详细阐述。在全场的热烈掌声中，换届大会顺利闭幕。

南京校友分会新任理事会合影

LEADING ROLE – The newly elected members of the Nanjing Chapter





南京分会换届大会上，现任会长黄清平（左）与前任会长葛宁  
**CHANGING TIDE** – From left, newly elected President Huang Qingping and his predecessor Ge Ning.

The CEIBS Alumni Association Nanjing Chapter had its third annual leadership change on March 21, when more than 70 CEIBS alumni gathered in the International Conference Hall of Phoenix Contact (China) Co. Following the election, the new chapter leaders are: President Huang Qingping (CEO 2003) and Vice President and Secretary General Wang Zhengrong (EMBA 2003).

Among the day's speakers was outgoing president Ge Ning (EMBA 2002) who delivered the welcome address and expressed his expectation that, under the council's new leadership, the Nanjing Chapter would become an excellent platform of communication for area alumni. He expects the chapter to achieve even greater accomplishments in the future.

Speaking on behalf of the preparatory team, alumnus Tang Jianguo (EMBA 2004) briefed attendees on all the work done as a run-up to the leadership change, and the modifications made in the Articles of Association over the two months prior to the event. The new council

members and the modified Articles were both unanimously passed.

On behalf of the school's leaders, CEIBS' Alumni Relations Director Wang Qingjiang congratulated the new council and encouraged the Nanjing Chapter to continue supporting the school's development, to participate in ranking surveys, and to help boost student recruitment. He concluded by reading a letter from CEIBS Honorary President Liu Ji, who praised the Nanjing Chapter's achievements and urged the chapter to build itself into one of CEIBS' most influential groups.

In the afternoon, Professor of Finance and Economics Xu Xiaonian spoke on "Accelerating the Transformation of the Growth Pattern." Prof Xu first outlined the policies in the 2010 Provincial and Ministerial Leaders Seminar, then elaborated on why and how to accelerate the transformation of China's economic growth pattern. The solution, he said, is to listen to the voice of the market and to continue implementing reforms.

# 筹备中的广西分会举办北海破冰之旅

## New Guangxi Chapter Stages First Event

4月10日至11日，筹备中的中欧校友会广西分会举办了2010年度首次校友活动——北海破冰之旅。此次活动由中欧EMBA06校友，北海市常务副市长孙大光（广西校友分会（筹）会长建议人选）召集，AMP05，SEP01校友，利博盛安全用品有限公司总经理李庆锋（广西校友分会（筹）联席秘书长建议人选）以及EMBA05校友，北海嘉禾嘉地产公司总经理覃文平（广西校友分会（筹）理事建议人选）组织。活动吸引了来自广西地区二十余位中欧校友的积极参与，并得到了校友关系事务部主任兼校友总会秘书长王庆江先生，深圳代表处梅文珏首席代表以及校友关系事务部李梅经理的大力支持。

10日上午，破冰之旅在约两小时的团队活动中拉开了帷幕。在随后的理事会会议上，校友们在欢快融洽的气氛中讨论并确定了2010年广西校友分会（筹）全年活动计划。当天下午，校友们参观了北海车辆有限公司、北海嘉禾嘉地产有限公司、利博盛安全用品有限公司等三家校友企业。

第二天，校友们登上了位于北海市南部的中国最大、地质年龄最年轻的火山岛——涠洲岛游览观光，涠洲岛如仙境般的美景让校友们流连忘返，夕阳中互道分别时大家也没有忘记约定下次活动在7月的柳州不见不散。

Although not yet officially launched, the CEIBS Alumni Association Guangxi Chapter staged its first event from April 10-11, "An Ice-breaking Trip to Beihai City". The event was hosted by Beihai City Executive Vice Mayor Zhang Daguang (EMBA 2006). It was organized by Laborsing Safety Products Inc General Manager Li Qingfeng (AMP 2005, SEP 2001) and Beihai Jiahehe Real Estate Co General Manager Tan Wenping (EMBA 2005). The three are expected to be nominated as Guangxi Chapter council members.

