

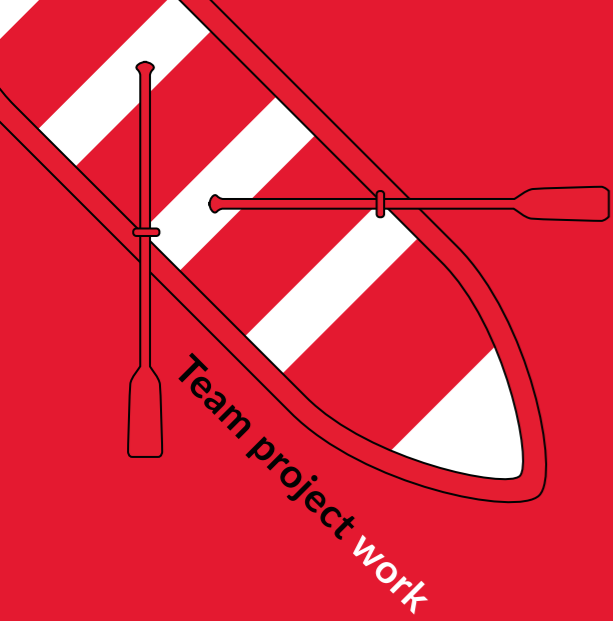


Beijing | Chongqing | Shenzhen

July 17th - August 28th, 2020

ChinaMed Business Program - CMBP





Professionally active
CMBP alumni within
3 months of graduation

>90%

>120
bln €

Value of Chinese
FDI transactions in
the EU, 2000-2017

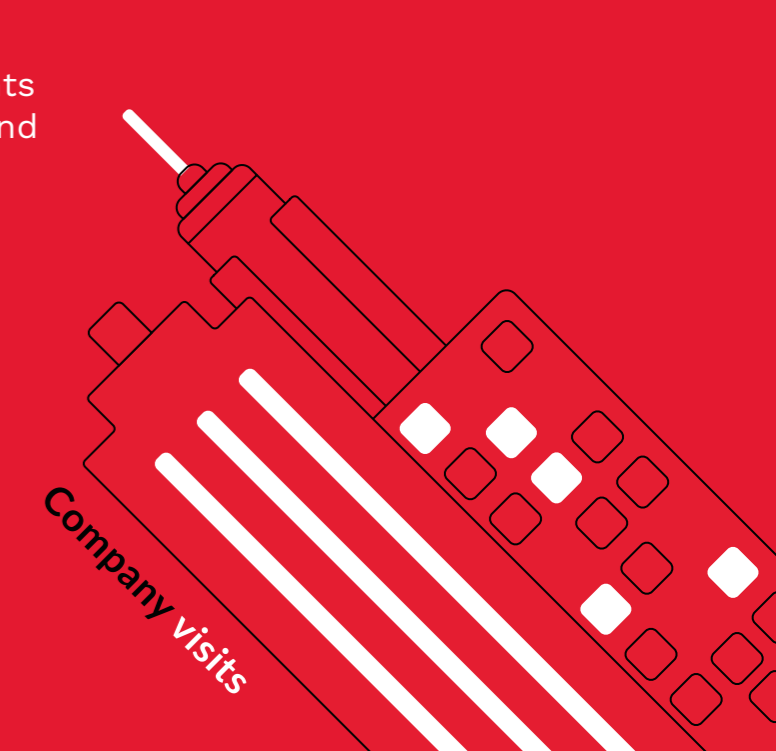


Affluent Chinese
consumers by 2020

>280
mln

100%

CMBP 2019 participants
who would recommend
the program to their
peers



Smart engagement with tomorrow's China

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“CMBP is the answer to the growing demand for professional figures who can promote effective business relations between China and the Euro-Mediterranean region.”

Giovanni B. Andornino
CMBP Director

Why attend CMBP

The ChinaMed Business Program (CMBP) is an intensive set of crash courses for graduate students and dynamic future managers pursuing an effective business career across China and the Euro-Mediterranean region. The 7th edition of CMBP took place across Beijing, Chongqing and Shenzhen (China) from July 19th to August 23rd, 2019. **The next edition will take place from July 17th to August 28th, 2020.**

This unique program was designed to face the growing demand for world class professionals to manage the deepening relations between China and the Euro-

Mediterranean region in the fields of cross-cultural management and innovative entrepreneurship.

