



上海华谊(集团)总裁刘训峰： 朝着世界化工五十强迈进

文 / 陈超

作 为拥有三家上市公司的大型国有化工集团——上海华谊(集团)公司总裁,刘训峰(EMBA 2009)给人的第一印象是非常低调和平易近人。但一交谈起来,你很快就会被他展现出的理性与激情兼具的企业家风采所吸引。无论是企业还是个人的成长,刘训峰认为最重要的就是要志存高远,脚踏实地努力奋斗,同时保持学习的热情。

秉承着这样的信念,刘训峰20多年来从一个普通的工厂技术员做起,现今任职一家中国领先的化工企业集团总裁,同时拥有全日制

工学硕士学位、管理学博士学位以及教授级高级工程师职称,成为一名专业功底扎实、实践经验丰富的高级管理人才。其间,刘训峰也与中欧结下了不解的缘分,多年来华谊集团与中欧开展了广泛深入的人才培训等合作,他本人更于2009至2011年间进入中欧攻读EMBA课程,获益良多。

如今,在刘训峰带领下的华谊集团正以双核驱动战略为发展方向,持续强化集团管控建设,积极开拓市场,夯实基础,应对挑战,稳步朝着世界化工五十强的战略目标迈进。

Building a Global Chemical Empire: Liu Xunfeng, President, Shanghai Huayi (Group)

■ By Kelly Chen

Liu Xunfeng, President of Shanghai Huayi (Group), a major state-owned chemical conglomerate of three listed companies, initially appears quiet and low-key; but as soon as he begins to speak his charm and eloquence are impossible to miss. Just as obvious are his passion for learning, and capacity to dream big while keeping his feet firmly on the ground. He believes these are the key elements for both corporate and personal growth.

In the last twenty years, Liu has earned an MA in engineering, a PhD in management and the

title of Senior Engineer. He is now an executive with a solid educational background and rich professional experience. Throughout his career, Liu has maintained strong links with CEIBS. For years, Huayi worked with CEIBS to cultivate talented employees, and Liu himself attended the school's EMBA programme from 2009 to 2011.

Now, under his leadership, Huayi is fast becoming one of the world's Top 50 chemical companies. The focus is now on strengthening the group's management and control, expanding its market share, and consolidating its corporate base.

TheLINK: What is Huayi's strategic goal, its vision?

Liu Xunfeng: Our short-term strategic goal is to have RMB 60 billion in annual sales by 2015, while our mid-term goal is to get annual sales up to RMB 100 billion, and being ranked among the world's Top 50 chemical companies. Our vision is to build a corporate chemical group with global competitiveness. This includes 3 key factors: we are a corporate group – subsidiary companies are managed by the group; we focus on the chemical industry – it is our core business; we maintain strong international competitiveness

– we must be innovative in order to survive and prosper in the face of such intense global competition.

TheLINK: What do you think is the key to realising your strategic goal?

Liu: I think an enterprise must pay attention to the “multiplier effect” if it wants to succeed: strategic planning and corporate organising skills complement each other and both are indispensable. This is a concept I learned at CEIBS, and I've never forgotten it.

An enterprise must find a strategy that matches its current reality, but one that will still allow it to develop.

However strategy itself is not enough. The company must also have a strong organisational framework so that ideas can be translated into clear roadmaps and then become specific procedures.

Human resource management is really important in a company's development. If outstanding employees have to work with outdated or inefficient systems, the latter will often win. We should learn from transnational companies that have standardised business procedures. In addition, an enterprise needs a good feedback mechanism through which problems can be promptly identified and solved.

TheLINK：华谊集团未来的战略目标和愿景是怎样的？

刘训峰：我们的中短期战略目标是到2015年集团销售收入实现600亿元；中期的目标是年销售收入达到1000亿元，进入世界化工五十强。

我们的愿景是建成具有较强国际竞争力的化工企业集团。这一愿景涵盖3个关键因素：

第一，我们是企业集团。企业在有效的集团管控下形成良好的协同效应；

第二，我们专注于化工。化工是我们的核心业务；

第三，我们具备较强国际竞争力。企业一定要志存高远，才能在激烈的全球化竞争中存活并脱颖而出。

TheLINK：您认为华谊集团实现这一战略目标的关键何在？

刘：我认为企业获得成功需要重视乘数效应：战略和企业组织能力相辅相成，缺一不可。这是我从中欧学到的理念，印象非常深刻。

企业要想获得成功，首先要找到符合企业定位、符合企业实际、具有可操作性的战略。光有好的战略还不够，还需要有好的组织能力。没有良好的企业组织能力，就不能把美好蓝图转化成路线图，化解成具体的执行步骤。

人才是组织能力建设很重要的部分。但是当优秀的人才遇到糟糕的流程，往往胜利的是糟糕的流程。跨国企业对业务流程标准化的重视是值得学习的。同时，企业还需要良好的反馈机制，及时反馈问题并加以改进。

TheLINK：华谊集团发展战略的构思以及实施情况如何？

刘：今年我们启动了全新的“双核驱动战略”。“双核”的一个核心是先进制造业，即我们传统优势的化工产业链；另一个核心是生产性服务业，即围绕化工产业链提供配套服务的产业，包括金融平台、工程承包、物流服务、贸易服务等。

在结构调整的大形势下，生产性服务业由于具有资源消耗低、附加值高等特点，将获得较大的发展机遇。华谊集团在发展生产性服务业方面拥有数十年积累起来的技术和管理优势。集团正由以制造业为主的企业转变为“双核驱动型”的综合型企业。

“双核驱动战略”是我们在实践中不断探索总结出来的。作为传统制造业企业，我们希望能开拓新的业务模式，提升企业的核心竞争力和抗风险能力。



***TheLINK:* What measures has Huayi taken to build an effective and efficient organisation?**

Liu: The internet and globalisation will continue to bring major changes to the corporate world. As a traditional state-owned enterprise, we must research possible changes and future trends, so that we can prepare – otherwise we will no longer be able to compete. This is why we have increased our efforts in organisational build-up in recent years.

In terms of talent cultivation, we organise various kinds of training, such as general manager training, and mid-level manager courses. Since 2008, all fresh graduates that we recruit must take a two-week training session before starting their jobs. During the session, I speak to the new employees. This gives them a sense of our company culture, and helps them feel that they are part of the group. At Huayi, excellent employees have a lot of opportunities to move up our professional ladder, and the training and workshops we provide will help them grow professionally.

In terms of procedures and feedback, we're working with Accenture to restructure the group's management and control model, and to reorganise and standardise our procedures. In the meantime, we're engaged in long-term strategic cooperation with SAP to continually improve the group's operating and managing capabilities. For example, with our newly-developed office software, I can deal with many different projects even when I'm on business trips abroad.

***TheLINK:* Has the financial crisis affected Huayi at all?**

Liu: This year we have a rather complicated

economic situation, where global demand has fallen, and has slowed economic growth. For 2012, and probably next year, the biggest problems for enterprises will be greater overcapacity, strong competition among companies selling the same products, and the free fall of product prices. In the last couple of years, there was a lot of investment in the lucrative manufacturing industry, and this resulted in a surge of productive capacity. Now with market demand decreasing, the industry is faced with the acute problem of overcapacity. We've definitely been affected by this – prices of our major products have fallen by 30-40%.

Facing such challenges, corporate leaders must pay attention to the following: hold on to market share – try everything possible to expand your market, and try to grow the company in both domestic and overseas markets; control risks – especially operating cash flow; consolidate your corporate base, and build your internal strength – when hard times come, it's a good opportunity to make internal structural changes; plan for the future – it's important to dedicate some time to strategising about how the company will proceed when the economy improves.

In the last few years, Huayi Group has had many new initiatives, which have improved risk management. Despite a fall in income compared with last year (because of the general economic downturn), conditions are better than expected. For example, our green tires product line grossed a 15.1% increase in the first half of 2012 as compared to the previous year. In comparison, there was only a 0.9% average increase for the same product among the domestic industry's Top 10 enterprises. Our efforts have begun to pay off.

TheLINK：有了清晰的发展战略，华谊集团采取了哪些措施来建设有效的集团组织体制？

刘：我们有了一个好的战略方向，还需要建设一个能够实施这个战略的组织。

我认为，网络化与全球化一定会为未来的企业组织形式带来重大的变革。作为传统的国有企业，我们一定要预先研究未来的变化，早做准备，否则就会被淘汰。基于这样的认识，我们这些年加大了组织建设力度。

在人才培养方面，我们组织了各类培训，如总经理培训、中层经理培训班。自2008年开始，全集团招聘的应届毕业生在入职时必须接受集团主办的两周培训，每次我都会去给他们上课。这是为了让从一开始就有这样的概念：“我是在华谊集团工作。”优秀的员工可以在更为广阔的集团职业平台内调动上升，通过各种不同的锻炼更快、更全面地成长。

在流程和反馈机制方面，我们正与埃森哲公司合作，进行整个集团管控模型的变革重组，开展流程的重组与标准化等。同时，我们也与SAP公司进行长期战略合作，将工业化和信息化深度融合，不断稳步提升集团的运作和管控能力。举例而言，通过我们开发的集团办公软件系统，我在国外出差时能够及时地处理公司文件。信息化给我们带来了便利。

TheLINK：2012年的内外部环境更为复杂，华谊集团面临着哪些新的挑战，如何应对？

刘：今年的经济形势比较复杂，全球需求低迷，经济增速放缓。今明两年企业面临最大的问题就是产能过剩更加突出、同质化竞争更加剧烈、产品价格大幅度下跌。前两年，市场上各路资金蜂拥而至，投资生产利润可观的热门产品，造成产能急剧上升。现在市场需求下降，行业立刻就面临严峻的产能过剩问题。受此影响，我们的主要产品价格目前普遍同比下降了30-40%。

面临这样的挑战，企业的领导者一定要把握住以下四个方面：

第一是抓住市场。千方百计地开拓市场，海内外市场联动发展；

第二是控制好风险。企业要高度关注现金，把握好自己的经营性现金流；

第三是夯实基础，练好内功。经济越困难的时候，其实也是企业调整内部结构越容易的时候；

第四是关注未来。要有时间想想“水再涨上来怎么办？”等经济形势好转时才能把握住机会。

过去几年中，华谊集团主动进行了许多变革，目前在抗风险方面已收到一定成效。虽然集团收入由于经济形势影响比去年有所减少，但是比预期要好得多。例如我们的绿色轮胎产品今年上半年收入同比上升15.1%，而同行业前十名企业的这一比例为0.9%。这是我们多年来不断努力的结果。

TheLINK：能否与校友们分享一些您在个人职业成长过程中的感悟和体会？

刘：一个人的成长既是自己努力的结果，也受到环境等因素的推动，每个人的过程都不同。我在1989年研究生毕业后从基层一步步走到今天，有两个体会与大家分享：

第一是努力。不努力就不会有机会。但是也切忌太过患得患失，否则很难坚持下去。要坚持不懈，不计较短期的得失，该来的总会来的；

第二是要有接受新事物的态度，不断地学习。做企业和做人都需要用开放的心态积极接受新鲜事物，不断地学习成长，而非在获得一些成就之后固步自封。可能是我的性格使然，我很喜欢与人交流，比如与工作中接触的跨国公司CEO们聊聊全球化工行业的发展趋势、各个企业的情况、各个企业的绩效考核办法、今年明年的经济形势等等。在沟通中新的想法就会产生。

TheLINK：您在中欧学习深造的最大收获是什么？

刘：我从众多的商学院中间选择了中欧，是因为中欧是一家融合中外、比较国际化的商学院。我们需要融入国际化的大潮当中，中欧在这一点上做得最好。

实际上很早之前我就有机会来中欧学习。早在中欧创立时，当时我任职的上海石化是中欧的主要赞助商之一，很多领导都是中欧的第一期学员。但领导考虑到我已经是全日制工学硕士，便没有安排。一直到2009年，我终于决定来中欧学习，这是受到三方面的因素推动：

一是我可以系统地了解最新的管理思想；

二是我可以有更多的机会和同学们交流。同学之间交流起来比较顺畅，很多中欧同学比较年轻，这让我更好地了解了“80后”人才工作思考的习惯，对集团员工管理很有帮助；

三是我可以有更多的时间思考华谊集团的管理理念和实践。

当时很多朋友建议我读CEO班，我还是选择了EMBA课程，因为它的课程设计十分系统，知识体系更加基础全面。EMBA的学习过程很辛苦，有许多作业，准时上课，不能迟到早退等等。但我发自内心地觉得这两年很值得。

我从中欧学习经历中得到的最大收获，一是很好地掌握了国际和国内最新的管理理论与实践，二是在与教授和同学的交流中获得许多颇有价值的启发。华谊集团正在开展的探索实践有不少来自于中欧的学习经历。比方说在中欧学习时，由我担任组长的小组针对华谊集团旗下回力企业进行了案例研究，随后我们将其中的分析建议实际运用到这家企业的日常运营发展中，获得了良好的效果。



***TheLINK:* What advice can you give our alumni, based on your own career experiences?**

Liu: Growth comes from your own hard work, from your environment and the opportunities around you. Looking back at my career path – from getting my MA in 1989 and then working my way up the corporate ladder – I would say:

First, you have to work hard. Without hard work, opportunities will never appear. Having said that, short-term gain should not be the focus – you must be willing to work hard and make sacrifices in the belief that you will achieve your goals in the future.

Second, in both your personal and professional life it's important to keep an open mind, to be willing to embrace the new, and to learn continuously. I love to talk to people, and this aspect of my personality has really helped me to be successful. When I meet CEOs of transnational corporations, we often chat about the development trends in the global chemical industry, the conditions of various companies, their performance assessment systems, and the economic outlook for this year and next. The exchange of ideas from such conversations is incredible. I believe that as long as you keep communicating, new ideas will come.

***TheLINK:* What's your greatest gain from doing a CEIBS EMBA?**

Liu: I chose to attend CEIBS instead of other business schools because I was attracted by its combination of international characteristics and China focus. Even before

becoming a student, I had the idea of studying at CEIBS at the back of my mind. In the early days of CEIBS' founding, Sinopec (Shanghai), where I worked at the time, was one of the major sponsors of the school, and many of our managers were among CEIBS' first students. I always thought it was a pity my supervisors did not send me to CEIBS, but I already had a master's degree and did not seem to need another degree that urgently. It was not until 2009 that I finally decided to enrol. I wanted to learn about the latest ideas in management, and I also knew that CEIBS would give me many opportunities to exchange ideas with classmates. I've benefited from getting to know many of the younger CEIBS students. They have helped me better understand the 1980s generation, which has been useful for the management of employees at Huayi. Another reason I wanted to study at CEIBS is that I felt the programme would give me a chance to reflect on the concepts and practices of Huayi's management.

I specifically chose the EMBA. Its curriculum design is very systematic, and it is more comprehensive. The programme is intense. We had a lot of homework, and could not be late to class or absent. However, I sincerely feel that the two years spent on the programme were worth it.

CEIBS gave me a strong understanding of the latest international and domestic management knowledge and practices, and I was greatly inspired by many of the ideas that I came across in talking with professors and fellow students. The experiments Huayi is doing now partly come from my studies at CEIBS. **TheLINK**



2012 中欧 - 成为欧洲论坛 (11月6日, 英国伦敦)

中欧国际工商学院和伦敦商学院将携手举办 2012 “中欧 - 成为” 欧洲论坛。论坛主题为“**中国经济：寻找新的成长力量**”。全球经济二次探底，中国等新兴成长市场面临通胀压力，高速发展的“黄金十年”行将结束。在当前经济动荡的形势下，该地区的国家必须决定是奉行凯恩斯主义，采取扩张性的经济政策，还是遵循货币主义，严控货币供应量；对于中国而言，是走混合经济之路，还是允许政府控制货币流通量，两种选择都将影响巨大。本次论坛将力邀各方专家学者，深入寻找中国经济向上生长新力量，在世界的背景下展开东西方的对话与交流。我们诚邀您共飨盛会！

已确认演讲嘉宾 (音序排列)



Leon BRITTAN
前欧盟副主席，
瑞银投资银行全球副主席



成思危
原全国人大常委会
副委员长



方文建
中国银行股份有限公司
伦敦分行总经理



Jean-Pierre LEHMANN
瑞士洛桑国际管理发展学院
国际政治经济学教授、
埃维昂组织创始董事



刘晓明
中国驻英国大使



Gerard LYONS
渣打银行首席经济学家



John A. QUELCH
中欧国际工商学院
副院长兼教务长、
国际管理学特聘教授



Gideon RACHMAN
英国《金融时报》
专栏作家



Andrew SCOTT
伦敦商学院经济学教授
及经济学学科主席、
英国金融服务局非执行董事



沈晖
沃尔沃汽车公司全球高级
副总裁、沃尔沃汽车公司
中国区董事长



汪群斌
复星集团
执行董事兼总裁



许成钢
伦敦政治经济学院经济学终身教
职副教授、香港大学经济系教授、
欧洲经济政策研究中心 (CEPR)
高级研究员、哈佛大学国际发展
中心高级研究员



杨国安
中欧国际工商学院飞利
浦人力资源管理教席教
授



张维为
日内瓦外交
与国际关系学院教授、
春秋综合研究院研究员



钟山
中国商务部副部长

日期：11月6日 会议地点：英国皇家医师学院
参会请咨询蒋女士 电话：+86 21- 2890 5489

详细论坛议程，请参阅网址 www.ceibs.edu/europeforum
邮件：jsinger@ceibs.edu

论坛主办：CEIBS 中欧国际工商学院

成为 资 CHENGWEI 本 CAPITAL

联合主办：中国印·李叔同篆刻艺术海外巡展
CHINESE SEAL CUTTING BY LI TUSHONG - PART OF
SEAL CUTTING AND CALLIGRAPHY EXHIBITION

中国驻英国大使馆
Chinese Embassy in UK

合作伙伴：London Business School

媒体伙伴：CEIBS Business Review 中欧商业评论

CHINA DAILY

21世纪经济报道
21st CENTURY BUSINESS HERALD

中国改革
CHINA REFORM

Caixin 第一财经
China Economics & Finance



CEIBS - CHENGWEI EUROPE FORUM 2012 (Nov. 6, London)

The China Europe International Business School (CEIBS), in partnership with London Business School is pleased to invite you to an exclusive European Forum event exploring 'China's Economy: Seeking Momentum for New Growth'.