The event, which attracted more than 20 CEIBS alumni in Guangxi, received strong support from CEIBS Alumni Relations Office Director Wang Qingjiang and CEIBS Chief Representative in Southern China Mei Wenjue. During the two-day event, activities included teambuilding, discussions of the Chapter's work plan, and visits to alumni companies in Beihai City: Beihai Automobile of FUDA Group; Beihai Jiahehe Real Estate; and Laborsing Safety Products Inc. (Beihai's No. 2 export company, established by alumnus Li Qingfeng in 1998).

On the second day, the group visited China's largest island, Weizhou, which is also the youngest volcanic island near Beihai City. As the group members said their goodbyes, surrounded by the island's beauty, they vowed to meet again in Liuzhou in July.



# 中欧校友会无锡分会换届大会成功举行

## Wuxi Chapter Elects New Leaders

校友会无锡分会换届大会于4月11日在金陵山水丽景酒店如期举行，约50多名校友参加了换届大会。中欧国际工商学执行院长、校友总会会长朱晓明教授，中欧校友关系事务部主任、校友总会秘书长王庆江先生以及无锡市人民政府常务副市长徐劼学友等出席了此次换届大会。

会议由无锡市滨湖区区委书记朱渭平校友主持。朱校友首先代表分会换届筹备小组向大家报告了此次换届的筹备情况。王庆江主任宣读分会新一届理事会成员建议名单，大家以热烈的掌声一致通过。

新任荣誉会长徐劼学友发表了热情洋溢的就职感言。他说：能够担任中欧校友会无锡分会的名誉会长是他的荣幸。他将与张健会长及理事会成员们共同做好无锡分会的工作，协助校友总会共同发展。

张健校友连任当选会长。谈到无锡分会，他感触颇多。他说，无锡分会是中欧校友会第一个成立的分会，成立8年多来，做了很多活动，得到了无锡地区的校友认可。在筹备本次换届大会过程当中，筹备小组充分征求了各方意见，无锡一市两地区都有校友代表进入了理事会，同时也考虑了商界和政界校友代表的平衡。新一届理事会的成员们都有一颗为校友们服务的心，我们将继续发扬上一届理事会的奉献精神，把无锡校友会建设成为校友之间、校友和母校之间的信息沟通和资源共享的大平台，让无锡分会成为走在兄弟分会前列的先进分会。

会议最后，朱晓明院长发表了讲话。他首先祝贺无锡校友们所取得的成绩，同时强调校友和教授是学校最重要的资源，因此支持校友、服务校友是学校的重要工作之一，学院校友事务关系部已开展了大量的活动支持校友的终身教育，例如中欧名家讲



无锡校友分会新任荣誉会长徐劼(左)与中欧执行院长朱晓明

**PRESIDENTIAL MEETING** – Incoming President of the Wuxi honorary Chapter Xu Jie with Executive President Zhu Xiaoming.

坛、校友论坛等。朱院长同时祝愿无锡校友在事业上继续取得更大的进步，并希望校友们在企业发展稳定、事业有成的时候能够回馈母校支持学校的发展。

CEIBS officials and municipal leaders joined 50 alumni at the Jinling Lakeview Hotel in Wuxi on April 11 to elect new Wuxi Chapter leaders. Among the attendees were: CEIBS Executive President and President of CEIBS Alumni Association (CAA) Professor Zhu Xiaoming, CAA Secretary General and Director of CEIBS Alumni Relations Office Wang Qingjiang and Executive Vice Mayor of Wuxi People's Government Xu Jie.

The meeting was moderated by alumnus Zhu Weiping, Committee Secretary for Wuxi's Bihu District, who announced the recommendations for the new leadership. The unanimous outcome was to elect Xu Jie (EMBA 2009) as Honorary President and to re-elect Zhang Jian (EMBA 1999) as

President.

In his speech, CEIBS Executive President Zhu Xiaoming congratulated the Wuxi alumni on their achievements: "Alumni and faculty are the school's most important resources, and it is one of the school's priorities to support all alumni. The CAA has organized a wide range of events, such as CEIBS Alumni Forum, to provide life-long education for our alumni." Executive President Zhu also briefed the chapter on the April 24 grand opening ceremony of the Beijing Campus plus plans to build a campus in Shenzhen, which have received positive feedback from South China alumni. Finally, he mentioned student recruitment efforts in the Yangtze River Delta, Pearl River Delta, and Bohai Gulf areas. Executive President Zhu concluded by encouraging Wuxi alumni to continue making strides in their professional lives and continue to support the development of their alma mater.

## 欧盟委员会前主席罗马诺·普罗迪教授向参加“连接意大利和中国”海外特设课程的中欧校友发表演讲

欧盟委员会前主席、两度连任意大利总理的罗马诺·普罗迪(Romano Prodi)教授于5月12日在米兰向37名赴意大利参加为期10天的海外特设课程“连接意大利和中国”的中欧国际工商学院校友发表演讲。普罗迪目前在中欧担任一年期客座教授。

普罗迪教授在演讲开头称中欧国际工商学院是连接欧洲和中国的“永固之桥”，并表示自己在中欧授课是“适得其所”。接着，普罗迪教授就日新月异的国际环境阐述了自己的观点，他强调说，目前全球不再是美国一国独大的局面。他着重指出，灵活而敏捷的欧洲如今也是中国的关键合作伙伴。在回答听众提问时，普罗迪教授与大家分享了自己对欧洲劳工法、人民币重新估值、希腊金融危机和医疗改革等问题的看法。

参加本次2010年校友海外特设课程的中欧校友们于5月8日到19日期间参观了意大利的商学院以及位于米兰、博洛尼亚、佛罗伦萨和罗马的企业，在博科尼商学院、La Cattolica大学和位于罗马的意大利外交部聆听演讲成为这次旅行的亮点。中欧代表团还参加了Bonelli Erede Pappalardo、威普、Gasket S.P.A.、意大利行业经济研究所(Prometeia)、YOOX、Zola Cheers、圣诺(Gruppo Carraro)、伊马集团、法拉利和菲拉格慕等机构的情况通报会。2010年中欧校友意大利游学之旅由曼达林基金和意中基金会协办。本次活动特写全文参见下期《TheLINK》杂志。

## HE Romano Prodi Addresses CEIBS Alumni Study Tour to Italy

His Excellence Romano Prodi, former President of the European Commission and two-time Prime Minister of Italy, on May 12 addressed 37 CEIBS alumni participating in the 2010 Alumni Study Tour to Italy. The opening lecture for the 10-day trip took place in Milan. HE Prodi is serving a one-year guest professorship at CEIBS.



深圳迈瑞生物医疗电子股份有限公司创始人徐航(EMBA 2002)向普罗迪教授赠送中欧领带作为纪念  
GRAZIE! – Founder of Shenzhen Mindray Bio-Medical Electronics Co. Xu Hang (EMBA 2002) presents Prof Prodi with a CEIBS tie as a souvenir.

During the presentation, Prof Prodi began by stating that he views CEIBS as a “permanent bridge” between Europe and China and as “the right place” for him to teach. Prof Prodi then presented his views on the fast-changing international environment, emphasizing that today’s global landscape is no longer dominated by the United States. He stressed that today’s flexible and quick-acting Europe is also a key partner for China. During the Q&A session that followed, Prof Prodi shared his views on issues including European Labour Law, RMB revaluation, the Greek financial crisis and healthcare reform.

Participants in the 2010 CEIBS Alumni Study Tour to Italy visited Italian-based business schools and corporate hosts in Milan, Bologna, Florence, and Rome from May 8 to 19. Highlights of the tour included lectures at the Bocconi School of Management, La Cattolica University, and the Ministry of Foreign Affairs in Rome. Custom company briefings were held for the CEIBS delegation at Bonelli Erede Pappalardo, Value Partners, Gasket SPA, Prometeia, YOOX, Zola Cheers, Elettronica Santerno (Gruppo Carraro), IMA S. P.A., Ferrari, and Ferragamo. The 2010 Alumni Study Tour to Italy was organized with assistance from

Mandarin Capital Partners and Fondazione Italia Cina. Look to the next edition of *TheLINK* for a full feature report.