As the global economy fights a double-dip recession, growth markets, specifically China, are struggling to battle against inflationary pressures and are now facing the end of a golden decade. In a period of economic uncertainty, the region must now decide between Keynesianism and Monetarism; does China choose a mixed economy, or alternatively, allow the government to control the amount of money in circulation. Either choice will have a huge impact.

Taking place on Tuesday 6 November, at the Royal College of Physicians, this invite-only event will bring together experts, academics, and professionals from various sectors for an East-West discussion within a global context.

Invited Speakers (Alphabetical Order)



Leon BRITTAN
Former Vice-President,
European Commission; Vice
Chairman, UBS Investment
Bank



Siwei CHENG
Former Vice Chairman,
Standing Committee of the
National People's Congress
of PRC



Wenjian FANG
General Manager, Bank of
China (UK) Limited



Jean-Pierre LEHMANN
Emeritus Professor of
International Political
Economy, IMD; Founder,
Evian Group



Xiaoming LIU
China's Ambassador to
the UK



Gerard LYONS
Global Head of Treasury
Research, Standard
Chartered Bank



John A. QUELCH
Vice President & Dean,
Distinguished Professor of
Int'l Management, CEIBS



Gideon RACHMAN
Chief Foreign Affairs
Commentator, Financial
Times



Andrew SCOTT
Professor & Joint Subject Area
Chair of Economics, Fellow of
the Centre for Economic Policy
Research, LBS



Hui SHEN
Senior Vice President, Volvo
Car Corporation; Chairman,
Volvo Cars China Operations



Qunbin WANG
Executive Director and
President, Fosun Group



Chenggang XU
Visiting Senior Fellow of Asia Research Centre,
London School of Economics and Political
Science(LSE); Quoin Professor in Economic
Development, University of Hong Kong;
President, Asian Law and Economics Association



Arthur YEUNG
Philips Chair Professor
of Human Resource
Management, CEIBS



Weiwei ZHANG
Professor of International
Relations, Geneva School
of Diplomacy; Senior Fellow,
Switzerland & Equinox
(Chunqiu) Institute China



Shan ZHONG
Vice Minister of Commerce
of PRC

Date: Nov. 6, 2012 Venue: Royal College of Physicians (11 St Andrews Place | Regent's Park | London, UK)

For forum programme, please check the website www.ceibs.edu/europeforum.

Please contact Ms. Singer Jiang to book the forum seats. Tel: +86 21- 2890 5489 Email: jsinger@ceibs.edu

Organizers: CEIBS

成为 CHENGWEI
本 CAPITAL

Co-Organizers:



中国驻英国大使馆
Chinese Embassy in UK

Event Partner:



Media
Sponsor:



21世纪经济报道
21ST CENTURY BUSINESS HERALD



Caixin 财经 中国经济与金融
China Economics & Finance



金 秋时节, 芳桂飘香。
 9月5日, 2012级在职金融MBA开学典礼
 在中欧国际工商学院上海校园隆重举行。
 经过5年的精心酝酿, 在职金融MBA课程正式启航。
 这是中欧创立18年以来推出的首个专业MBA课程。
 首届62名学生——中国金融行业优秀的“明日之星”
 相聚中欧, 见证这一激动人心的历史性时刻。

本期封面故事以中欧在职金融MBA课程一系列幕前幕后的故事, 清晰地阐明这一课程不仅对中欧自身的长远发展具备重要意义, 更将积极推动中国金融业的变革与发展; 同时, 在职金融MBA课程也将为学生们打造完全不同的人生。

打造中国金融业 “明日之星” CEIBS FMBA: For China's Rising Finance Stars

接下来请阅读相关报道:


中欧在职金融MBA课程精彩启航

2012级在职金融MBA学生畅言中欧

- 崔皓丹, 中汇会计师事务所合伙人
- 冯细, 汇丰银行苏州玄妙广场支行行长
- 石美贵, 哈德森公司(Hudson Japan K.K.)高级经理
- 鲁阳晋, 中信证券财富管理部投资银行服务总监

八年中欧路

——记在职金融MBA课程副主任朱炎(MBA 1998)



On September 5, CEIBS hosted the opening ceremony for its 21-month part-time Finance MBA Programme (FMBA), the culmination of years of preparation for the school's first-ever specialised MBA. Sixty-two students attended the historic event at the Shanghai Campus.

In this Cover Story, *TheLINK* explains how the FMBA fits in with the school's long-term growth and development, how it will impact China's future, and the difference it will make in the lives of the students enrolled.

Read on for more:

Part-time Finance MBA Begins

Student profiles:

- Kenny Cui, Partner, Zhonghui Certified Public Accountants Co Ltd
- Cindy Feng, Head of Retail Banking and Wealth Management, HSBC Suzhou
- Miki Seki, Senior Manager, Hudson Japan K.K
- Lucas Lu, Director of Investment Banking, Wealth Management Department of CITIC Securities Co Ltd

Staff profile:

- FMBA Programme Deputy Director Michelle Zhu (MBA 1998).



中欧在职金融MBA精彩启航

文 / 柯玟秀

“这真是一个了不起的班级！”中欧国际工商学院副教务长、在职金融MBA课程主任赵欣舸教授这样评价道，“他们的综合素质非常优秀，是任何一所教育机构都衷心希冀招募的学生，而我们则实现了这个梦想。这个班级的学生来自金融领域不同的行业和职能。如此丰富的多样化使班级充满活力。”

让赵欣舸教授如此赞赏的是于9月5日开学的中欧首届在职金融MBA班，这也是中欧有史以来第一个专业MBA课程。为期21个月的在职金融MBA课程是中欧在原有的全日制MBA课程、在职EMBA课程以及高层经理培训课程的基础上进行的一次有力的扩展。在

职金融MBA课程将是一个培养拥有全球竞争力的高素质人才、增强上海金融业实力的教育平台，有助于2020年将上海建成国际金融中心这一国家战略的顺利实施。

在职金融MBA课程的首届62名学生入学平均年龄33.08岁，平均拥有9.72年的工作经验和5.5年的管理经验，26%在银行业任职，此外各有11%分别任职于证券、公司财务和私募股权/风险投资行业。首届学生大部分(63%)处于中层管理岗位，职能集中在综合管理(31%)、投资交易(19%)和风险管理(13%)这三个方面。在所服务公司的性质方面，39%任职于独资外企，32%任职于国有企业，16%任职于私有企业。



Part-time Finance MBA Begins!

■ By Janine Coughlin

“It’s a truly outstanding class,” says Director of the Finance MBA (FMBA) Programme and Associate Dean at CEIBS Professor Zhao Xinge. “Their overall credentials make them applicants any programme would dream of having; we just made the dream come true. It’s also a highly diversified class in terms of industry, function, age, and gender. The diversity makes them a very dynamic group.”

He’s talking about the 62 students in CEIBS’ first-ever specialised MBA programme, the part-time FMBA, who began classes on September 5. The 21-month programme expands on the school’s current offerings of a full-time 18-month MBA, a 24-month part-time EMBA, an 18-month Global EMBA (taught in English) and a wide selection of Executive Education programmes. CEIBS

FMBA also contributes to the national initiative to establish Shanghai as an international financial centre (IFC) by 2020, as it will help build a talent pipeline for developing the high-calibre, globally competitive individuals needed to expand the financial sector in the city.

The programme’s first ever batch of students have an average of 9.72 years of work experience and 5.5 years of management experience, with 26% working in the banking industry and 11% each in securities, corporate finance, and the private equity/venture capital industries. The majority, 63%, hold middle management positions, with 39% working at wholly-owned foreign enterprises, 32% at state-owned enterprises and 16% at private enterprises. The average age of the class is 33 years old.



在职金融MBA课程将让这些中国金融业的“明日之星”学习到金融和管理方面的最新理论和实践。秉承中欧独有的“中国深度，全球广度”理念，在职金融MBA的课程设置兼具“金融深度”和“管理广度”，培养符合金融行业需求的人才。赵欣舸教授介绍说，在职金融MBA课程的培养对象是金融领域中具有较高潜力的中层管理者。参加这一课程的学生每个月将有两个周末到中欧上海校园上课。

在职金融MBA课程的招生过程十分严格，申请者必须达到5年以上的工作经验、2年以上的管理经验，而且当前必须任职于金融业、或是其他行业的金

融财务岗位。“我们主要考察申请者目前取得的成就、对职业生涯的规划和动力、成熟度、领导潜力和战略思考等，”赵欣舸教授这样阐释，“这些特性决定了他们能否成为金融业的未来领导者。”

“市场上大部分同类课程只要求申请者有3年以上工作经验，且并不需要与金融业相关，”赵欣舸教授继续说道，“由此可见，中欧在职金融MBA是更加专业化的高端金融教育课程。最后也是最重要的一点是，在职金融MBA课程蕴含了中欧的品牌、历史与文化积淀，并拥有强有力的中欧校友网络为其提供支持。”

事实上，40%的申请者是从中欧校友处得知这一新课程的。招生委员会收到了90余位中欧校友的推荐信，其中大部分的校友推荐人是在金融业拥有丰富经验和专业技能的高层管理人员。“一听说中欧开设在职金融MBA课程后，我就认为这个课程特别好，它非常适合那些从业务基层做起、目前已经做到中层的金融行业管理者。他们已经拥有多年的管理经验，但缺乏金融教育背景；即使有，也是十来年前本科时学习的东西，已经和现在的行业需求脱节。中欧在职金融MBA这样的课程将能系统地帮他们梳理和更新知识体系，给他们极大的助力。此外，他们也需要通过重返课堂，将自己在业务线上摸爬滚打多年来积累的管理经验上升到理论的高度，有了这个高度，他们看问题的角度自然就会不一样。”参与此次在职金融MBA面试的校友、东方证券股份有限公司副总裁王国斌（EMBA 2004）表示。

中欧在职金融MBA课程于2011年11月1日启动，旨在为上海建设国际金融中心培养和输送优秀金融人才。“在上海建设国际金融中心的过程中，人才是最宝贵的资源，而中欧新启动的在职金融MBA课程将培养和输送市场急需的优秀金融人才。”赵欣舸教授说，“另一方面，上海建设国际金融中心即意味着在职金融MBA课程的毕业生将能在金融业享有更多事业机会、更大发展空间和更重要的地位，同时他们也更有可能会在全球范围内参与金融运作。”

中欧计划在2013年进一步扩大在职金融MBA课程规模，届时将招收120名学生，分为每班60人的两个班级。

请访问www.fmba.ceibs.edu以了解更多信息。



The FMBA provides the “rising stars” of China’s financial sector with access to the latest financial and managerial theories and practices. Based on CEIBS’ unique brand of “China Depth, Global Breadth”, the programme’s curriculum has been designed to incorporate financial depth and managerial breadth to satisfy the demands of the financial industry. Prof Zhao explains that it is targeted towards the needs of high-potential middle-level managers in the financial field. Students will attend classes at CEIBS Shanghai Campus for two weekends each month.

The rigorous admissions process required applicants to have a minimum of five years working experience with at least two years of experience at manager level. They must also be currently working in the financial industry or in the finance function of another industry. “We look at the applicants’ current achievements, career path plan and motivation, maturity, leadership potential and strategic thinking,” Prof Zhao explains. “These characteristics will decide whether an applicant has the potential to become a future leader in the financial world.”

“Other programmes only require three years of working experience and do not require any finance-related work experience,” Prof Zhao adds. “This clearly makes the CEIBS FMBA programme a high-end and more specialised programme. Last but not least, this programme has the CEIBS brand, history, culture, and alumni network behind it.”

In fact nearly 40% of the applicants heard about the programme from a CEIBS alumnus and more than 90 alumni, most of whom are senior executives with abundant experience and expertise in finance, wrote recommendation letters to the Admission Committee on behalf of some of the more than 200 people who applied for admission to the programme.

Wang Guobin (EMBA 2004), Vice President, Orient Securities Co Ltd, was among the alumni who interviewed applicants to help evaluate their suitability for the programme. “When I first heard of the FMBA programme at CEIBS, I thought it sounded good. I think it best fits those who are working in the financial industry who have

worked their way up to be middle-level managers,” Wang says. “Though they may be quite seasoned in management, they may still need professional financial education. Even if they studied finance many years ago, what they learned in the past may be out-of-date and falls short of the current demands of the industry. The CEIBS FMBA programme offers systematic study and can boost their work performance. They also need to take the practical managerial experience they have accumulated to a new level by understanding the theory behind it. This will give them a new perspective for problem solving.”

CEIBS part-time FMBA programme was launched on November 1, 2011 in an effort to develop talented individuals who can contribute towards Shanghai’s transformation into an international financial centre, as outlined in China’s 12th Five-Year Plan. The establishment of Shanghai as an IFC will also benefit the future CEIBS FMBA alumni. “To make Shanghai an IFC, talent is the most important resource, and the new FMBA programme can contribute significantly in this regard,” Prof Zhao says. “On the other hand, the establishment of Shanghai as an IFC certainly means more career opportunities with higher growth potential and importance in the financial world for FMBA graduates. It will also be much easier for them to participate on a global stage.”

In 2013, CEIBS plans to expand the FMBA programme by accepting 120 students who will be divided into two classes of 60 students each.

For more information, please visit www.fmba.ceibs.edu.





崔皓丹



迎来人生新角色

文 / 麦筱丽

■ By Rachael McGuinness

2001年，崔皓丹从上海交通大学获得电气工程自动化与金融学双学位后，加入安永华明会计师事务所，随后从初级审计员成长为高级审计经理。目前，在业内领先的中汇会计师事务所担任合伙人的同时，34岁的崔皓丹迎来了人生新角色——中欧国际工商学院在职金融MBA学生。

TheLINK： 你曾修习电气工程自动化与金融学双学位，随后供职于安永华明会计师事务所和中汇会计师事务所等高端公司。这样的职业道路是你规划过的吗？为什么决定同时学习两个彼此相去甚远的专业？

崔皓丹： 读大学时我有一个电气工程专业的师兄兼修了金融学，后来他获得了一份金融业的工作，这对我触动不小，也颇有启发。工科学习在很大程度上依赖于逻辑学和高等数学，这些技能都可以应用到金融和经济的学习当中。我喜欢电气工程，也喜欢金融；对我而言，这样的结合很自然。

TheLINK： 是什么原因促使你选择中欧国际工商学院的在职金融MBA课程？

崔： 现在正是进一步提升我教育水平的好时机。毕业后的11年里，我一直在工作，从未停歇。在职金融MBA对我而言很关键的一点在于，它让我有机会对自己的职业生涯进行回顾与反思。同时，这也是一个让我更新知识、学习最新的管理实践经验的大好时机。这个课程高素质的教授团队给我留下了深刻印象。我特别期待许小年（经济学与金融学教授）和丁远（会计学教授）两位教授的讲课。

中欧国际工商学院的校友网络也很吸引我。我认为中欧是国内最佳的商学院，校友网络遍及上海乃至全国和全球，加入中欧，便加入了中欧富有深度和广度的校友网络。加入这样一个由不同背景的高端职业人士组成的网络，意味着可以在同学与校友之间交换许多有趣的创意。在职金融MBA课程开学之前，我已经见过许多中欧的同班同学，他们深厚的知识与训练有素的职业风范让我叹服，我觉得这项课程非常适合我。此外，中欧近二十年的发展成绩也

是有目共睹的。如果我要读在职金融MBA，当然要在最好的学院读！

TheLINK： 你觉得这项课程会使你获得怎样的提升？

崔： 我可以与时俱进地掌握中国与世界范围内的最新经济知识，这非常关键。所有中欧在职金融MBA学生都已在各自的领域拥有丰富的经验，因而，该课程将为我们传授更为深入透彻的知识与分析。与其他专业人士一同讨论金融话题，能有效地加深我个人对知识的理解，也能有效地孕育新的商业创意。

每个学生对这项课程的期待都有一些不同，但我认为，我们中的大多数都希望成为金融领域中的领导者。与西方相比，中国的金融业仍然相当年轻，因而更需要快速发展。许多本土机构都在快速发展的高度压力之下，越来越成功，越来越有竞争力。我认为未来5年内，国内的金融机构可以培养出真正具备行业影响力的领导者。不过，我也认为这些机构确实需要更多对中国市场持积极看法的人才，他们必须受过足够的训练、拥有足够的经验，从而能够带领本土机构前进。我希望中国能有更多的金融人才前来就读中欧在职金融MBA课程。这是一项物有所值的投资。

TheLINK： 你希望退休后成为一名教师，为什么会有这样的梦想？

崔： 我们年轻时从社会获得了许多。随着年龄的增长，我发现自己不满足于总是从别人那里获得；我想要回馈。成为教师将能满足我奉献社会、奉献年轻一代的精神需求。为了回报社会，我们必须努力使自己的智慧与知识薪火相传。



TheLINK: You've studied electrical engineering, and also finance and banking, and then you went on to work at some high-level companies – Ernst & Young and Zhonghui. Did you plan this career trajectory? Why did you decide to study such different subjects?

Kenny Cui: I was inspired by a friend from university, who was studying finance as well as electrical engineering. He got a job offer from a bank, and I was really impressed. Engineering relies a lot on logic and high-grade mathematics, and these are skills that transfer well to the study of finance and economics. I liked both subjects, and it seemed like a natural combination to me.

TheLINK: What made you choose CEIBS' FMBA Programme?

Cui: It was the right time to further my education. It's been 11 years since I graduated, and during this time, I've been working non-stop. For me, an important aspect of the FMBA course is the opportunity to reflect and to review my career. It's also a good time to renew my knowledge and to learn the latest in management practice. I was really impressed by the calibre of professors who will be teaching the course, and I'm particularly looking forward to learning from (Professor of Economics and Finance) Xu Xiaonian and (Professor of Accounting) Ding Yuan.

The CEIBS network also attracted me. It's the best business school network in China, and I think attending CEIBS would be useful for anyone who wishes to deepen business ties in Shanghai and in China. Being part of a network of high-level professionals, from an assortment of backgrounds, means that lots of interesting ideas can be exchanged among classmates and alumni. Before enrolling in the FMBA programme, I had already met many CEIBS students and I was struck by their solid knowledge and training. I knew it would be a good fit for me. CEIBS' growth over the past two decades has also been incredible. If I'm going to study for an FMBA, why

not do it at the best place!