## MBA2006级校友返校日

5月8日，中欧国际工商学院迎来90余名MBA06级校友，开展返校日活动。这是中欧MBA课程部主办的首次校友返校活动，得到了校友会的大力支持。昔日的同窗好友毕业两年后再度聚首，现场气氛热烈，欢声笑语响彻校园。

中欧国际工商学院市场营销学教授、副教务长兼MBA课程学术主任白诗莉(Lydia Price)博士在简短的欢迎辞中，介绍了学院最新发展，提议今后要加强校友之间的交流互动，并向那些最近两年内在个人职业发展和生活中取得长足进步的校友同学们致以诚挚的祝贺。

之后，中欧国际工商学院校友关系事务部主任王庆江先生代表校友会致辞。他对广大校友对中欧的支持表示衷心感谢。王主任还特别提到了中欧执行院长朱晓明教授对学院工作的两点期许：“倡导和实现终身学习”以及“全力帮助校友取得成功”，并表示，学院还将联合校友会等，继续举办多种多样丰富有益的活动，为校友和学员们搭建交流合作的平台。

MBA课程行政主任李媛媛女士为现场的校友同学们详细介绍了学院和学院MBA教学工作的发展状况。她表示，随着中欧北京校区的落成和上海

校区扩建项目的开展，中欧将以全新的姿态、更广阔的胸怀，迎接来自四面八方心怀梦想和激情的商业精英。

中欧MBA06级学员代表、当年的学生会主席黄星博先生也走上台去，和同学们回忆了以前一起学习和生活的美好时光，他相信，10年后同学们再聚首时，其中一定会出现更多巨擘骄子，而中欧，将永远是他们商业精神的故乡。

### MBA 2006 Alumni Reunion

More than 90 graduates from the CEIBS MBA Class of 2006 turned out for the school's first-ever school-organised MBA 2006 Reunion. The event, held two years after the MBA06 graduation, featured a video highlighting memories of school life, an update on the school's recent progress, and a commitment from CEIBS' administration to support regular MBA alumni events in the future. The session was hosted by CEIBS Associate Dean & MBA Academic Director Professor Lydia Price.

In his speech, Director of CEIBS Alumni Relations Office Wang Qingjiang expressed his appreciation for the strong support alumni have given their alma mater. CEIBS' extensive alumni network is growing, with 1,000 new members each year, he said, adding that the school's reputation – both in China and across the globe – is closely linked to its graduates. Mr Wang also expressed two expectations of the alumni office as outlined by CEIBS Executive President Professor Zhu Xiaoming: to advocate lifelong learning, and help the school's alumni achieve success. He added that the Alumni Relations Office will continue to hold events that foster communication among all CEIBS alumni.

The day's event also included a speech by MBA Operations Director Yvonne Li, who gave an update on the progress of the newly-opened Beijing



MBA 2006校友在返校日上  
TOGETHER AGAIN – MBA 2006 alumni at Reunion Day.

campus as well as the planned expansion of the Shanghai campus. Ms Li also provided details on admissions, noting that applications had increased by 10% for the 2010 intake, giving CEIBS its largest-ever applicant pool. *For full story, visit [www.ceibs.edu](http://www.ceibs.edu)*

### 深圳分会地产俱乐部成立

3月20日下午，中欧国际工商学院校友会深圳分会地产俱乐部成立大会暨“2010年宏观经济政策及房地产发展趋势分析”高峰论坛在深圳马哥孛罗酒店隆重举行。这也是中欧国际工商学院校友会深圳分会在金融投资俱乐部、总经理财务总监俱乐部、高球俱乐部之后成立的第四个华南校友俱乐部。中欧国际工商学院执行院长朱晓明教授特为此次成立大会致电祝贺，电文中“风云人物，平常之心；商界英杰，大爱之心”数语，令与会校友及来宾大受鼓舞。

在随后举行的2010年宏观经济政策及房地产发展趋势分析高峰论坛中，瑞银投资银行中国区副总裁张化桥先生和国务院发展研究中心金融所的副所长，博士生导师，中国银行业首席经济学家巴曙松教授，分别就世界经济和中国经济大势进行了剖析和点评，并将他们对地产行业发展的观点与校友分享。