TheLINK: How do you think it will enrich the experience you've gained throughout your career?

Cui: It is important that I stay up-to-date on the latest knowledge about the Chinese and global economies. All CEIBS FMBA students already have substantial experience in their field, so the programme will give us focused and in-depth knowledge. Being able to discuss finance topics with other professionals is a useful way of developing one's understanding – and also of fostering new business ideas.

Each student will have a slightly different expectation of the programme, but I think most of us are united in a desire to become leaders in our sector, within the financial world. The finance profession in China is still quite young, in comparison to the West, and so it has had to develop quickly. Many local firms are under intense pressure to grow rapidly, and they are increasingly successful and competitive. I think that within five years, the domestic finance firms will be able to generate truly influential leaders in the field. However, I do think that

these firms need more talented people with a positive belief in the Chinese market, and with enough training and experience to propel the local firms forward. I hope more finance professionals in China will attend the FMBA programme. I see it as a valuable investment.

TheLINK: You've said that you hope to become a teacher after you retire. Where does this dream come from?

Cui: When we are young, we receive so much from society. As I get older, I find that I don't need to always receive from others. I want to give back. Teaching fulfils a spiritual need to contribute to society and to the younger generation. To be valuable to society, we must try to pass on our wisdom and knowledge.

Kenny Cui: Embracing a New Role

After graduating from Shanghai Jiaotong University in 2001 with degrees in electrical engineering and finance, Kenny Cui joined Ernst & Young as a junior auditor, soon working his way to senior manager. Now, in addition to being Partner at one of the top accounting firms, Zhonghui Certified Public Accountants Co Ltd, 34-year-old Cui is embracing his new role as a CEIBS FMBA student.



冯细



中欧学习将使我终身受益 文 / 麦筱丽

■ By Rachael McGuinness

冯细从北京对外经济贸易大学毕业后一直在汇丰银行工作。2010年，她就任汇丰银行苏州玄妙广场支行行长。一年多后，她开始带领汇丰银行苏州地区的零售银行与财富管理团队，并兼管汇丰在苏州的3家支行。年仅29岁的她，成为金融银行业里快速成长的年轻人才的代表。

TheLINK：你在汇丰银行工作了7年。这家机构有什么与众不同的地方，让你如此忠诚呢？

冯细：我在大学里参加汇丰银行的校园招聘，由此加入了汇丰的管理培训生项目。为期两年半的管理培训生项目让我在不同部门及不同地区轮岗，帮助我扩展了金融视野并学习到不同风格的管理经验。作为一家国际化的银行，汇丰给予年轻人一个相对公平的发展平台，我在这里获益良多，一直在成长进步。

TheLINK：你这么年轻，平时如何管理一个超过40人的团队？

冯：在管理方面，我一直在不断地学习和总结。作为团队的小队长，我会帮助我的队员更好地发挥他们的特长、挖掘他们的潜力并发展他们的职业生涯。带领团队达成我们的共同目标，同时帮助我的队员实现个人的职业理想，我与团队可以共同成长，这让我很有成就感。希望以后可以有机会在管理方面向中欧的老师、同学和校友们多多请教。

TheLINK：你为什么选择就读中欧国际工商学院的在职金融MBA课程？

冯：我的上司是中欧的EMBA校友，我也有一位好朋友就读于中欧MBA，我从她们那里了解到中欧的办学理念和治学态度，令我非常欣赏。在MBA教学方面，中欧在中国是数一数二的。我很喜欢中

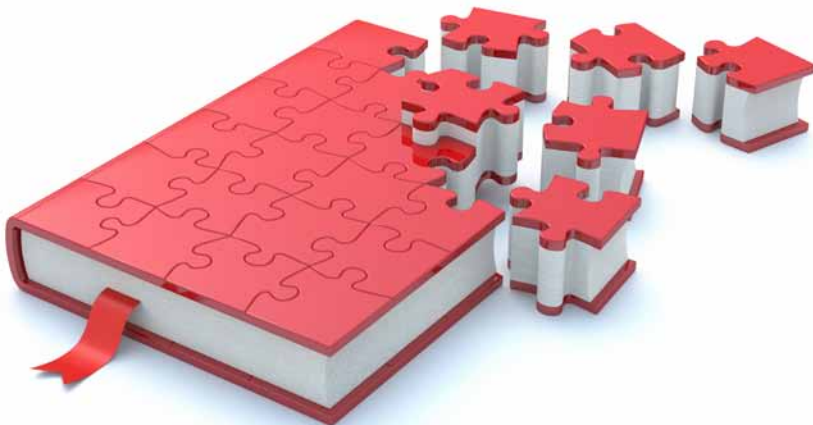
欧为金融人才量身定做的在职金融MBA课程。宏观的管理培训让这一课程拥有“管理广度”，而对金融行业的聚焦则赋予它“金融深度”。这项课程以在职培训的方式进行——我们在课堂上学到的东西，第二天就可以在工作中得到实践。中欧拥有非常成功的MBA和EMBA办学经验，也非常重视在职金融MBA课程，我相信这一课程一定会取得成功。

我从大学毕业已经有7年时间，很希望找机会给自己充电。以中欧严谨的治学态度和一流的教授阵容，我相信自己会在这里学习到更多的财务和金融知识，收获更高效的管理技能。

同时，中欧是一个非常好的思想交流平台。我的同学们来自不同的公司及不同的金融领域，相信通过与同学和老师们的交流，我的视野会更加广阔，对问题的理解会更加全面和深刻。我未来的职业生涯和日常生活都会因此终身受益。

TheLINK：你工作一定相当繁忙，现在又多了学生的角色，你将如何在工作与生活之间保持平衡？

冯：我现在工作的确很忙，而攻读在职金融MBA一定会让我未来21个月的生活更加忙碌和充实，但我相信这会是非常值得的。如果一件事情是有趣而有意义的，我会很享受整个过程。我知道这项课程富有挑战性，需要付出很多时间和精力，但我相信，学习新技能、结识新朋友会让我的人生变得更丰富。





Cindy Feng: New Beginning

Cindy Feng has worked at HSBC since graduating from Beijing's University of International Business and Economics. She was appointed President of HSBC's Xuanmiao Square Sub-branch in 2010. In 2012 she began to lead the Retail Banking and Wealth Management team at HSBC Suzhou – she also manages three HSBC sub-branches in the city. At only 29 years old, Feng is representative of young professionals on the fast-track in the finance and banking industry.

TheLINK: You've been at HSBC for seven years. Is there anything in particular about the company that has made you so loyal?

Cindy Feng: HSBC gave me my first job after I participated in on-campus recruitment while at university. I joined the Management Trainee Programme and during the two-and-a-half years of training, I rotated among different departments. This helped me learn an assortment of new skills, gave me sharp insight into banking and really opened up my perspective. HSBC has a particular focus on training young people, and it's a great place to learn and grow. I've made a lot of progress.

TheLINK: Being so young, what is it like managing a team of over 40 people?

Feng: I've gained management experience over the years, and as team leader I help my team members focus on their personal career development. If I can coordinate their personal growth with our team's common goal, then I feel that I've succeeded and we can all grow together. I hope to learn more about management from CEIBS professors and classmates.

TheLINK: Why did you choose to attend the CEIBS FMBA Programme?

Feng: My boss is an EMBA alumnus, and I also have a friend who attended the MBA programme, so I've been familiar with CEIBS' philosophy for quite a while. I know that it has the best quality programmes in China, and I like that the FMBA programme is customised for finance professionals. The programme's breadth comes from its general management training, while the focus on finance gives it depth. The course is part-time, so it is also a form of on-the-job training – we can go to work the next day and practice what we learned in class.

It's been 7 years since I've graduated, but I still want to continue learning. I think this is a great opportunity to 'recharge'. I think the FMBA course will be the beginning of a new stage in my career. I'm looking forward to meeting classmates from different walks of life and gaining new insights from them.

TheLINK: You must be very busy with work. How will you maintain a work/life balance now that you are a student?

Feng: Yes, I am busy at work, and it's only getting busier since I joined the FMBA. But I think it's worth it. I know the programme will be challenging, but I also know that my life will be enriched by learning new skills and making new friends.



石美贵



在中欧发现中国

文 / 朱琼敏

■ By June Zhu

石美贵，来自日本，现任孤星基金（Lone Star Funds）旗下哈德森公司（Hudson Japan K.K.）高级经理，曾在日本法院从事诉讼等法律工作，进入金融界之后一直专注于法律合规管理、企业治理和行政交涉等。作为中欧国际工商学院首届在职金融MBA学生，石美贵在开学典礼当天接受了TheLINK的采访，言语间可见她对中国的信心和挚爱之情。

TheLINK：您为什么选择加入位于中国的中欧国际工商学院，而非日本或者美国的高学院学习？

石美贵：每一位选择中欧的学生都一定有明确的目标，我也是一样。中国成为头号经济强国、上海成为世界一流的金融中心，都是指日而待。最近十年中我每年都有几次来中国走走看看，每一次都能亲身体会到中国是一个日新月异的世界，充满希望和无限的可能性，这让我决定选择在中国实现自己的目标。而在一个国家生根发展，需要尊重并了解其文化、历史、习俗、社会背景以及市场情况等；我相信在中国的环境里会学得更多更深。

我选择中欧的原因如下：首先，作为中国首屈一指的商学院，中欧国际工商学院对中国的了解之深无可匹敌，教学经验丰富，在中欧学习必将使我学到中国商业和管理的精华；其次，在职金融MBA课程的目标——培养中国金融领域的“十年之后领军者”——更是与我的个人目标非常契合；其三，我在浏览中欧的学院网站时，发现中欧频繁地发布内容丰富的新闻动态，就像中国一样充满了活力和希望，而且它也是一个重视公共关系（Public Relations）的成功典范，中欧的这些魅力深深地吸引了我。再者，在我来学校面试之时，中欧的教授们给我留下了很好的印象。最后，中欧在世界商学院排名上久居高位，这一客观事实也支持了我的判断。因此，当中欧推出在职金融MBA课程时，我发现自己找到了一边工作一边学习深造的方式；分析完各种障碍因素，确定自己能完成近两年的课程后，我便毫不犹豫地报名参加。

TheLINK：来中欧上课以后，您是否经常需要在中日两国之间飞行？您将如何保持生活、工作及学习的平衡？

石：为了保持三者间的平衡，我会努力更好地管理时间，并保持身体和精神的活力。作为一个职业人士，跨国越海出差各地、迅速适应不同环境的能力也是职业素养的一部分，所以这次因学习需求而来往上海也是毫无问题的。为了在不影响工作的前提下挪出更多的时间进行学习，我将尽力提高效率，在工作上更注重区分轻重缓急，适当地根据工作内容来进行管理分配。我将今后近两年的在职学习生活当成一种很好的历练。

TheLINK：您希望中欧的学习能带给你什么收获？

石：尽管在中欧的学习只有将近两年时间，但这必然是激动人心的两年，因为这里有如此优秀的老师和同学，我不仅可以学到基础的管理理论及金融财务等知识，还能学习中文，了解中国的文化、习俗以及社会背景等，提升个人素养，真是一举多得。

TheLINK：您的长期职业目标是什么？

石：我有一个明确的目标——创立一家重视企业社会责任（CSR）的高收益企业、或者设立一个成功运作的社会责任投资基金。我认为上海会吸引很多资金流入，所以我希望将来能在上海成为一名首席执行官并实现这一目标。现在便是向着这一目标默默努力的过程。

TheLINK：您对中欧在职金融MBA课程未来的申请者有何建议？

石：一定要拥有明确的目标。如果这个目标与中国及金融有关，来中欧认真学习是将其实现的最佳途径。让我们一起成为中国金融领域的“十年之后领军者”。



***TheLINK:* Why China, why CEIBS instead of a business school in the USA or Japan?**

Miki Seki: Like many other students at CEIBS, I came here with a dream. I think it won't be long before China becomes the world's largest economy and Shanghai becomes the global financial centre. I have made several trips to China during the last decade and every time I came here I noticed great changes which made me believe that China is a land of hope and possibility. Thus, I chose to stay in China and realise my dreams here. It takes solid knowledge of the culture, history, customs, social background and market conditions to settle down and have a successful career in a certain place. I believe that I am going to greatly expand my knowledge in China – both in terms of breadth and depth.

There are four reasons I chose CEIBS: studying here will give me a deeper understanding of China's overall economic landscape; the FMBA programme's goal is to cultivate "future leaders" during the next decade and this is perfectly in line with my personal goal; when I browsed the school website it became clear that CEIBS is young, full of vitality and knows the value of having the right public image; and during the interview process I was impressed by the professors. The fact that CEIBS is among the world's top business schools also influenced my decision. When CEIBS launched its FMBA Programme, I thought it was a good opportunity for me to further my education during my spare time. When I was sure that I could handle all the courses in 21 months, I signed up for the programme right away.

***TheLINK:* You will have to travel between Japan and Shanghai while studying? How will you maintain a balance among life, work and study?**

Seki: To maintain a balance, I try to manage my time well and take care of my physical and spiritual well-being. My work involves making overseas business trips from time to time. Therefore, it demands adaptability to different situations.

In order to make sure I have enough time to study, I plan to improve my efficiency at work, categorising the tasks I have by order of importance and urgency. I think studying part-time is going to be a very good experience for me.

Miki Seki: Discovering China through CEIBS

Senior Manager of Hudson Japan K.K (under Lone Star Funds) Miki Seki is a former practicing attorney who handled everything from civil cases to corporate governance. She has big dreams and a passion for China, as she explained to *TheLINK* on the day of CEIBS FMBA's opening ceremony.

***TheLINK:* What do you think you will gain most from studying at CEIBS?**

Seki: The FMBA is only 21 months but I'm sure it will be very exciting, because there are so many outstanding teachers and students I can learn from. Over the next two years, I will have a chance to improve my Chinese, increase my knowledge in the field of finance and I'll also be able to learn more about Chinese culture, management and the country's social background as well.

***TheLINK:* What's your long-term goal?**

Seki: I have a very clear goal – to establish an enterprise that operates at a high level of profitability and also attaches great importance to CSR, or to set up a foundation that focuses on social responsibility. I think a lot of capital will find its way into Shanghai, so I hope one day I can be a CEO operating in the Shanghai market.

***TheLINK:* What advice would you give to potential FMBA applicants?**

Seki: You must have a career goal and stick to it. CEIBS' FMBA programme will definitely accelerate your progress in reaching your goal. China is developing rapidly and if you dream of advancing your career, CEIBS is the best choice to realise your goal of becoming a "future leader" in China's finance sector.



鲁阳晋



为梦想前行

文 / 朱琼敏

■ By June Zhu

鲁阳晋，中信证券财富管理部投资银行服务（IBS）总监，2006年硕士毕业以后，曾先后任职于《环球企业家》杂志、中国建设银行、上海银监局等机构。如今他又有了一个新的身份——中欧国际工商学院在职金融MBA学生。

TheLINK：您本科为中文专业，硕士则学习经济学，之后在报社做过记者，随后又在国有银行、外企及银监系统工作过。这一次又一次的转型是如何提高您的职业技能的？在职金融MBA课程会对您的职业生涯有何提升？

鲁阳晋：尽管我在不同的行业工作过，也有了一定的经验，但我的职场资历尚浅。我更喜欢将这段六年的工作经历视作一趟“自我发现”的旅程。坦诚地说，在职业选择上，我一直都是随心所欲，做自己喜欢的事，又外加机缘巧合，才会历经这么多次转型。这些年来，我通过这些岗位上的历练，积累了一些基本的素养，譬如加强了文字功底，掌握了金融领域的基本技能，并知晓了实体经济所关注的要点等。我个人认为，这些看似差异甚大的工作实则有共通之处。中欧的在职金融MBA课程会帮助我在管理和金融实务上进行一次全面提升。不论在微观的技能还是宏观的视野上，在职金融MBA课程都能给予我极大的启迪，并帮助我深入理解当下商业社会。

TheLINK：您为何选择中欧而不是其他商学院？

鲁：一直以来，中欧是我梦想进入的学院，早在2005年我尚在读研时就有所关注。经过长期的观察，我相信中欧不仅是中国最好的商学院，也能够逐步成长为世界一流的商学院。在第一次参观校园时，这里静谧的环境非常吸引我，能让人内心宁静。但在此之前，中欧一直都没有开设在职的MBA课程，所以迟迟没有机会实现梦想。而此次推出的在职

金融MBA课程从各个方面都和我的学习计划非常契合，所以我毫不犹豫地第一时间做出了选择。

TheLINK：您在履历中提到您热爱挑战，这次参加在职金融MBA的课程对您来说是不是一次挑战？您会如何在生活、工作及学习三方面保持平衡？

鲁：这次课程是挑战，但更是机遇。这会是一场神奇的体验之旅！我期待接下来两年与中欧德高望重的教授们和优秀杰出的同学们共同相处的时间。我相信我的知识面会拓宽很多。我一直坚信学习是一生的事情，只要略有空闲，就应当手不释卷；而工作很大程度上是对学习效果的检验，正所谓“知行合一，学以致用”。

TheLINK：您长期的职业目标是什么？

鲁：工作到80岁以上，成为世界一流水平的股权投资及产业并购的专业人士，成为像KKR私募股权基金集团（Kohlberg Kravis Roberts & Co. L.P.，简称KKR）创始人亨利·克拉维斯（Henry Kravis）那样能够开创潮流的杰出金融人士。

TheLINK：您对中欧在职金融MBA课程未来的申请者有何建议？

鲁：如果你有远大的金融理想并觉得技术上还存在一些不足需要马上弥补，同时还希望与一批拥有类似理想的年轻人一起来激情澎湃，那么中欧的课程便是为你量身定制的。任何时候，教育都是最好的投资！



Lucas Lu: A Dream Realised at a Dream School

Director of Investment Banking in the Wealth Management Department of CITIC Securities Co Ltd, Lucas Lu has worked in a wide variety of roles since earning his master's degree in 2006. A stint as a journalist at *Global Entrepreneur* magazine, as well as time spent at China Construction Bank and the China Banking Regulatory Commission, have led him to his current position at CITIC. Now he is complementing his impressive professional experience with a new role: FMBA student at CEIBS.

TheLINK: You studied Chinese, economics, worked as a journalist for one year and also had jobs with state-owned banks and the China Banking Regulatory Commission. How did those roles shape your professional skills and how will pursuing an FMBA at CEIBS further enhance your career?

Lucas Lu: Though I've gained a lot of experience in different industries, I feel that I still have a lot to learn. I prefer to think of the last six years as a journey of self-discovery. I chose all of those jobs by following my heart, and I had my fair share of luck! During those years, though it wasn't really planned, I acquired many important skills: I improved my writing, mastered basic financial tools, and familiarised myself with the workings of the economy. There's been a common thread among all my jobs, which is why I've been able to successfully change careers. Studying at CEIBS will definitely bolster my knowledge of management and financial practices. I think the FMBA programme will help deepen my understanding of today's financial sector, both from a micro and macro perspective.

TheLINK: Why CEIBS, instead of other business schools?

Lu: CEIBS has been my dream school since 2005, when I was a post-graduate student. Over the years, I've seen CEIBS grow, and I am convinced that one day, not only will it be the best b-school in China, but that it will be one of the best in the world. On my first visit to the school, I was struck by the peaceful campus environment, which is so suitable for studying. At the time, CEIBS had no part-time MBA programme, and I'm happy the FMBA

has been added now because it's exactly what I was looking for. It gives me flexibility to continue working, and it is totally in line with my study goals.

TheLINK: You mentioned you love challenges. Do you think doing the FMBA will be a challenge for you, in terms of maintaining work/study/life balance?

Lu: It's more of an opportunity than a challenge. I believe that after spending two years with prestigious professors and excellent fellow students, my knowledge will have expanded extensively. I think it will be a wonderful journey! I have always believed that learning takes place throughout one's life, and work is simply a test of one's learning.

TheLINK: What is your long-term goal?

Lu: I'd like to still be working well into my eighties! I want to be an expert in equity investment and industrial M&A. I particularly admire Henry Kravis, who founded Kohlberg Kravis Roberts & Co, and who I think has done outstanding work creating new trends in finance.

TheLINK: What advice would you give to potential FMBA applicants?

Lu: If you dream of being at the forefront of China's finance industry, if you want to boost your knowledge and skills, and if you want to be surrounded by the next generation of industry leaders, then this is the programme for you. Education is the best investment!



八年中欧路

——记在职金融MBA课程副主任朱炎

文 / 朱琼敏

作为一位在中欧学习和工作将近十年的校友和资深员工,中欧国际工商学院在职金融MBA课程副主任朱炎女士(MBA 1998)近日接受了TheLINK的采访。交谈中,她向我们展示了她的职业轨迹及她成为在职金融MBA——中欧十八年以来首个专业MBA课程负责人的心路历程。

TheLINK: 您于2004年正式加入中欧之前担任什么工作?您在2011年9月正式担任在职金融MBA课程的副主任,之前的工作经验对您这份工作有何裨益,您在这份工作中又有何新的体验?

朱炎:我的第一份工作是在国营外贸公司做业务员,期间接触了形形色色的人。这一经历为我此后的职业生涯奠定了良好的基础。在中欧读完MBA课程之后,我成为全球五百强企业诺华公司(Novartis)的管理培训生,在这期间涉及最多的

是销售及市场营销。在诺华这样的跨国公司里的三年工作经验赋予了我坚实的知识和技能基础。2004年9月我加入中欧,在高层经理培训部担任公司特设课程项目经理。这个职务需要你“上得了厅堂,下得了厨房”,是一个融合了业务拓展、解决方案顾问及项目管理的多元角色。四年后,我因出色的工作表现晋升为公司特设课程主任及高层经理培训部助理主任。在我任职公司特设课程期间,公司特设课程每年在收入及客户发展上都有相当的增长和进步。

尽管有较丰富的相关工作经验,在职金融MBA副主任这一职务对我而言依然是一个全新的挑战。公司特设课程的服务对象是特定公司的某一部分员工,我们会针对他们的个性化需求制定课程。这主要通过B2B的方式进行,每个项目的范围限于一家公司。而在在职金融MBA是一个全新课程,目前外界对中欧的印象主要来自我们已有的两个学位课程即MBA和EMBA,中欧在此类的全面管理课程上更为知名。因此我们必须建立起在职金融MBA课程的品牌知名度,而在操作手法上将需要结合B2B与B2C的方式。但我对扮演好这个新的角色胸有成竹,因为我有一个非常出色的团队在支持我!





3 Questions

for FMBA Programme Deputy Director Michelle Zhu

■ By June Zhu

After almost a decade working at CEIBS, Deputy Director of CEIBS Finance MBA (FMBA) Programme Michelle Zhu (MBA 1998) speaks to *TheLink* about her professional journey, and how it prepared her to be a part of the team responsible for the FMBA – the first specialised MBA programme in the school's 18-year history.

***TheLINK:* You became Deputy Director of the FMBA Programme in September 2011. What did you do before joining CEIBS in 2004, and how did those various jobs prepare you for working with the FMBA team?**

Michelle Zhu: My first job was working in a state-owned foreign trade company. The role allowed me to meet a diverse range of people, and it was a really good way to start my career. After doing my MBA at CEIBS, I joined Novartis as a management trainee, where I focused on sales and marketing. My almost three years with that MNC helped me expand my practical knowledge and sharpen my skills. I was hired by CEIBS in 2004 as Project Manager for the Company Specific Programmes (CSP) in the Executive Development Programme (EDP) department, a job that broadened my skill set even more. I did business

development, consulting and project management. Four years later, I was promoted to CSP Director and then EDP Assistant Director. Every year, the team had strong growth in sales revenue and client portfolio.

Although I've been at CEIBS for a long time and have a lot of experience, being Deputy Director of the FMBA Programme is a totally new challenge. CSP targets a group of staff at a particular company, and we would tailor the programmes to their unique needs. It is a B2B approach, and the overall scope, for each project, is within one company. In contrast, the FMBA course is a brand-new product, an excellent addition to CEIBS' well known MBA and EMBA degree programmes. Now we have to build brand awareness for our FMBA. This will require a combination of B2C and B2B; but we have a strong team and I know we can do it!



“我们希望能用心地将在职金融MBA打造为精品课程，培养十年后金融领域中的领军人物。”



TheLINK：学院对在职金融MBA课程有着一个非常清晰的愿景，这个愿景对您个人来说意味着什么？

朱：我们希望能用心地将在职金融MBA打造为精品课程，培养十年后金融领域中的领军人物。也就是说，十年之后，希望从中欧走出去的在职金融MBA毕业生至少有若干位能在金融界有一定的发言权和影响力，从而形成一个良好的循环——精品课程吸引越来越多优秀的金融及会计学教授，这无疑会加强课程的教学实力，而培养出来的毕业生在金融知识和管理能力上都更为出类拔萃。这个课程会因此享有盛誉，从而让外界形成共识——中欧是就读在职金融MBA课程的不二选择。为了实现这一愿景，我们对申请者有严格的要求，他们必须是“本科毕业或以上学历，5年以上金融机构或者其他行业从事与金融、财务相关工作的全职人员，并具有2年以上管理经验”，也就是说在金融财务知识方面必须有一定积累，而我们在在职金融MBA的班级文化也需要“谈笑有鸿儒，往来无白丁”。

尽管项目刚起步，“路漫漫其修远兮”，但是我并不觉得艰难或厌倦，而是乐在其中。能亲自参与一个新课程的开设过程让我拥有无与伦比的充实感和兴奋感。我对所有的工作都饱含强烈的热情，尤其对在中欧的这份事业非常钟情——从事教育行业，不仅能帮助他人有所提升，同时也能提升自己的个人价值和社会价值。

TheLINK：在如何拥有一个稳定平衡的职业生涯上，您有怎样的建议？

朱：我认为最重要的是想清楚自己的职业目标，同时也要尽力做好手头的事，毕竟机会青睐有准备的人。平时，必须把每一件小事做好，而工作再忙，都不能忘记保持“节奏感”——忙碌并不意味着忙乱。我相信，不论做任何事，如果能有一个明确的目标并有一个切实的计划，就定能有所收获。



***TheLINK:* The school has a clearly defined vision for the FMBA programme; what does this vision mean to you, personally?**

MZ: In keeping with the school's vision, I hope we can create a high-quality programme that cultivates "future leaders" in the finance industry. Within 10 years, we want our graduates to be among the most influential leaders in the finance sector. If we can realise this goal, we will be able to attract more and more prestigious finance and accounting professors. This will reinforce the strength of the programme and improve students' knowledge and capabilities in the financial industry. The programme's brand value will also increase, while its exceptional quality will make CEIBS the best place to pursue an FMBA degree. To achieve these goals, we have set rigorous admission criteria for applicants. They must be managers working in finance-related functions with a minimum of 5 years working experience, and at least 2 years in managerial positions. These criteria ensure that students have solid financial knowledge, and our classes will have a professional atmosphere.

Though it's only the start of the programme and we still have a lot of work to do, I can't imagine that I will ever get tired of doing this. I'm enjoying myself tremendously. Being involved in the launch of a new programme has been incredibly fulfilling and exciting. I've always been passionate about every job that I've done, but I've particularly enjoyed being at CEIBS. It is wonderful to be engaged in the education industry, where I can see improvement in others, as well as in myself.

***TheLINK:* What tips would you give for maintaining a balanced professional life?**

MZ: I think it's crucial for people to figure out their career goals, and to work hard to accomplish them. After all, chance favours the prepared mind. It's important to have a "rhythm" to one's work – being busy does not necessarily mean working in a chaotic or disorderly environment. I believe that everything should start with a goal and then a solid plan – then we go from there.

**"In keeping with the school's vision,
I hope we can create a high-quality programme
that cultivates future leaders
in the finance industry. "**





特别鸣谢

这个秋天，中欧校园中迎来了一群新面孔——62位首届中欧在职金融MBA学生。新班级的诞生得到了中欧广大校友的大力支持，在200多位2012级在职金融MBA课程申请者中，有近40%的申请者通过校友接触到在职金融MBA课程信息；共有90多位校友为申请者撰写了推荐信，其中大部分的校友都是金融行业和实业的高层管理者，不仅拥有丰富的行业经验且阅人无数，他们的推荐信给招生委员会提供了很有价值的参考意见。

多年来，中欧的校友们积极投身于中欧社区的各项活动，参加校友分会及俱乐部活动、参与学位课程面试工作、推荐同事朋友参加中欧各大课程等等。校友的支持是中欧最宝贵的一笔财富。

在此，我们由衷地感谢所有撰写推荐信以及帮助新同学完成申请过程的校友。

特别感谢名单如下（排名按首字母排序）：



姓名	公司	职位	班级
曹建伟	郑州宇通客股份有限公司	企业管理总监	EMBA2009
曹杰	安徽新华传媒股份有限公司	党委书记 董事长	EMBA2007
陈发树	新华都实业集团股份有限公司	董事长	CEO2008
陈明夏	瑛明律师事务所	合伙人	EMBA2010
陈武	上海应天创业投资有限公司	总经理	EMBA2007
陈祥	上海丰洛企业管理有限公司	总经理	EMBA2009
陈晓明	上海市商委办公室	副主任	EMBA2007
陈逸辛	信诚基金管理有限公司	代理首席运营官	EMBA2011
崔家鲲	招商银行上海分行	营业部总经理	EMBA2006
董莉	锐迪科微电子有限公司	首席财务官	EMBA2002
方蔚豪	远东国际租赁有限公司	常务副总裁	EMBA2004
方雄	上海仲裁委员会	副主任兼秘书长	EMBA1996
费小妹	上海市嘉定区政府	区委常委、副区长	EMBA2011
傅志芳	万向财务有限公司	总裁	EMBA2003
顾越	中国太平洋保险（集团）股份有限公司	副总经理	EMBA2003
贺青	上海银行	副行长	EMBA2007
胡凯	上海威达高科技（集团）有限公司	董事长	EMBA2003
黄坤洁	红星美凯龙集团	人力资源总监	MBA1999
黄鑫	云锋基金	董事总经理	EMBA2009
黄勇	平安资产管理有限责任公司	副总经理	EMBA2008
纪强	盛大游戏	财务总监	EMBA2011
金宇	中国国际金融有限公司	执行总经理	MBA2002
荆伟	国信证券股份有限公司上海分公司	执行总经理	EMBA1999
井宇	上海新万通投资控股（集团）有限公司	董事长	EMBA2002
郎小青	中信银行上海分行	副行长	EMBA1997
李昞	英特尔（中国）有限公司上海分公司	副总经理	EMBA2009
李峻	华宝信托有限责任公司	信息技术部总经理	EMBA2007
李良光	福建海源自动化机械股份有限公司	董事长	EMBA2008
李人洁	Prax Capital	合伙人	MBA1997
连凯	诺亚财富管理	产品研发总监	EMBA2007
梁宇峰	东方证券股份有限公司	研究所所长	EMBA2008
刘及欧	崇德基金投资公司	董事总经理	CEO2010
刘奇志	福建嘉华创业投资有限责任公司	董事长	EMBA2009
刘秋明	瑞银证券	董事总经理	EMBA2010



Special Thanks

The 62 students who enrolled in CEIBS part-time FMBA this autumn have joined us thanks to strong support from the entire CEIBS alumni community. Among the more than 200 applications, nearly 40% learned about the programme from CEIBS alumni. More than 90 alumni – most of whom are senior executives from the financial or industrial sectors, with years of industry knowledge and expertise – have provided worthy applicants with letters of

recommendation.

For years, CEIBS alumni have played an active role in various events and activities organised by the school, the regional alumni chapters and alumni clubs, assisting in degree-course interviews, and recommending their colleagues and friends for CEIBS' programmes. Their support has been invaluable.

Our sincere gratitude to:

Name	Company	Position	Class
Cao Jianwei	Zhengzhou Yutong Bus Co	Director	EMBA2009
Cao Jie	AnHui XinHua Media Co	Party Secretary Chairman of the Board	EMBA2007
Chen Fashu	New Huadu Industrial Group Co	President	CEO2008
Chen Mingxia	Chen & Co Law Firm	Company Founder	EMBA2010
Chen Wu	Shanghai Yingtian Venture Co	General Manager	EMBA2007
Tailor Chen	Shanghai Great Project Management Co	Manager	EMBA2009
Chen Xiaoming	Shanghai Municipal Commission Of Commerce	Vice Director	EMBA2007
Rock Chen	CITIC-Prudential Fund Management Co	Deputy Chief Operation Officer	EMBA2011
Cui Jiakun	China Merchants Bank Shanghai Branch	Branch General Manager	EMBA2006
Lily Dong	RDA Microelectronics, Inc	CFO	EMBA2002
Fang Weihao	International Far Eastern Leasing Co	Vice President	EMBA2004
Fang Xiong	Shanghai Arbitration Commission	Deputy Director	EMBA1996
Fei Xiaomei	Government of Shanghai Jiading District	Deputy Director	EMBA2011
Fu Zhifang	Wanxiang Finance Co	CEO	EMBA2003
Gu Yue	China Pacific Insurance (Group) Co	Deputy GM	EMBA2003
He Qing	Bank of Shanghai	Vice President	EMBA2007
Hu Kai	Weida Enterprise Structure	Chairman	EMBA2003
Ann Huang	Red Star Holdings Ltd	Senior Human Resource Director	MBA1999
Huang Xin	YF Capital	Managing Director	EMBA2009
Huang Yong	Ping An Asset Management Co	Deputy General Manager	EMBA2008
Ji Qiang	Shanda Games	Financial Controller	EMBA2011
Peter Jin	China International Capital Co	Vice President	MBA2002
Jing Wei	Guosen Securities Co., Ltd. Shanghai Management Dept	Managing General Manager	EMBA1999
Jing Yu	Xing Wan Tong Investment Co	Chairman	EMBA2002
Lang Xiaoqing	China Citic Bank Shanghai Branch	Deputy General Manager	EMBA1997
Dan Li	Intel China Ltd. Shanghai Branch	Vice President	EMBA2009
Li Jun	Hwabao Trust Co	General Manager, IT Dept.	EMBA2007
Li Lianguang	Fujian Haiyuan Automatic Equipments Co	President	EMBA2008
Ellen Li	Prax Capital	Partner	MBA1997
Lian Kai	Noah (China) Holdings Limited	General Manager	EMBA2007
Liang Yufeng	Orient Securities Co	Head of Rearch	EMBA2008
Liu Ji'ou	China Renaissance Capital Investment Inc	Managing Director	CEO2010
Liu Zhiqi	Fujian Jiahua Investment Co	President	EMBA2009
Trimmy Liu	UBS	Managing Director	EMBA2010