此次论坛还邀请了云南城投集团总经理刘猛（EMBA05北京2班）、建业地产行政总裁王天也（CEO班）；

金地股份集团董事、财务总监、深圳公司董事长黄俊灿（CFO班）、世联地产董事梁兴安（EMBA06）共同上台，同嘉宾就“品牌开发商应对之道”展开了探讨。

### Shenzhen Chapter Focuses on Real Estate

More than 200 CEIBS alumni from South China marked the founding of the Shenzhen Chapter's Real Estate Club by attending an industry summit on March 20. The forum explored “Macro-Economic Policies and the Development of the Real Estate Sector.”

To begin the timely summit, UBS Investment Bank Vice President of China Operations Zhang Huaqiao spoke on “Fundamental Problems with the World Economy – The Perspective of Real Estate Agents.” State Council Development Research Centre Financial Research Institute Deputy Director-General and China Banking Association Chief Economist Prof Ba Shusong then discussed “Tendencies of Chinese Macro-Economic and Financial Policies.” Both speakers analyzed the world economy and China's economic development trends, while sharing opinions on the real estate sector.

The summit's panel discussion on “Strategies for the Well-known

Real Estate Enterprises” featured the following speakers: Yunnan Metropolitan Construction Investment General Manager Liu Meng (EMBA 2005 Beijing Class 2); Central China Real Estate CEO Wang Tianye (CEO Programme); CFO and Board Member of Gemdale Corp Shenzhen Co. Chairman Huang Juncan (CFO Programme); and World Union Properties Board Member Liang Xing'an (EMBA 2006).

### 校友金融俱乐部探讨投资理念

4月11日晚，校友金融俱乐部特邀09年阳光私募基金排行第一的新价值投资有限公司董事罗伟广先生来校与大家畅谈他的投资理念以及后三季度的投资策略。当晚，石化厅260多位校友参加了此次活动，本次讲座由俱乐部理事严义明校友主持。

首先，罗先生分析了中国现况和美国、香港、中国股市的历史，并预测未来几年中国股市环境总体向好。他认为：中期来看中国城市化、人口红利、高储蓄率等还将带来很大增长潜力。中国有效需求并非像美国那样不足或是泡沫需求，反而是压抑了、后延了，一旦政策刺激，整个需求和增长潜力就会“超预期”爆发，可以预期在城市化和人口红利这两大增长主因结束前，中国经济仍能多年保持自然的高增长。

接着，罗先生通过总结过去20年里三次金融风暴的经验，预测2018年左右在中国可能发生一次类似去年在美国发生的金融风暴，他建议的应对办法包括：一、这几年在股市、楼市、实业都积极一些，珍惜好日子多赚钱，积谷防饥；二、2018年左右，盯着人口红利拐点的大信号，盯着大资金在楼市股市大宗商品的小信号，有风吹草动就压缩国内投资规模，转投QDII、黄金、美元，向08年的国际游资学习；三、寻找可以投资的下一个中国，如印度、巴西或俄罗斯等。

对于未来半年走势，罗先生认为大蓝筹里面的傻瓜组合包括银行保险券商钢铁航空等，而小盘成长股继续看好锂电池和电动车、3G、手机支



广东新价值投资有限公司董事罗伟广  
Guangdong New Value Investment Director Luo Weiguang

付、聚光发电、新技术、煤化工和低碳，他认为重组股是永恒的主题但风险也大，适合组合投资。

精彩的讲座后，罗先生与现场的观众进行了热烈的互动，活动在大家的掌声中圆满结束。

### Finance Club Event Provides Answers

With its tremendous potential for urban growth and explosive potential demand, China has a bright economic future ahead. This was the prediction offered by Guangdong New Value Investment Director Luo Weiguang during an April 11 CEIBS Alumni Finance and Investment Club event attracting 260 CEIBS alumni. Guangdong New Value Investment topped the China Sunshine Private Equity Fund List in 2009.