姓名	公司	职位	班级
刘天民	软银投资中国	副总裁	CEO2009
陆青	中宏人寿保险有限公司	财务总监、风险管理负责人	MBA2000
罗伟德	中国东方航空股份有限公司	CFO	EMBA1997
马华民	普德制药有限公司	总经理	EMBA2004
毛丞宇	IDG VC创业投资咨询(北京)有限公司	合伙人	MBA1997
苗涛	浙江联众卫生信息科技有限公司	CEO	EMBA2008
宁利萍	李尔管理(上海)有限公司	财务总监 - 亚太区商务分析	MBA2003
潘水苗	云锋基金	董事	EMBA2011
彭桂林	中国银联股份有限公司	风险总监	EMBA2003
乔志刚	申能(集团)有限公司	副总经理	EMBA2001
秦晋克	中化国际(控股)股份有限公司	财务总部副总经理	EMBA2009
沈黎	中国国际金融有限公司	董事总经理	MBA2000
石建明	晨创启兴(上海)投资管理咨询有限公司	董事总经理	MBA1998
施顺华	招商银行苏州分行	行长	EMBA2003
孙国雄	兴业证券股份有限公司	公司总裁助理	EMBA2008
孙伟	上海宏伟房地产开发有限公司	董事长	EMBA2007
孙欣	金浦产业投资基金管理有限公司	董事总经理	MBA1998
王国斌	东方证券股份有限公司	副总裁	EMBA2004
王晓霞	汇丰银行(中国)有限公司	环球资本市场部高级副总裁	EMBA2011
王玉普	全国总工会	党组书记、副主席、书记处第一书记	EMBA2003
王志勇	联梦中国控股有限公司	总裁	EMBA2008
文武	上海高和有色金属发展有限公司	董事长	EMBA2004
吴承峰	瑞易信息技术(上海)有限公司	销售总监	EMBA2006
吴英华	上海家化联合股份有限公司	副董事长	EMBA1996
肖永吉	上海南风股权投资管理有限公司	董事长	MBA1995
徐鼎	中国工商银行私人银行部(上海)	副总经理	EMBA2009
徐天舒	兴业全球基金管理有限公司	副总经理	EMBA2011
许开程	南光(集团)有限公司	董事长	EMBA1995
颜立新	通标标准技术服务有限公司	大中华区执行副总裁兼自然资源部总经理	DIMP1998
杨光	中国光大银行郑州分行	副行长、中欧河南校友会副秘书长	EMBA2005
杨蔚年	上海白猫(集团)有限公司	副总经理	CFO2005
叶小松	新加坡印咨询集团私人有限公司	董事长	EMBA2009
殷嵘	复地股份有限公司	副总裁	EMBA2011
尹嘉	华泰资产管理有限公司	股权投资总监	EMBA2008
余道江	诺信(中国)有限公司	财务总监	EMBA2009
俞妙根	富越资本	CEO	EMBA2000
袁良永	中银投资浙商产业基金管理有限公司	基金投资部总经理	MBA2006
张灿辉	苏拉(金坛)纺织机械有限公司	财务总监	EMBA2010
张革	光大通信数码有限公司	CEO	CEO2009
张瀚	招商银行小企业信贷中心	总裁助理兼上海区域总部总经理	EMBA2008
张坚锋	太平洋造船集团	财务总监	CFO2005
张建卫	中国外运(集团)总公司	执行董事兼总裁	EMBA1996
张剑云	华安基金管理有限公司	销售总监	MBA2003
张彤	华西证券有限责任公司	经管综合管理部总经理	EMBA2010
张晓喆	华宝信托有限责任公司	副总裁	CFO2010
张艳萍	中青飞扬传媒	董事长	EMBA2006
张月平	江苏金昇实业股份有限公司	总裁	EMBA2009
张振远	欧源股权投资管理公司	董事总经理	MBA2001
赵浦	上海有喜实业有限公司	助理总裁	EMBA2002
赵维茂	上海鹏欣房地产集团有限公司	总裁	EMBA2003
周斌华	上海康恒环境工程有限公司	财务总监	EMBA2008
周波	上海市人民政府	副秘书长兼发改委主任	EMBA1995
朱益明	建设银行上海市分行	综合管理部总经理	EMBA1999



Name	Company	Position	Class
Liu Tianmin	SB China Venture Capital	Vice President	CEO2009
Lu Qing	Manulife–Sinochem Life Insurance Co	CFO & Head of Risk Management	MBA2000
Luo Weide	China Eastern Airlines Co	CFO	EMBA1997
Edward Ma	Pagoda Pharmaceuticals	General Manager	EMBA2004
Michael Mao	IDG Capital	Partner	MBA1997
Miao Tao	Zhejiang Mediinfo I.T. Co	CEO	EMBA2008
Cathy Ning	Lear Corporation (Shanghai) Ltd	Commercial Finance Director – Aisa	MBA2003
Pan Shuimiao	YF Capital	Director	EMBA2011
Peng Guilin	China UnionPay		EMBA2003
Qiao Zhigang	Shenergy (Group) Co	Deputy General Manager	EMBA2001
Qin Jinke	Sinochem International Corporation	Deputy General Manager of Finance Dept.	EMBA2009
Shirley Shen	China International Capital Co	Managing Director	MBA2000
Ken Shi	Morningside TMT (Shanghai) Limited	Managing Director	MBA1998
Shi Shunhua	China Merchants Bank Suzhou Branch	Sub–Branch Manager	EMBA2003
Sun Guoxiong	Industrial Securities Co	Assistant President	EMBA2008
Johnson Sun	Shanghai Hongwei Real Estate Development Co	President	EMBA2007
Cindy Sun	GP Capital Co	Managing Director	MBA1998
Wang Guobin	Orient Securities Asset Management Co	Vice President	EMBA2004
Wendy Wang	HSBC Bank (China) Co	Global Market Senior VP	EMBA2011
Wang Yupu	All China Federation of Trade Unions	Secretary of the Party	EMBA2003
Warren Wang	M Dream China (Holdings) Ltd	President	EMBA2008
Wen Wu	Shanghai Goawoo Nonferrous Metals Development Co	President	EMBA2004
Charles Wu	Retail Solutions	Sales Director	EMBA2006
Wu Yinghua	Shanghai Jahwa United Co	Vice Chairwoman	EMBA1996
Bernard Xiao	Shanghai South Wind Investment Management Co	Chairman	MBA1995
Duke Xu	ICBC Shanghai Branch	Deputy General Manager of the Personal Banking Department	EMBA2009
Hector Xu	Aegon–Industrial Fund Management Co	Deputy General Manager	EMBA2011
Xu Kaicheng	Nam Kwong (Group) Co	Chairman	EMBA1995
Lisson Yan	Sgs–Cstc Standards Technical Services Co	VP and General Manager	DIMP1998
Yang Guang	China Everbright Bank Zhengzhou Branch	Vice President	EMBA2005
Yang Weinian	Shanghai Whitecat (Group) Co	Vice General Manager	CFO2005
Ye Xiaosong	Empower Consulting Group Pte, Ltd, Singapore	Board Chairman	EMBA2009
Yin Rong	Shanghai Forte Land Co	Vice President	EMBA2011
Yin Jia	Huatai Asset Management Co	Executive Director of Equity Investment	EMBA2008
Fisher Yu	Nordson (China) Co	Finance Director	EMBA2009
Yu Miaogen	Fullyield Captial	CEO	EMBA2000
Leon Yuan	Bocgi Zheshang Investment Fund Management	Executive Director, Investment Department	MBA2006
Kevin Zhang	Saurer Jintan Textile Machinery Co	CFO	EMBA2010
Zhang Ge	EBT Digital Communications Retail Group	CEO	CEO2009
Zhang Han	China Merchants Bank Small Enterprise Credit Center	Assistant President & Shanghai Branch General Manager	EMBA2008
Jeff Zhang	Sinopacific Shipbuilding Group Co	CFO	CFO2005
Zhang Jianwei	Sinotrans Group	Executive Director & President	EMBA1996
Jane Zhang	Hua An Fund Management Co	Sales Director	MBA2003
Zhang Tong	Huaxi Securities Co	Brokerage Management Headquarters, Vice General Manager	EMBA2010
Jessie Zhang	Hwabao Trust Co	Vice President	CFO2010
Zhang Yanping	CY Flying Media	Chairman	EMBA2006
Zhang Yueping	Jiangsu Jinsheng Industry Co	President	EMBA2009
John Zhang	Alwin Capital Co	Managing Director	MBA2001
Paul Zhao	Shanghai UKI Enterprise Co	Chairman	EMBA2002
Zhao Weimao	Shanghai Pengxin Group Co	Vice President	EMBA2003
Zhou Binhua	Shanghai SUS Enviroment Co	CFO	EMBA2008
Zhou Bo	Shanghai Municipal Development & Reform Commission	Director	EMBA1995
Zhu Yiming	China Construction Bank Shanghai Branch	Chief Manager	EMBA1999



2012中欧 CEO校友 美国硅谷— 斯坦福游学 圆满结束

CEO Silicon Valley Study Tour

7月21日，22位中欧国际工商学院CEO课程学员圆满结束为期一周的美国硅谷—斯坦福创新与领导力课程的学习。

本次带队的两名中欧教授分别是著名经济学家许小年教授和中欧中国创新中心（CCI）的主任马科恩（Bruce McKern）博士。游学团受到了前斯坦福校长威廉·米勒（William Miller）教授的热诚接见。学员们在一周中聆听了五位斯坦福著名教授的精彩传道，他们分别是：罗伯特·伯格曼（Robert Burgelman）教授题为“增长战略”的讲课；渊博风趣的年轻教授伊利厄·斯塔拉比尤莱夫（Ilya Strabulev）题为“创业型公司增长的内外融资”的讲课；拜尔教授海姆·门德尔松（Haim Mendelson）题为“创新电子商务企业战略”的讲课；著名组织行为学教授杰弗瑞·菲佛（Jeffrey Pfeffer）题为“企业增长面临的领导力挑

战”的讲课；以及美国总统选举专家、斯坦福胡佛研究所副主任大卫·布雷迪（David Brady）对美国经济和选举的分析。由于授课地点选在胡佛研究所，学员们还参观了蒋介石日记档案，与胡佛研究员郭岱君博士展开了关于中国近代史的热议讨论。

在此次游学中，学员们参观了位于硅谷的几家著名企业，包括全球最佳雇主之一的谷歌（Google）、创新咨询公司IDEO以及全球领先的互联网解决方案供应商思科（Cisco），并与公司高层进行了互动讨论。此外，学员们还与定居硅谷的段永平校友、硅谷的专业人士以及宋氏家族后人、斯坦福胡佛研究所蒋宋孔陈档案把关人宋曹璇女士共进晚宴进行交流。

“我参加过很多类似课程，这次中欧组织的硅谷—斯坦福游学课程质量绝不亚于哈佛、伦敦商学院和沃顿的同类课程。”中欧校友、著名投资家赵丹阳如是说。

CEIBS CEO alumni successfully completed a one-week Innovation and Leadership Programme that took them to Stanford University and Silicon Valley between July 21 and 22.

The study tour was led by renowned economist, CEIBS Professor Xu Xiaonian and the Co-Director of CEIBS Centre on China Innovation (CCI) Prof Bruce McKern. During the tour, the alumni were warmly welcomed by former Vice President of Stanford University William Miller, and they attended insightful lectures by five notable Stanford professors: Robert Burgelman who spoke on Growth Strategy, Ilya Strabulev on How to Support the Growth of Entrepreneurial Companies through Internal/External Financing, Haim Mendelson on Strategies of Innovative E-commerce Businesses, Jeffrey Pfeffer on Leadership Challenges in Growing a Company, and Deputy Director of Stanford Hoover Institution David Brady on the U.S. Economy and Presidential Election.

The Hoover Institution was the venue for all lectures, so the CEIBS CEO alumni also paid a visit to the Institution's Library and Archives where the diaries of Chiang Kai-Shek are deposited. They also had a lively discussion with Hoover Research Fellow Dr Tai-chun Kuo on the modern history of China.

As part of the study tour, the group also visited several well-known Silicon Valley enterprises: Google, design and innovation consulting firm IDEO, and the world's leading Internet solutions provider CISCO. They exchanged views with executives of these enterprises. In addition, they dined with CEIBS alumnus Duan Yongping (who now lives in Silicon Valley), a number of Silicon Valley professionals, and Hoover Researcher Shirley Soong from the Soong family.

"I have participated in many programmes similar to this CEIBS study tour and it is on par with those organised by Harvard, LBS, and Wharton," said CEIBS alumnus and famed investor Mr Zhao Danyang.





中欧成为创业基金

点燃激情, 成就梦想

中欧成为创业基金(CEIBS-Chengwei Venture Capital Fund)的成立旨在鼓励中欧学员及校友中的创业者, 并为他们创业和发展提供融资帮助。一期基金规模达一亿美元, 专注于投资中欧校友创建或管理的初期及成长期企业。基金所获得的财务收益亦将与中欧教育基金分享, 以支持中欧开展日常教学科研运作, 不断提高研究和教育质量。以此形成的良性生态圈, 促进中欧的资源优势的最大发挥。

我们提供

- ▶ 第一期基金规模一亿美元, 单笔投资最高 1,500 万美元的股权投资
- ▶ 从商业概念到具体实施的全程咨询服务, 协助完成初始可行性研究
- ▶ 来自中欧教授以及中欧成为投资顾问委员会成员的专业支持及咨询意见

申请流程

商业计划书 → 初步评估 → 投资委员会 → 立项

“ 唯一与中欧分享财务收益的基金
唯一一只投资中欧学生和校友的基金
唯一与中欧国际工商学院共同成立的基金 ”

我们寻找

秉承中欧价值观和卓越准则且志在创业的中欧学员及校友。我们将以少数股权投资的方式为新创企业提供融资。我们的投资标准如下:

- ▶ 具有明确的市场机遇
- ▶ 有志于创业的中欧在校生和校友
- ▶ 具可行性、可扩展性和可持续性的商业模式

联系我们

有融资意向的校友请将商业计划书或公司介绍等信息发送至 ceibschengwei@ceibs.edu

电话: +86 21 28905269
传真: +86 21 28905273

邮件: ceibschengwei@ceibs.edu
网址: www.ceibs.edu/fund

德国邮政敦豪集团首席执行官 做客中欧

7月4日，德国邮政敦豪集团 (Deutsche Post DHL) 首席执行官弗兰克·阿佩尔博士 (Frank Appel) 在中欧举办的高管论坛上向在座听众阐述了物流在当今多变的全球化世界中的重要性。他的讲座题为“递送未来：2050年的世界与物流的作用”，吸引了包括中欧教授、MBA和EMBA学生、校友以及本土物流公司管理者在内的100多位听众。中欧运营管理教授柯雷孟 (Thomas Callarman) 主持了这次讲座。在开场致辞中，柯雷孟教授介绍了敦豪集团和中欧之间的长期合作关系。中欧从敦豪集团优秀的物流和供应链管理经验中获益匪浅，双方的合作增强了中欧的研究和教学能力。

阿佩尔博士讲解了德国邮政敦豪集团的最新研究报告“2050年的物流：一个案例研究”。这一案例研究着眼于宏观经济、地缘政治、社会和技术趋势，对物流业的未来发展进行全面而深远的剖析。来自敦豪集团内外部众多专家都参与了这一案例研究。阿佩尔博士认为，当今世界经济的不稳定性将对物流业的发展产生重大影响。他预计今后物流需求将持续增长，物流提供商将寻求外包，同时将有更多新的贸易路线得以开辟。他还指出了一些值得关注的重要领域，例如减少碳排放、全球贸易增长、城市物流、信息物流和高效逆向物流管理方案。

CEIBS Hosts CEO of Deutsche Post DHL

During an Executive Forum held

on July 4, Dr Frank Appel, CEO of Deutsche Post DHL, shared his insight on the role of logistics in an ever-changing and globalised world. His lecture, “Delivering Tomorrow: Our World in 2050 and the Role of Logistics”, attracted an audience of over 100, including professors, MBA and EMBA students, alumni, and leaders from local logistics companies. CEIBS Professor of Operations Management Thomas Callarman moderated.

In his opening remarks, Prof Callarman highlighted the longstanding collaboration between DHL and CEIBS. The school has benefited greatly from the company's expertise in logistics and supply chain management, he said, adding that CEIBS' research and teaching capabilities have also been enhanced by the relationship.

During his lecture, Dr Appel introduced “Logistics 2050: A Scenario Study”, which delivers a comprehensive and far-reaching analysis of the future of logistics. The study focuses on macroeconomic, geopolitical, social and technological trends, and both DHL-internal and external experts participated. The current instability of the world economy will heavily affect the logistics environment, said Dr Appel, who predicts that there will be an increasing need for logistics, an outsourcing of logistics providers, as well as new trade routes. He also suggested some key areas that it could be beneficial to watch: decarbonisation, the strengthening of global trade, city logistics, information logistics, and efficient reverse solutions.



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



中欧校园基金



中欧研究基金



中欧发展基金



中欧奖学金基金



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 Research Fund



CEIBS Development Fund



CEIBS Scholarship Fund



中欧校友会新添四个海外分会 4 New Overseas Chapters

法国校友分会

法国校友分会于6月12日成立，目前已有70多位校友加入，其中约40位定居巴黎，还有约20位不常住法国，但希望参加该分会的活动。

法国校友分会颇为活跃，已与其他一些商学院的校友团体建立了紧密联系。法国分会校友们参加了西班牙IESE商学院校友举办的维亚索（Villarceaux）高尔夫球之旅，还在7月参加了巴黎高等商学院（HEC）校友会的国际发展团体在夏天来临前举办的最后一次业余聚会。

9月，法国校友分会迎来第一次重大活动：为中国多所大学在法国的校友举办一场鸡尾酒会，出席者包括同济、复旦、北大、清华的毕业生，当然也包括中欧校友。当月，法国校友分会还和巴黎高等商学院一同为新入学的交换生举办了欢迎活动。



01

法国校友分会理事会成员

- 会长：蔡明泼（EMBA 2004），凯辉私募股权投资基金总裁
副会长：何毅，中国依视路控股公司总裁
秘书长：达米恩·阿勒芒（2010级交换生）
财务：鲁文·瑞科（MBA 2010）
联络干事：戴维·沙皮拉（2004级交换生）
主要联系人：达米恩·阿勒芒（邮箱：adamien.ex10@ceibs.edu）

France Chapter

Launched on June 12 during an Alumni Study Tour, this Chapter now has more than 70 members, including about 20 who will follow its activities from abroad and about 40 in Paris.

The Chapter is already very active and has forged ties with alumni groups from other business schools. Members joined IESE alumni for golfing in Villarceaux, and in July

今年夏天，中欧国际工商学院的海外校友网络扩展迅速——四个新校友分会陆续在法国、菲律宾、瑞士和德国成立。学院教务长约翰·奎尔奇以出席成立仪式或在分会成立之后会见分会校友等方式，代表校方正式欢迎它们加入中欧校友网络。

CEIBS' overseas alumni network grew rapidly this summer, with four new chapters launched – in France, the Philippines, Switzerland and Germany. CEIBS Dean John Quelch officially welcomed each Chapter to the CEIBS community, either by attending the launches or meeting members shortly after.

were with the HEC Alumni International Development group for their last after-work gathering before the summer began.

In September the Chapter's first major project was to gather alumni of Chinese Universities in France – including Tongji, Fudan, Beida, Tsinghua and, of course, CEIBS – for a cocktail reception. During that month they also worked with HEC in welcoming incoming exchange students.

COUNCIL LEADERS

- Chairman:** Cai Mingpo (EMBA 2004), President of Cathay Capital Private Equity
Chairman: He Yi, President of Essilor Holding Company, China
Secretary General: Damien Allemand (Exchange 2010)
Treasurer: Rubén Rico (MBA 2010)
Communications Officer: David Schapira (Exchange 2004)
Main contact: Damien Allemand at adamien.ex10@ceibs.edu



02

菲律宾校友分会

菲律宾校友分会 (CAAPHC) 于8月10日在马尼拉半岛的加西亚别墅举行了成立仪式。尽管适逢暴雨和洪灾，成立仪式仍然以其间的友情、快乐、鼓舞人心的演讲以及各种各样的美食而令人难以忘怀。

到场嘉宾包括菲律宾财务部秘书恺撒·普里希马 (Cesar Purisima) 先生、菲中工商联合会名誉会长蔡聪妙先生、吉事多公司董事长蔡其仁先生和第一人寿金融公司总裁兼首席执行官彼德·科尤多 (Peter Coyiuto) 先生。

Philippines

The CEIBS Alumni Association Philippines Chapter (CAAPHC) was inaugurated on August 10 during an impressive ceremony at the Garcia Villa, Manila Peninsula. Despite torrential rain and floods, the afternoon was filled with camaraderie, fun, inspirational speeches, and good food.

Among the special guests were Mr Cesar Purisima, Philippines' Department of Finance Secretary; Mr Francis Chua, Filipino-Chinese Chamber of Commerce & Industry's Honorary President; Mr Alfredo Yao, Chairman of Zest-O Corporation; and Mr Peter Coyiuto, President & CEO of First Life Financial.

✓ 菲律宾校友分会理事会成员

- 会长：梁志诚 (MBA 2006)
- 副会长：郭明渊 (MBA 2007)
- 秘书长：庄子德 (MBA 2009)
- 联络干事：应大卫 (MBA 2008)
- 活动干事：蔡文玲 (MBA 2010)
- 联系方式：caaphc@ceibs.edu

✓ COUNCIL LEADERS

- President:** Karl Leung (MBA 2006)
- Vice President:** Bryan Que (MBA 2007)
- Secretary General:** Carl Chung (MBA 2009)
- Communications Officer:** David Ingles (MBA 2008)
- Events Officer:** Roslyn Chua (MBA 2010)
- Contact:** caaphc@ceibs.edu



瑞士校友分会

瑞士校友分会（CASA）于8月26日成立。香港瑞士商会前任会长汉斯-鲁埃迪·孔兹（Hans-Ruedi Kunz）、瑞士圣加仑大学（HSG）校友会主管丹尼尔·巴格茨（Daniel Bargetze）以及来自瑞士商业与文化领域的嘉宾们出席了成立仪式。

不同于其他校友分会的一点是，瑞士校友分会拥有企业合作伙伴——瑞士联合银行集团（UBS）。双方在成立仪式上宣布了合作关系。瑞士联合银行集团亚太财富管理业务部的安托万·朗吉特（Antoine Longuet）和贾斯汀·孙（Justin Sun）出席了仪式。

✓ 瑞士校友分会理事会成员

会长：安德烈亚斯·图尔斯特（MBA 2009）

副会长：亚历山大·坡米（MBA 2010）

副会长：罗伯特·塞勒（MBA 2010）

活动、公关和媒体联络：雷纳特·法尔尼（2007级交换生）

03



左起依次为：汉斯-鲁埃迪·孔兹（本色人力资源服务公司）、雷纳特·法尔尼（CASA公关联络人）、安德烈亚斯·图尔斯特（CASA会长）

From left: Hans-Ruedi Kunz (True Colours HR Solutions Ltd), Renate Fahrni (PR Relations of CASA), Andreas Duerst (President of CASA)

Switzerland

CEIBS Alumni Switzerland Association (CASA) was established on August 26 at a launch attended by former President of the Swiss Chamber of Commerce in Hong Kong Hans-Ruedi Kunz, head of the HSG alumni network Daniel Bargetze, along with other guests from the Swiss business and cultural arena.

CASA is unique in that it has a corporate partner – UBS. The announcement was made at the launch, which was also attended by Antoine Longuet and Justin Sun, both from UBS AG Switzerland WM APAC.

✓ COUNCIL LEADERS

President: Andreas Duerst (MBA 2009)

Vice-President: Alexandre Pomi (MBA 2010)

Vice-President: Robert Seiler (MBA 2010)

Event, PR and Media Contact: Renate Fahrni (Exchange 2007)

Contact: andreas@duerst.net



德国校友分会

德国校友分会于8月27日在法兰克福成立。会长克里斯托弗·雷默 (Christopher Roemer) 介绍了到场嘉宾——中欧副院长兼教务长约翰·奎尔奇、中国驻法兰克福总领事馆刘小绿领事、德国商会的古德龙·格罗斯 (Gudrun Grosse) 以及来自哈佛商学院、伦敦商学院、瑞士国际管理发展商学院 (IMD) 和欧洲工商管理学院 (INSEAD) 校友会的重要嘉宾们。

德国校友分会的目标是成为中欧全球校友分会中的佼佼者之一，持续加强校友与母校中欧以及德中两国的商业团体之间的联系。中欧的德国校友中有半数左右目前定居中国，因此德国校友分会在促进中国与欧洲的关系发展方面将扮演重要的角色。

中欧国际工商学院将持续扩展海外校友网络。校友分会设立事宜敬请联络校友关系部。

成功设立校友分会的关键因素如下：要有若干热情的、富有奉献精神 and 创业精神的校友作为骨干，他们将向其他校友提出动议并保持与学院的联络；要有兴趣成为中欧发展的一个组成部分；要有两到三位愿意领导团队、主动采取行动的校友；还需要有数量足够的校友作为基础。

✓ 德国校友分会理事会成员

会长：克里斯多夫·雷默 (MBA 1997)

副会长：奥立佛·布伦斯 (MBA 2006)

秘书长：派却克·坦贝 (SEPC 2006)

联络干事：约尔格·海斯 (MBA 2007)

活动干事：安妮卡·多尔 (MBA 2010)

其他：

荣誉会长：豪斯特·勒歇尔教授，法兰克福金融管理学院

驻上海联络员：丹尼尔·马纳特-鲁埃克 (MBA 2007)

联系方式：romerchris@yahoo.com

Germany

The CEIBS Alumni Germany Chapter was inaugurated on August 27 in Frankfurt. The event got underway with Chairman Christopher Roemer's introduction of the honorary guests: CEIBS Vice President and Dean John Quelch, Liu Xiaolv from the Chinese Consulate in Frankfurt, Gudrun Grosse from the German Chamber of Commerce, as well as distinguished guests from the alumni chapters of Harvard Business School, London Business School, IMD and INSEAD.

The Germany Chapter's vision is to become one of the strongest CEIBS alumni chapters worldwide, as members continuously foster the relationship between alumni, their alma mater and the business communities in Germany and China. About half of the German alumni are located in China, which places the organisation in a strong position to leverage and connect networks in China and Europe.

CEIBS will continue its overseas expansion of the school's alumni network. To initiate a chapter launch, simply contact the Alumni Relations Office.

Key factors needed for a successful launch are: a base of enthusiastic and committed individuals with entrepreneurial spirit who will promote the idea to other alumni and liaise with the school; an interest in being an integral part of CEIBS' development; two to three alumni who are willing to lead the group and take initiative; and a member base of a sustainable size.



左起依次为：刘小绿、中欧教务长约翰·奎尔奇、奥立佛·布伦斯、克里斯多夫·雷默、安妮卡·多尔、派却克·坦贝和约尔格·海斯。

(From left) Liu Xiaolv, CEIBS Dean John Quelch, Oliver Bruns, Christopher Roemer, Annika Doerr, Patrick Tamby, Joerg Heise.

✓ COUNCIL LEADERS

Chairman: Christopher Roemer (MBA 1997)

Vice-Chairman: Oliver Bruns (MBA 2006)

General Secretary: Patrick Tamby (SEPC 2006)

Communications Officer: Joerg Heise (MBA 2007)

Event Officer: Annika Doerr (MBA 2010)

Others:

Honorary President: Professor Horst Loechel, Frankfurt School of Finance & Management

Shanghai-based Liaison Officer: Daniel Mahnert-Lueg (MBA 2007)

Contact: romerchris@yahoo.com

国内三地中欧校友分会及联络处陆续成立 CEIBS Alumni Network Expands to 3 Chinese Cities

盛夏时节，中欧国际工商学院校友海内外网络同步快速扩展。在新设4个海外分会的同时，校友会亦于国内三地新添两个分会及一个联络处，它们分别是：呼和浩特分会、新疆分会及长春联络处。

呼和浩特分会

7月25日，中欧校友会呼和浩特分会成立暨第一次会员大会在呼和浩特举行。学院院长朱晓明教授、校友关系事务部主任王庆江及北京代表处助理主任宋士新专程出席。呼和浩特市政协党组书记、主席张彭慧，呼和浩特市政协副主席、财政局长银孝，内

蒙古伊利股份有限公司董事长、总裁潘刚，天邦股份有限公司副董事长、总经理张邦辉，内蒙古金融投资集团董事长、呼和浩特市金融办主任王振坤以及呼和浩特地区的学院校友三十余人参加了成立大会。

新疆分会

8月10日，中欧校友会新疆分会成立仪式在乌鲁木齐隆重举办。中欧领导、老师、校友及校友家属100余人参加了成立仪式。学院副教授陈杰平教授、经济学与金融学教授许小年博士、校友关系事务部主任王庆江主任、北京代表处副首席代表肖斌女士和EMBA

助理主任周华军先生代表学院出席了活动。

长春联络处

7月3日，中欧长春校友联络处正式成立，校友代表EMBA99级陈伟根校友（吉林省委常委、副省长），EMBA00级徐刚校友（四平宏宝莱集团股份有限公司，总经理），DIHMP03级牛俊奇校友（吉林大学第一医院，副院长）以及EMBA12级张凯明（吉林省四平市，副市长）等参加了成立活动。中欧校友关系事务部主任王庆江和助理主任傅丹阳也专程赶赴长春与大家欢聚一堂。

呼和浩特分会第一届理事会名单

职务	姓名	班级	机构及任职
会长	张彭慧	EMBA05	呼和浩特市政协主席
副会长	王恒俊	EMBA05	呼和浩特市副市长
副会长	银孝	EMBA05	呼和浩特市政协副主席
副会长	刘文玉	EMBA06	呼和浩特市市委常务秘书长
副会长	潘刚	EMBA02	内蒙古伊利实业集团股份有限公司董事长、总裁
副会长	杨文俊	CEO08	内蒙古蒙牛乳业（集团）股份有限公司副董事长
副会长	张邦辉	EMBA05	天邦股份有限公司董事长、总经理
秘书长	王振坤	EMBA07	呼和浩特金融投资集团董事长、呼和浩特市金融办主任

新疆分会第一届理事会名单

职务	姓名	班级	机构及任职
荣誉会长	刘见明	EMBA09	新疆维吾尔自治区党委组织部副部长
会长	赵新军	EMBA09	新疆天山水泥股份有限公司董事、总裁
副会长	李刚	EMBA10	上海智本正业投资管理有限公司董事长
副会长	李瑞琴	创业营	新疆乡都酒业有限公司董事长
秘书长	胡传德	EMBA10	新疆五合果业股份有限公司董事长
秘书长	龚一晓	EMBA10	美克投资集团有限公司培训总监
理事	吴晓东	EMBA06	新疆丹璐时尚百货有限公司执行董事
理事	吕能	EMBA07	新疆汇合发展有限责任公司董事长
理事	林敏	EMBA09	新疆北山矿业有限公司副总经理

长春联络处负责人

姓名	班级	公司	职务
闫锋	EMBA03BJ	中国第一汽车集团进出口公司	副总经理
陈新	EMBA09SH	德尔福派克电气系统有限公司	长春分公司及白城分公司总经理，北方区业务总监原线业务亚太区业务总监
张凯明	EMBA12BJ	吉林省四平市	副市长



长春校友联络处正式成立
Changchun Liaison Office

Over the summer, two alumni chapters and a liaison office were added to CEIBS' local alumni network in three cities – Hohhot, Xinjiang and Changchun.

Hohhot Chapter

CEIBS Hohhot Chapter's launch and first meeting were on July 25. CEIBS Executive President Zhu

Xiaoming, Alumni Relations Director Wang Qingjiang and Beijing Campus Assistant Director Steve Song attended the event. Local guests included: Zhang Penghui, CPC Secretary and Chairman of Hohhot CPPCC; Yin Xiao, Hohhot CPPCC Vice Chairman and Director of the Financial Bureau; Pan Gang, Board Chairman and President of Inner Mongolia Yili Holding; Zhang Banghui, Vice Board Chairman and General Manager of Tianbang Holding; Wang Zhenkun, Board Chairman of

COUNCIL MEMBERS

Chapter Title	Name	Class	Company & Post
Chairman	Zhang Penghui	EMBA05	Chairman, Hohhot CPPCC
Vice Chairman	Wang Hengjun	EMBA05	Deputy Mayor, Hohhot
Vice Chairman	Yin Xiao	EMBA05	Deputy Chairman, Hohhot CPPCC
Vice Chairman	Liu Wenyu	EMBA06	Executive Secretary General, Hohhot CPC Committee
Vice Chairman	Pan Gang	EMBA02	Board Chairman and President, Inner Mongolia Yili Industrial Group Holding Co
Vice Chairman	Yang Wenjun	CE008	Vice Board Chairman, Inner Mongolia Mengniu Dairy Holding Co
Vice Chairman	Zhang Banghui	EMBA05	Vice Board Chairman and General Manager, Tianbang Holding Co
Secretary General	Wang Zhenkun	EMBA07	Board Chairman, Inner Mongolia Financial Investment Group and Director, Hohhot Financial Office





Inner Mongolia Financial Investment Group and Director of Hohhot Financial Office; and more than 30 alumni from around Hohhot.

Xinjiang Chapter

A group of over 100 – including CEIBS officials, professors, alumni and their families – gathered in Urumqi on August 10 for the launch of the Xinjiang Chapter. CEIBS Associate Dean Prof Charles Chen, Professor of Finance and Economics Xu Xiaonian, Alumni Relations Director Wang Qingjiang, Deputy Chief Representative of the Beijing Office Xiao Bin and EMBA Assistant Director Zhou Huajun represented CEIBS at the event.

Changchun Liaison Office

The launch of the Changchun Liaison Office was attended by outstanding CEIBS alumni such as Chen Weigen (EMBA 1999), Member of the CPC Standing Committee of Jilin Province and Jilin Vice Governor; Xu Gang (EMBA 2000), General Manager of Siping Hongbaolai Group Holding Co; Niu Junqi (DIHMP 2003), Vice President of Jilin University

COUNCIL MEMBERS

Chapter Title	Name	Class	Company & Post
Honorary Chairman	Liu Jianming	EMBA09	Vice Director, Organizational Bureau, CPC Committee of Xinjiang Uyghur Autonomous Region
Chairman	Zhao Xinjun	EMBA09	Board Chairman & President, Xinjiang Tianshan Cement Holding Co
Vice Chairman	Li Gang	EMBA10	Board Chairman, Shanghai Zhi Ben Zheng Ye Investment Management Co
Vice Chairman	Li Ruiqin	Entrepreneurship Camp	Board Chairman, Xinjiang Xiangdu Winery Co
Secretary General	Hu Chuande	EMBA10	Board Chairman, Xinjiang Wuhe Fruit Holding Co
Secretary General	Gong Yixiao	EMBA10	Training Director, Markor Investment Group Co
Counsellor	Wu Xiaodong	EMBA06	Executive Board Member, Xinjiang Danlu Fashion Co
Counsellor	Lv Neng	EMBA07	Board Chairman, Xinjiang Huihe Development Co
Counsellor	Lin Min	EMBA09	Vice General Manager, Xinjiang Beishan Mineral Co

No 1 Hospital; and Zhang Kaiming (EMBA 2012), Deputy Mayor of Siping, Jilin Province. CEIBS Alumni Relations Director Wang Qingjiang and Assistant Director Tanya Fu joined the event.

Contacts:

- Yan Feng (EMBA 2003BJ) Vice General Manager, FAW Group

- Import and Export Corporation
- Chen Xin (EMBA 2009SH) General Manager, Changchun & Baicheng branches, Business Director for Northern China (Asia-Pacific Region) at Delphi China
- Zhang Kaiming (EMBA 2012BJ) Deputy Mayor of Siping, Jilin Province.



Find the Shortcut to Success in the Chinese Business Maze

Doing Business in China Programme

November 7-10, 2012

For expatriate business people, the Chinese market presents both opportunities and challenges. China's strong economic growth over the past three decades indicates that many companies have succeeded in China, and indeed international firms typically view an involvement in this country as critical to their worldwide business. Nonetheless, operating a business in China can be difficult. Expatriate business executives need special knowledge and skills, as well as the flexibility to adapt to a different and complex business environment.

To address these needs, CEIBS presents the Doing Business in China Programme. This intensive programme is designed to enable expatriate executives to be as effective as possible in the Chinese business environment. Both executives who are already working in China and those not yet stationed here will be introduced to the "ecology" of this environment through in-depth sessions on China-specific topics taught by prominent experts.

What are the benefits of attending this programme?