During his speech, Mr Luo shared his investment philosophy and strategy for the coming three quarters, saying: “We can expect continuous high speed growth of the Chinese economy in the years to come, as long as the effects of urbanization and demographic dividend prevail.” Mr Luo also predicted, however, that China could well experience a financial crisis in

2018. He also advised on avoiding such an economic upheaval, recommending: 1) in order to survive hard times, China's stock markets, real estate sector, and other industries must progressively increase both capability and accumulation of funds; 2) investors should learn from the 2008 experience of idle international funds, and must be sensitive to any signs of a turning point in demographic dividend and the flow of large funds in the stock, real estate and bulk commodity markets around the year 2018. They should also respond rapidly to these signals by compressing the scale of domestic investment and turning to such investment vehicles as QDII, gold and U.S dollar. Finally, investors should explore other attractive investment destinations such as India, Brazil or Russia.

In the near term, Mr Luo predicted profits to be made in the stock market versus real estate and other sectors. Although he warned of stock market volatility during Q2 and Q3 of this year, he was bullish on the performance of blue-chip stocks' in later 2010.



许小年教授  
Prof Xu Xiaonian



吴敬琏教授  
Prof Wu Jinglian

### 校友私募基金协会成立

2010年4月16日晚，中欧国际工商学院校友私募基金协会在中欧上海校园举行了成立大会，100多位校友及会员参加了此次活动。

中欧校友私募基金协会由章苏阳校友担任会长，徐琳校友担任常务副会长，任涛校友担任秘书长，李晓昱校友担任副秘书长。协会通过举办私募基金论坛和各项相关活动，来创建私募基金相关知识和实践经验的交流平台、投融资与相关业务的服务平台，为中欧校友及业界提供帮助。

协会聘请了六位顾问委员会成员，分别是中欧国际工商学院宝钢经济学教席教授吴敬琏教授、经济学与金融学教授许小年博士、战略和创业学助理教授葛定昆博士、中欧副教务长、金融学教授张春博士、中欧金融学助理教授高岩博士和著名经济学家金岩石博士。

中欧国际工商学院名誉院长刘吉在成立大会上致辞，他希望私募协会的中欧校友心存高远，推动国内私募基金的发展和管理水平达到新的高度。中欧国际工商学院校友关系事务部主任王庆江宣读协会理事名单。随后，中欧校友私募基金协会秘书长任涛作协会介绍，刘吉名誉院长、章苏阳会长为协会成立揭牌。成立大会的最后，中欧校友私募协会会长、IDG资本合伙人章苏阳作了主题为融资渠道与投资动向探讨的演讲，到会嘉宾参与了互动对话。

### Private Equity Association Launched

The CEIBS Alumni PE Association was officially launched on April 16 to provide a platform for knowledge- and experience exchange on Private Equity funds. The association will cater to the needs of CEIBS alumni and the wider PE sector by staging forums and events.

The new association will be led by Association Chairman Zhang Suyang (EMBA 1998 and a Partner at IDG Capital), Vice Chairman Xu Lin, Secretary General Ren Tao (EMBA 2006 and Partner of Gades Investments Management) and Deputy Secretary General Li Xiaoyu (EMBA 2007 and GM of Shanghai HiUV Electronic Technology Co).

Several of CEIBS most highly respected professors joined the association's consulting committee: Baosteel Chair Professor of Economics Wu Jinglian; Professor of Economics and Finance Xu Xiaonian; Assistant Professor of Strategy and Entrepreneurship Ge Dingkun, Associate Dean and Professor of Finance Chang Chun; and Assistant Professor of Finance Gao Yan. The sixth member is Dr. Jin Yanshi, a well-known economist in China.

At the event, CEIBS Honorary President Professor Liu Ji expressed his expectation that the new PE Association will elevate the development and management of domestic PE funds to a higher level. After a keynote speech on investment trends by Chairman Zhang, the forum concluded with a spirited debate among attendees.



“中欧校友爱心专项基金”签约：4月14日下午，中欧陆家嘴金融研究院内，在上海市儿童健康基金会名誉理事长谢丽娟女士和中欧国际工商学院执行院长朱晓明教授、校友关系事务部王庆江主任的见证下，中欧校友爱心联盟和上海市儿童健康基金会正式签订了成立“中欧校友爱心专项基金”合作协议，中欧校友爱心联盟将通过上海市儿童健康基金会（公募慈善基金管理平台）管理、使用其所募集的资金，从而极大提高中欧校友慈善资金使用的透明度、管理的正规化。

**DONE DEAL** – CEIBS Alumni Charity Union (CACU) and Shanghai Children's Health Foundation (SCHF) signed an agreement on April 14 to establish the “CEIBS Alumni Charity Fund”. The CACU will manage the funds raised through the foundation, a move expected to boost the management of, and transparency in the use of, funds raised from alumni donations. SCHF Honorary Director Ms Xie Lijuan, CEIBS Executive President Prof Zhu Xiaoming and Director of CEIBS Alumni Relations Department Mr Wang Qingjiang witnessed the Signing Ceremony at the CEIBS Lujiazui Financial Research Centre.

**中欧国际工商学院华南校友系列活动**：2010年4月10日，来自华南校友、学友及企业HR一行20位队员，参加了由中欧深圳代表处和中欧校友户外俱乐部共同组织的中欧国际工商学院华南校友系列活动“放飞心情、感受自然”南澳海岸线徒步活动。

**TIME TO UNWIND** – A 20-member group, made up of CEIBS alumni and HR managers of companies from South China, took time off to unwind in April during a series of events and trips jointly organized by the school's administration, the Shenzhen Representative Office and the Alumni Outdoor Club. One highlight was a trip to experience the natural beauty of the South Australian coastline.





“中欧名家讲坛”：2010年，中欧校友会整合最优质的资源精心打造“中欧名家讲坛”，3月28日中欧经济学和金融学教授许小年博士作为中欧名家讲坛的第一位教授，做了题为“普世价值观与现代化”的讲座。5月8日迎来了第三讲，著名文化学者易中天继去年3月份之后，再次做客中欧，为中欧师生校友讲授“禅宗的境界”。

**A LIST** – Well-known cultural scholar Xiamen Prof Yi Zhongtian and respected CEIBS Economics and Finance Professor Xu Xiaonian were among the line-up of ‘A list’ speakers at CEIBS Alumni Association’s “CEIBS Celebrity Forum” on March 28. Prof Xu spoke on the “Universal Values and Modernization” while Prof Yi explored the “Realm of Zen”.



**新春网球赛暨“金元比联杯”举行**：4月17日，中欧校友网球俱乐部一年一度的新春网球赛暨“金元比联杯”如期举行，本次网球赛在闵行区绿洲商务会所的室内网球赛举办，超过30位校友网球俱乐部会员及爱好者参加了比赛。

经过激烈的角逐后，比赛最后决出了男双及混双的前三名，男双冠军：张文贵，卢大印，亚军：陈冒峰，庄明华，季军：Sam，方光。混双：冠军：张文贵，Vivian Chang，亚军：周国柱，Lydia，季军：吴竹青，胡永禄。

本次比赛特别感谢网球俱乐部领队陈凯校友及其所在的金元比联基金公司连续第三年的冠名赞助。

**TENNIS PROS** – After a fierce court-side competition on April 17, gold, silver and bronze medals were awarded to the top players in the annual spring “CEIBS Alumni Tennis Club and KBC-Goldstate Cup Tennis Match”. Men’s doubles winners: Zhang Wengui and Lu Dayin (1st place), Chen Maofeng and Zhuang Minghua (2nd) and Sam and Fang Guang (3rd). Mixed Doubles winners: Zhang Wengui and Vivian Chang (1st), Lydia (MBA 1999) and Zhou Guozhu (2nd) and Wu Zhuqing and Hu Yonglu (3rd). Special thanks to CEIBS Alumni and Tennis Club Leader Chen Kai and the KBC-Goldstate Fund Management Co., which has generously sponsored the match for the last three years.





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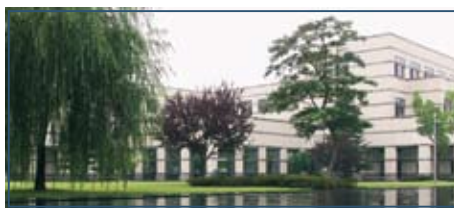
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