- Fast track adaptation to the unique Chinese business and cultural environment
- In-depth appreciation of the day-to-day challenges of running a business in China
- The ability to identify the potential pitfalls of cross-cultural misunderstandings
- Greater understanding of how to manage a Chinese workforce
- Vital, up-to-date insights into marketing and macro-economic issues in China and the knowledge to refine their company's China development strategies
- Techniques to be effective in negotiating with Chinese counterparts
- Opportunities to share experiences and build strong connections with other senior expatriates

Contact us

For more information on DOING BUSINESS IN CHINA PROGRAMME at CEIBS, please visit <http://www.ceibs.edu/execed/cep/> or contact Ms. Julia Zhang on (T) 86 21 2890 5213, (M) 86 138 1897 1933, or e-mail at zhjulia@ceibs.edu

中欧管理中心 第四届校友毕业二十周年联谊会 在京举行

CEMI4 Holds 20th Anniversary Reunion at Beijing Campus



文 / 柯玟秀



韩愉 Yu Han



MBA课程（为人们）创造了一个发现新生活和新职业道路的机会。它为很多人提供了与 Company 和社会共同成长另一种方式。



8月26日，中欧国际工商学院的前身——中欧管理中心（CEMI）的第四届校友齐聚北京校区，欢庆毕业20周年。感谢韩愉和颜志明等校友的努力——他们在中欧校友办公室的协助下——联系全班同学，组织了此次联谊会。共有25名校友参加了这次联谊会，曾任中欧管理中心主任、现任中欧国际工商学院董事的杨亨（Jan Borjonjon）先生也出席了这次盛会。

首先，北京校区助理主任宋士新带领校友们参观了整个校区。随后，校友们依次分享了各自事业和家庭的近况、以及中欧管理中心对他们人生的影响。

“你们都很成功，不仅事业有成、而且家庭圆满。你们很幸福。这非常重要。事实上，这是最重要的事情。”杨亨在致辞中说道，“我衷心祝愿你们在事业上取得成功。同时，我希望你们能继续和中欧国际工商学院保持联系。祝你们拥有幸福感、满

足感和年轻的心态。”

任职于万浦电力投资有限公司的校友陈林说：“中欧管理中心的学习让我们都改变了许多，因为我们学到了最新的西方管理理论和实践。”他又补充道，“我认为教育和知识确实非常强大，它们能够改变你。”自中欧管理中心毕业以后，陈林继续参加了中欧国际工商学院的课程，并推荐了一些同事前来攻读中欧的EMBA课程。

“今天的班级重聚非常有趣，同学们的经历是过去二十年间中国发展历程的缩影。”韩愉说。他从中欧管理中心的课程毕业之后任职于ABB（中国）有限公司。他在该公司工作了19年，如今担任高级副总裁职务，负责北亚区及中国可持续发展事务。

中欧管理中心第四届校友是在改革开放初期、响应邓小平“抓住机遇、发展自己”这一号召的商界各行业人士中的代表性人物。他们当中，有些开创了自己的事业，有些人就职

■ By Janine Coughlin

Alumni from the fourth intake of the China-Europe Management Institute (CEMI) – the predecessor to CEIBS – gathered at the Beijing campus on August 26 to celebrate the 20th anniversary of their graduation. Thanks to the efforts of Yu Han and Zheming Yan who reached out to the members of their class with assistance from the CEIBS Alumni office, 25 alumni attended the reunion, along with Mr Jan Borgonjon, Director of the CEMI programme and now a member of the CEIBS Board of Directors.

The day began with Beijing Campus Assistant Director Steve Song leading a tour of the facilities. The alumni then each took turns sharing news about their career and families, and the impact that CEMI has had on their lives.

“You’re all successful, not only in your career but in life. You’re happy. That’s important. That’s the most important thing, in fact,” said Borgonjon as he addressed the group. “I want to offer you my best wishes and wish you great success in your career. At the same time, I hope you can keep in touch with CEIBS. Stay happy, satisfied, and young.”

Says alumnus Lin Chen who works for Banpu Investment, “We all changed so much because of the programme, because we got the most up-to-date western theories and practices.” He adds, “I think education and knowledge is a really powerful thing and can transform you.” Since graduating from CEMI, Chen has continued to take courses at CEIBS and has also recommended colleagues to the school’s EMBA programme.

“This class is very interesting because it offers a peek

into China’s development over the last two decades,” said Yu Han, who landed a job with ABB Ltd after graduating from the programme. He has been with the company for 19 years, rising through the ranks to his current position as Head of Sustainability for China and North Asia.

The CEMI4 alumni are representative of the cross section of business people who heeded Deng Xiaoping’s calls to “grab

the opportunity for self development” during the early days of reform and opening up. Some have started their own businesses while others work at multinational companies, state-owned enterprises, or small, private enterprises. A few have recently retired. Read on to hear more about:

- Yu Han, Head of Sustainability, China and

North Asia, ABB (China) Ltd

- Dahua Zhou, Founder/Owner, Beijing Skanvea Trading Co

Yu Han’s Golden Ticket

A golden chance – that’s what Yu Han thought when he applied to the CEMI programme back in 1989. After graduating from Renmin University, Han had taken a government job doing archives management. He found the job boring, and then moved to Beijing Everbright, which was operating as a trading company at that time.

“During that time [China] was still moving from a planned economy,” Han says. “Doing an MBA created the opportunity to find a new life, a new career path. It gave many people a different opportunity to grow with a company – and



杨亨 Jan Borgonjon

于跨国公司、国有企业或小型私营企业。也有些人最近刚刚退休。

在此分享以下两位校友代表的感言：

- 韩愉，ABB（中国）有限公司北亚区及中国可持续发展事务负责人
- 周大华，北京斯堪维亚商贸有限公司创始人及所有者

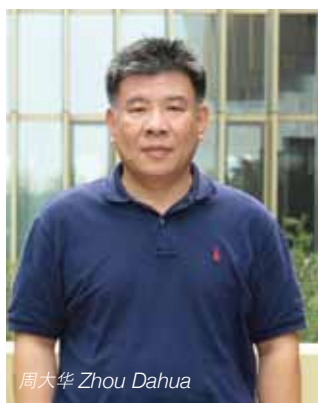
韩愉的金色机遇

这是一次金色的机遇——韩愉在1989年申请中欧管理中心课程时这样认为。从中国人民大学毕业之后，韩愉先是在政府机构里从事档案管理工作，他发现这份工作很枯燥。随后，他跳槽到北京光大实业公司。

“那时（中国）还在进行经济转型，”韩愉说，“MBA课程（为人们）创造了一个发现新生活和新职业道路的机会。它为很多人提供了与公司和社会共同成长的另一种方式。”

他毅然参加了刚刚起步、由来自欧洲的教授直接用英语授课的商学院课程。毕业后，在中欧的推荐下，他放弃了光大公司这样一个国营企业的工作（包括一套由公司提供的三居室住房），加入ABB（中国）有限公司从事人力资源管理工作。对他而言这是一次巨大的冒险，但这次冒险硕果累累。他在ABB集团这家跨国公司工作了19年，先后在厦门、北京、上海、美国、马来西亚及新加坡工作，曾任ABB中国区、北亚区和南亚区人力资源负责人职务。今年一月，他调回中国，负责ABB北亚区及中国可持续发展事务。

韩愉在中欧管理中心课程中学会的决策能力一直指导着他在ABB的职业生涯。“MBA的学习给予你一种能够基于事实和环境作出正确决策的能力，这很有意义，”他说，“对



周大华 Zhou Dahua



如果没有在中欧管理中心的学习，我不可能把公司管理得这么好。一切都因此而大不相同。



于管理人员来说，决策是一种非常关键的能力。中国在飞速发展，竞争非常激烈。任何事情都可能发生。在人力资源部门，你每天都在为公司做决定——包括录用、面试、晋升、培训方案及政策变化等。一旦人力资源经理对一个人做出错误的判断，那么要纠正这个错误就非常难。”

可持续发展事务负责人的新角色则需要韩愉转换定位。现在他需要做出关于运营安全管理、环境管理和企业社会责任方面的决策。韩愉认为，每家在华的跨国企业都要面对这一典型问题——“在将好的产品和技术引入中国并获得收益之后，我们还能为中国社会留下些什么？”韩愉解释道：“我们的着重点在于如何能在中国成为一家更好的公司，为社会的进步做出贡献。”

周大华：中欧管理中心课程仍然让我获益匪浅

“中欧管理中心为我打开了商业世界之门，”高端儿童家具品牌、北京斯堪维亚商贸有限公司的创始人及所有者周大华说，“如果没有在中欧管理中心的学习，我不可能把公司管理得这么好。一切都因此而大不相同。”

从中欧管理中心的课程毕业之

后，周大华陆续任职于包括宜家在内的数家跨国企业。13年前，他决定创建一家家具企业，将欧洲家具引入中国市场。斯堪维亚公司总部设在北京，代理品牌包括弗莱莎（Flexa）、拉夫塔（Lifetime）和曼尼希（Manis-h），如今已经在上海、深圳和天津开设了分公司和门店。他估算公司每年营业额在人民币5000到6000万元之间。

周大华表示，除了市场营销之外，他遇到的最大挑战是建立企业文化。“我非常努力地尝试建立一种与其他中国公司不同的文化，”他说，“比如在我们公司每个人都是平等的，所有人都互相尊重。我希望我的职员在这里愉快工作。当然，要让每个人都接受这种方式是很有挑战性的。”

周大华和数位中欧管理中心的同班同学保持着密切的联系，他们经常能为他在管理企业时遇到的挑战提供有益的建议。“哪怕是轻松的聊天，我也能从他们身上学到很多东西，包括他们的新想法和新思路。比如，有些人擅长市场营销，而韩愉在人力资源管理方面非常在行——所以有时候我会请教他们的意见。他们也会买我的家具，”他笑着补充道，“我给他们很优惠的价格！”

with society.”

He joined the fledgling business school programme, where classes were taught in English by European professors. After graduation, he left the security of his job at Everbright – which included a three-bedroom, company-provided house – and landed a job in the human resources department at ABB (China) Ltd. It was a big gamble for him that paid off well. He has been with the multinational company for 19 years, holding a variety of positions including Head of HR for Greater China, and Regional HR Manager for South Asia. In January, he was appointed Head of Sustainability for China and North Asia.

The decision-making skills he developed in the CEMI programme have guided him throughout his career at ABB. “It’s very interesting how MBA study can give you the capability to make the right decision based on all the facts, the context,” he says. “Decision making is a very critical skill for managers... China is fast-growing, the environment is very competitive. Anything can happen. Every day in HR, you make decisions for the company – about offers, interviews, promotions, training solutions, policy changes. Typically these are people decisions. If the HR manager makes the wrong decisions about a person, it will be difficult to correct this mistake.”

His new role as Head of Sustainability has required a shift in Han’s focus. Now he makes decisions about safety, security, environmental management and corporate social responsibility. “We ask the typical

question asked by an MNC. After we earn revenue by delivering good products and technology to China, what kind of legacy can we offer to society?” Han explains. “Our focus is on how we can become a better company.”

CEMI Lessons Still Valuable for Entrepreneur Zhou Dahua

“CEMI opened up my mind to the business world,” says entrepreneur Zhou Dahua, Founder and Owner of Skanvea Trading Co, a retailer of high-end children’s furniture. “If I hadn’t learned what I did in CEMI about business I could not have managed my company so well. It made a big difference.”

After graduating from the programme Zhou worked at a number of different multinational companies, including Ikea. Then 13 years ago he decided to start his own furniture business selling European furniture to the Chinese market. The Beijing-based company, whose consumer brands include Flexa, Lifetime and Manis-h, now has subsidiaries and shops in Shanghai, Shenzhen and

Tianjin. He estimates his turnover is between RMB 50 to 60 million per year.

Zhou says one of his biggest challenges, besides marketing, is developing a company culture. “I’m trying very hard to establish a kind of culture that is different from other Chinese companies,” he says. “For example, in our company everybody is equal. Everybody respects each other... I want my employees to be happy about working here. Of course it’s challenging to get everyone to buy into this approach.”

Zhou has stayed in close touch with several CEMI classmates, and says they often offer helpful insights into challenges he faces while running his business. “Even through casual conversations I can learn a lot from them, what they have on their minds, what’s new. For example, some are good at marketing; Yu Han is very good at HR management – so sometimes I’ll ask their advice. They also buy my furniture,” he says with a laugh, adding, “I give them a good discount!”



中欧校友家庭暑期公益踏访四川凉山 Alumni Families' Summer Visit to CEIBS Sichuan Pearl Classes

8月16日，中欧校友家庭四川凉山彝族自治州暑期公益踏访活动正式启程。

经过近2个月的筹备，10个校友家庭、新华爱心基金会领导、四川当地侨联领导及志愿者等35人在成都双流机场集中，登上开往西昌的大巴，开始了本次爱心之旅。

行程中，新华爱心基金会张君达理事长介绍了基金会在凉山州捐助珍珠班的情况，尤其详细介绍了中欧校友在西昌一中捐助的56颗“珍珠”。这是2011年中欧总经理俱乐部校友们捐助的一个珍珠班，为每位学生提供3年共7500元的学费，帮助这些成绩特优、生活特困、品德优秀的学生们完成高中学业顺利升入大学，避免失学回家务农或成为农民工的命运。今年这批受助学生刚刚升入高二，大家非常急切地想见到他们。

在刚刚通车、风景秀丽的雅西高速公路上奔驰近7个小时后，校友们赶到了西昌一中。珍珠班学生们早已身穿整齐的校服在教室里等候。校友们踊跃发言，分享自己的成长经验，介绍自己所在行业的情况，对同学们围绕如何选择大学专业及如何更好地学习、生活所提出的疑问提供了积极的建议和参考。

交流到尾声，两位彝族同学主动上台，载歌载舞地为远方的客人唱起彝族《祝酒歌》。最后，在孩子们《感恩的心》歌声中，校友们恋恋不舍地离开了西昌一中。

第二天一早，校友们开始探访珍珠生家庭。

首先探访的是西昌一中珍珠生徐薇同学的家庭。她的弟弟徐高祥今年也考上了岷山中学珍珠班。姐弟俩的父亲由于遭遇车祸，无法外出打工，家里每年的收成

只有一千多元。成绩优异的姐弟俩是家庭的希望！

随后，经过一段长长的水田和杂草路，校友们来到西昌一中珍珠生王春燕家。她的姐姐刚刚考上师范大学，昨天全村近千人前来祝贺。她的弟弟和妹妹也都是班级第一，全家都是尖子生！王春燕的父母在全家只住一间土房、全靠务农收入的情况下，发誓要把四个孩子全都送进大学。他们自己小时候成绩优秀但因贫困失学，所以冀望孩子们不再遭受同样的命运。王家大门口贴着一幅对联：“清贫子女堪肩重任，荣华世界莫忘初衷。”

校友们陆续探访了8个贫困学生家庭和民办的绿荫学校，为孩子们送上文体用品、生活用品和部分现金，更送上了校友家庭对他们的关爱与祝福。

(图文供稿：中欧校友爱心联盟)





CEIBS Alumni Families made a summertime visit to the Pearl Classes in Sichuan Province on August 16, a continuation of CEIBS' years of support to needy students with potential.

After two months of preparation, 10 CEIBS alumni families, staff from the Xinhua Compassion Education Foundation (XHCEF) and volunteers travelled to the Liangshan Pearl Classes. As XHCEF Director Zhang Junda explained during the visit, the Foundation has been providing support to Xichang No 1 Middle School, which was established with donations from CEIBS CEO Club alumni in 2011. This support includes RMB7,500 for each of the 56 students, to help them complete their high school education and enrol in college. Without the money, many of these students would be forced to return to farm work or to become migrant workers.

Thanks to the support they have received, they will be sophomores this autumn. The CEIBS families were eager to meet them. Neatly dressed in school

uniforms, the students chatted with the visitors. The alumni shared their own experiences from their teenage years, described their career paths, and gave the students valuable information on choosing a major at university, and how to get the most out of their education.

At the end of the meeting, two of the students performed a song, and then danced for their guests to express their gratitude. When it was finally time to go, the alumni were reluctant to leave their young friends.

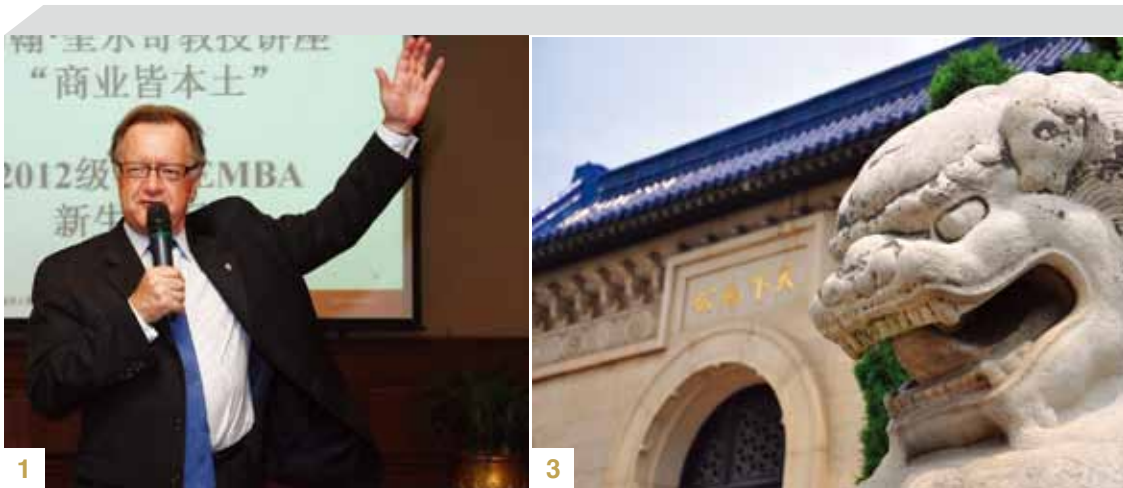
The next morning, as the alumni group visited the students' families, their first stop was at the home of Xu Wei. Her younger brother Xu Gaoxiang was admitted to Minshan Middle School's Pearl Class this year. Their father was unable to work after he was hurt in a traffic accident, and the family has to survive on only RMB1,000 a year. The family's hopes thus rest on Xu Wei and Xu Gaoxiang.

After leaving the Xu family, the CEIBS group trekked through paddy fields and paths overgrown with vegetation to arrive at Wang

Chunyan's home. She is a Pearl student at Xichang No 1 Middle School. When her elder sister was recently admitted to university, nearly 1000 people from neighbouring villages came to convey their congratulations. All the children in this family are exceptional students, with Wang Chunyan's little brother and sister also at the top of their classes! Their parents were too poor to go to school when they were younger and want their children to be educated. Though they earn very little by farming, they are determined to send all three to college. The Chinese couplet hanging on the door of their hut says it all, "Children born in poverty may shoulder heavy burdens, but they must never forget their dreams for a better future".

The CEIBS group went on to visit six more families and a private school, donating stationery, sports supplies, and money. Their most important gift, however, was their kindness.

(Article and pictures from CEIBS Alumni Charity Union)



1. 奎尔奇副院长为浙商出谋划策: 6月29日, 学院副院长兼教务长约翰·奎尔奇 (John Quelch) 教授到访人间天堂杭州, 出席中欧浙江校友会晚宴并发表了题为“商业皆本土”的演讲。中欧浙江校友会50余人出席了晚宴。

Dean Quelch Visits Zhejiang Chapter – Vice President and Dean John A Quelch delivered a speech entitled “All Business is Local” during a June 29 dinner in Hangzhou, hosted by the CEIBS Zhejiang Province Alumni Chapter.

2. 中欧戈七“回归日”庆祝活动隆重举行: 7月7日, 中欧戈壁挑战赛代表队四连冠暨戈七代表队“回归日”庆祝活动在深圳万豪酒店隆重举行。8月19日, 中欧戈七校友会召开第二届理事会, 成功选举出新一届理事长、秘书长以及华东、华北、华南三地的分会会长及秘书长, 并对明年的戈壁挑战赛组织工作进行了部署。

Alumni Celebrate 7th Gobi Challenge Victory – The celebration for CEIBS' 4th victory at the Xuanzang Road International Business School Gobi Challenge took place in Shenzhen on July 7. It was also a reunion for the CEIBS Gobi Challenge team. Then, at a council meeting on August 19, CEIBS Gobi Challenge Council elected a new General Chairman, Secretary General as well as chairmen and secretaries for divisions in East, North and South China.

3. 2012中欧南京校友论坛圆满落幕: 7月1日, 一年一度的中欧南京校友论坛如期在紫金山庄举行。本届论坛的主题为“当前全球及中国经济金融形势”, 邀请中国国际金融有限公司 (CICC) 董事总经理黄海洲先生发表精彩演讲。来自中欧南京、上海及苏州的校友和其他嘉宾共150余人参加了论坛。

Nanjing Alumni Forum 2012 – On July 1, the CEIBS Nanjing Alumni Annual Forum explored the theme of “The International and Domestic Financial Situation”. Huang Haizhou, Managing Director of China International Capital Corp (CICC), delivered the keynote speech. Over 150 CEIBS alumni and guests attended.



1



2



3

1. 走进宁夏，了解宁夏：7月5日至7月8日，2011级EMBA近百名同学游学宁夏。自治区党委政府以高规格接待了中欧师生。在座谈会上，自治区主席助理刘小河热情致辞，介绍了宁夏和银川的基本情况与产业发展情况。自治区党委副书记、秘书长崔波，自治区副主席袁家军，自治区政府副秘书长、办公厅主任王紫云以及自治区党委副书记刘桓会见了游学师生。

EMBA Students Visit Ningxia – Nearly 100 CEIBS EMBA students visited Ningxia Hui Autonomous Region from July 5 to July 8. Local officials extended an enthusiastic welcome, gave a brief introduction to Ningxia and spoke about its economic development. The students also met with high-level officials in the Ningxia government.

2. 济南校友会成功举办中国经济形势研讨会：济南中欧校友于8月19日在济南波萝岭度假村举行了中国经济形势研讨会。校友们围绕着7月份经济数据情况、国内各方面经济形势以及国家政治体制改革走势三个方面进行了畅所欲言的交流。

Jinan Alumni Gather for Seminar – CEIBS alumni in Jinan, Shandong Province, got together for a seminar on China's economic situation on August 19. Attendees exchanged views during an animated debate.

3. 走进腾讯与欧莎——深圳电商游学活动圆满结束：7月31日至8月1日，“走进腾讯与欧莎——深圳电商游学活动”顺利举办。近60位来自各地的校友参观学习了天猫女装第一品牌——欧莎公司和腾讯公司总部。

CEIBS Alumni Visit Tencent and O. Sa – On July 31 and August 1, about 60 CEIBS alumni visited Tencent, the Internet giant, and O. Sa, a women's wear brand made popular through e-commerce.

1 | 2
—|—
3



1



3



2



4



5

1 3
2 4
5

1. 中欧校友江西瓷都行：7月21日，50多名中欧校友参加了瓷都行活动，前往景德镇观古窑、看展厅、吃土菜及聆听陶瓷艺术收藏讲座。时值盛夏，校友们兴致高昂地享受了艺术和桑拿的双重洗礼。

Alumni Visit Jingdezhen – On July 21, more than 50 CEIBS alumni travelled to Jingdezhen, the City of Porcelain, in Jiangxi Province. They visited ancient kilns and exhibitions, attended lectures on porcelain collection and enjoyed the local cuisine.

2. 赵然教授与中欧校友分享压力与情绪管理之道：6月18日及7月7日，“管理者压力与情绪管理”讲座分别在中欧上海与北京校园举办。著名的员工帮助计划（EAP）专家、中央财经大学心理系教授赵然博士受邀为中欧校友讲述了压力来源及应对方法、以及如何运用EAP提升管理效能和员工幸福感等话题。

Stress Management Lecture – A lecture entitled “Stress and Emotion Management for Managers” was held at the Shanghai and Beijing campuses on June 18 and July 7, respectively. Dr Zhao Ran, renowned Employee Assistance Programme specialist and psychology professor from Central University of Finance and Economics, spoke about how to deal with stress and boost employee happiness.

3. 中欧校友收藏俱乐部成立：7月7日，中欧收藏俱乐部成立大会在中欧深圳校区举行。院长助理刘湧洁、深圳代表处首席代表梅文玉、副主席代表孔飏及深圳校友会秘书长黄反之到会祝贺。

Alumni Collection Club Launched – The inaugural ceremony for CEIBS Alumni Collection Club was held on July 7 at the school's Shenzhen facility.

4. 中欧校友会深圳分会高尔夫友谊赛完美收杆：6月15日，中欧校友会深圳分会高尔夫俱乐部与交通银行沃德私人银行球队联合举办的友谊赛在深圳正中高尔夫球会A场顺利举行。

Alumni Golf – A friendly game of golf, co-hosted by Shenzhen Alumni Golf Club, was held on June 15.

5. 中欧北京EMBA校企网球邀请赛圆满落幕：6月24日，第五届华夏银行杯中欧北京EMBA校企网球邀请赛在国家网球中心圆满落幕。近两百名选手经过两天的激烈角逐，产生了女单、男单和男双三个奖项的冠军季军。

Beijing EMBA Tennis Tournament – The fifth CEIBS Beijing EMBA Tennis Tournament, sponsored by Hua Xia Bank, came to an end on June 24. This year's tournament, held at the National Tennis Center, attracted over 200 competitors.

China Europe International Business School The 10th Annual China Automotive Industry Forum

Shaping the Future of the Auto Industry: Consolidation, Technology and the Role of Government

In light of the shock of the financial crisis and the rapidly growing importance of emerging markets – most importantly China – the global automotive industry seems set for another major reshaping. The industry is plagued by overcapacity, seemingly structural in developed markets, and – everyone hopes – only temporary in the emerging economies. At the same time, R&D costs are exploding amidst pressure for technological advances in safety, energy consumption and emissions, while uncertainty grows over the future course of technological development. This applies to passenger cars as well as to commercial vehicles, which face huge challenges in insuring compliance with increasingly strict emission and consumption standards. Consumers, on the other hand, rather than becoming more diverse, are instead becoming more uniform. In their behaviour and in the choices they make, including in emerging markets, where consumers are rapidly becoming similar to their colleagues in other markets, posing challenges for companies in offering the strengths and advantages of global solutions with a sufficient but not excessive degree of localization. China will be a key force in shaping the future of the industry, and not only because it will be by far the largest car producer and car market in the world. The industry's globalization is already heavily influenced by China, which is a key market for any global player. In addition, we can expect that Chinese companies will be more active globally in the future. Chinese players might carve out a role in the global industry, but will have to do so following the global trends of the industry, rather than by merely focusing on what happens in China. In addition, technological trends will be influenced by what is happening in China – the growth and development of electric cars being a key example. The 2012 Auto Forum will provide a platform – from the perspectives of government officials, industry leaders and renowned academics – for understanding the future shape of the industry and the key factors that may influence it, both within China and abroad.



Invited Speakers

Chen Qingtai	Research Fellow of the Development Research Center of the State Council of PRC
Xu Heyi	Party Secretary & Chairman of Beijing Automobile Group Co., Ltd. (BAIC) Chairman of Beijing Benz Automotive Co., Ltd.
Zhang Baolin	President of Chang'an Automobile Co., Ltd.
Dong Yang	Executive Vice Chairman and Secretary General of CAAM
Sergio Marchionne	Chief Executive Officer of FIAT S.p.A.
Harrie Schippers	President of DAF Trucks N.V.
Ivo Belet	Member of the European Parliament
Young-Sup Joo	Managing Director of Office of Strategic R&D Planning for Core Industries of Ministry of Knowledge Economy, Korea
Fernando D'Ornellas Silva	CEO of Berge Group
Jochem Heizmann	President & CEO of Volkswagen Group China
Joe Hinrichs	Group Vice President and President of Ford Asia Pacific and Africa
Guillaume Saint	Senior Director of TNS Automotive China

Date: October 28, 2012 (Sunday)

Venue: 699 Hongfeng Road, Shanghai 201206, PRC

Tel: +86-21-28905504 28905588

Fax: +86-21-28905273

Web: www.ceibs.edu/autoforum

Email: autoforum@ceibs.edu

Organisers	 CEIBS 中欧国际工商学院	 ACEA 欧洲汽车工业协会	Supporting Organisers	 上汽·上海国际汽车城 Anting-Shanghai International Automobile City 入·车·城·的完美结合	 中国汽车工业协会 China Association of Automobile Manufacturers	 交通银行 BANK OF COMMUNICATIONS 上海市分行	Exclusive Platinum Sponsor	 Mercedes-Benz 北京奔驰	
Special Thanks to	 CEIBS Business Review 中欧商业评论	 SAE International	 Organic and Beyond	Strategic Media Partners	 CHINADAILY	 21世纪经济报道 21 st CENTURY BUSINESS HERALD	 财经网	 SBR Shanghai Business Review	
Media Partners	 名车志 CAR DRIVER	 中国汽车新闻	 THE WALL STREET JOURNAL 华尔街日报中文网 cn.wsj.com	 中国改革	 中国聚焦点	 财经国家网 财经国家网	 FORTUNE	 商业时代	 外灘画报 THE HERALD
	 理财周报	 投资者报	 that's	 CNBC	 tv-asia.com	 东方财富网 中国财经第一门户	 CHINA4AUTO.com 中国汽车咨询中心网	 Treasury Online 资金管理网	



CEIBS BOARD OF DIRECTORS

Chinese Directors

ZHANG Jie
Chairman of the Board, CEIBS
President, Shanghai Jiao Tong University

YAN Junqi
Vice Chairman of the Standing Committee of the National People's Congress of the PRC
Chairman of the Central Committee of the China Association for Promoting Democracy

CHEN Qingtai
Research Fellow, the Development Research Center of the State Council of the PRC
Member of the Standing Committee and Vice Chairman of the Subcommittee for Economic Affairs of the 10th National Committee of the Chinese People's Political Consultative Conference

YANG Dinghua
Deputy Director, the Standing Committee of the Shanghai Municipal People's Congress

LIU Ji
Honorary President, CEIBS
Board Chairman of the CEIBS Education Development Foundation

YIN Jie
Deputy Director, the Shanghai Municipal Education Commission

European Directors

Gerard VAN SCHAİK
Vice Chairman of the Board, CEIBS
Honorary President, the European Foundation for Management Development (EFMD)
Former Chairman of the Executive Board of Heineken N.V.

Eric CORNUÉL
Director-General and CEO, EFMD

Thomas SATTELBERGER
Member of the Board of Management, Human Resources, Deutsche Telekom

Jan BORGONJON
President, InterChina Consulting

David M. SAUNDERS
Dean, Queen's School of Business, Queen's University

Eric X. LI
Founder and Managing Director, Chengwei Ventures LLC.

CEIBS MANAGEMENT COMMITTEE

Professor ZHU Xiaoming, Executive President

Professor Pedro NUENO, President

Professor John A. QUELCH, Vice President and Dean

Professor ZHANG Weijiong, Vice President and Co-Dean

Professor XU Dingbo, Associate Dean

Mr Hobbs LIU, Assistant President and Director of Executive Education

CURRENT FACULTY MEMBERS

ATUAHENE-GIMA, Kwaku, PhD
Marketing and Innovation Management

CAI, John, PhD
Economics

CALLARMAN, Thomas E., PhD
Operations Management

CHEN, Jieping, PhD
Accounting

CHEN, Junsong, PhD
Marketing

CHEN, Shaohui (Sophie), PhD
Management

CHEN, Shimin, PhD
Accounting

CHEN, Weiru, PhD
Strategy

CHEN, Yuxin, PhD
Marketing
Zhongkun Group Chair in Marketing

CHIANG, Jeongwen, PhD
Marketing

CHNG, Daniel Han Ming, PhD
Management

DAEMMRICH, Arthur, PhD
Healthcare Management

DE CREMER, David, PhD
Management

DING, Yuan, PhD
Accounting
Cathay Capital Chair in Accounting

DOUCET, Lorna, PhD
Management

FANG, Yue, PhD
Decision Sciences

FERNANDEZ, Juan Antonio, PhD
Management

HAN, Jian, PhD
Management

HUANG, Ming, PhD
Finance
La Caixa Chair in Finance

KIM, Tae Yeol, PhD
Management

LEE, Jean S K, PhD
Management
Michelin Chair Professor in Leadership and Human Resources Management

LI, Haiyang, PhD
Management

LIANG, Neng, PhD
Management

McKERN, Bruce, PhD
International Business

MEYER, Klaus E., PhD
Strategy and International Business

MOON, Henry, PhD
Organisational Behaviour

NUENO, Pedro, DBA
Entrepreneurship
Chengwei Ventures Chair Professor of Entrepreneurship

PRICE, Lydia J., PhD
Marketing

PRODI, Romano, PhD
Sino-European Dialogue Chair

QUELCH, John A., DBA
Distinguished Professor of International Management

RAMASAMY, Bala, PhD
Economics

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

RUI, Oliver, PhD
Finance and Accounting

SAMPLER, Jeffrey, PhD
Management

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

SU, Xijia, PhD
Accounting

THOMPSON, Mike J., PhD
Management Practice

TSAI, Terence, PhD
Management

TSAMENYI, Mathew, PhD
Accounting

TSE, Kalun, PhD
Finance

TSIKRIKTSIS, Nikos, PhD
Operations Management

VELAMURI, S. Ramakrishna, PhD
Entrepreneurship

WALDMAN, Charles, DBA
Marketing

WANG, Gao, PhD
Marketing

WIERDSMA, André, PhD
Management and Organisation

WU, Jinglian
Economics
Baosteel Chair Professor of Economics

XIAO, Zhixing, PhD
Management

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

XU, Bin, PhD
Economics and Finance

XU, Dean, PhD
Management

XU, Dingbo, PhD
Accounting

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

YANG, Yu, PhD
Management

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

YIP, George S., PhD
Management

YU, Fang (Frank), PhD
Finance

ZHANG, Hua, PhD
Finance

ZHANG, Weijiong, PhD
Strategy

ZHANG, Yan (Anthea), PhD
Management

ZHANG, Yimin, PhD
Finance

ZHAO, Xinge, PhD
Finance and Accounting

ZHOU, Dongsheng, PhD
Marketing

ZHU, Tian, PhD
Economics

ZHU, Xiaoming, PhD
Management
Zhongtian Chair in Management

ZHU, Yu, PhD
Finance

RESEARCH Centres

Case Development Center
Director: Prof. TSAI, Terence

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

Centre of Organisation and People Excellence
Director: Prof. YEUNG, Arthur

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

The Euro-China Center for Leadership and Responsibility
Director: Prof. THOMPSON, Mike

Leadership Behavioural Laboratory
Director: Prof. LEE, Jean

China Service Outsourcing Centre
Director: Prof. ZHU, Xiaoming

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

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

CEIBS Centre on China Innovation
Director: Prof. McKERN, Bruce/Prof. YIP, George

Centre for Sustainability and Supply Chain Management
Director: Prof. CALLARMAN Thomas E.

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

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

CEIBS ACADEMIC COUNCIL

Prof. QUELCH, John A., Chairman
CEIBS, PRC

Prof. CHANG, Chun
Shanghai Advanced Institute of Finance of SJTU, PRC

Prof. CREMER, Rolf D.
EBS Universität für Wirtschaft und Recht, Germany

Prof. DE BETTIGNIES, Henri-Claude
CEIBS, PRC

Prof. DE MEYER, Arnold
Singapore Management University, Singapore

Prof. NUENO, Pedro
CEIBS, PRC

Prof. PASTOR, Alfredo
IESE Business School, Spain

Prof. PALEPU, Krishna
Harvard Business School, USA

Prof. PARK, Sam
Moscow School of Management, Skolkovo, Russia

Prof. TAVA, Luigi Vittorio
SDA Bocconi, Italy

Prof. TURPIN, Dominique
IMD, Switzerland

Prof. WEIGANG, Jürgen
WHU, Germany

Prof. XU, Bin
CEIBS, PRC

Prof. ZHANG, Weijiong
CEIBS, PRC



总商道之要 经商业之理

总经理课程 (AMP), 2012年11月, 模块制, 上海、北京、深圳

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

招生对象

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

六大核心模块

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

联系我们

上海 陈女士 电话: 021-2890 5026 / 138 1753 3986 电邮: ccindy@ceibs.edu
 北京 王先生 电话: 010-8296 6665 / 139 1010 7607 电邮: wkai@ceibs.edu
 深圳 何先生 电话: 0755-3337 8159 / 138 3280 5019 电邮: mtommy@ceibs.edu

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

四大创新学习模式

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



在东北四环 同样的成熟生活 你至少要等六年

63万m²成熟国际生活社区，自拥10万m²瑰宝级大美水境园林，
20米落差下沉式庭院，再现巴比伦空中花园的传奇，
6大主题园林体验，让艺术充满鲜活的生命力。
东湖湾深耕六年，
时光雕琢下的每一个细节都在向我们展示成熟生活的魅力。

220m²、240m²，御河楼王，九月加推！

韵秀亭景观校字塔
陈经纶中学·格致双语幼儿园

VIP(8610): **8471 9966**

北京市朝阳区利泽西街6号院（北小河公园东侧）

Lony Beach
东湖湾

北京御河·东湖湾