The first three editions took place at Zhejiang University in Hangzhou, capital of one of the most dynamic provinces in China and seat of emerging global giants in the new economy such as Alibaba, Taobao and Hikvision.

Since 2016, the ChinaMed Business Program has been based in Beijing and is hosted by Peking University, the oldest and most prestigious university in the country.

Established 2013	Duration 6 weeks
Academic hours 200+	Locations Beijing Chongqing Shenzhen



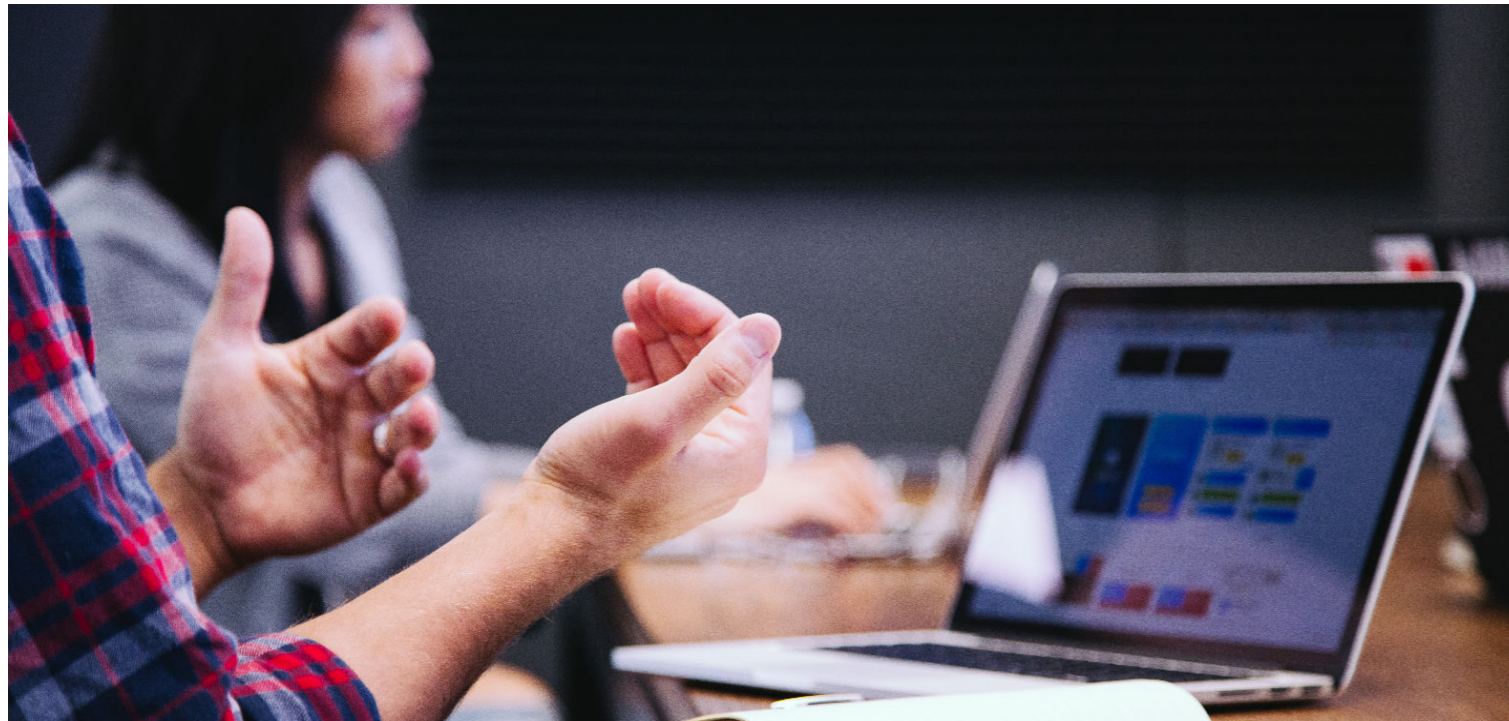
Teaching Methods

The methodology employed by CMBP faculty is based on the principles of action learning, where teaching aims to develop knowledge, competences and attitudes that can quickly be put into practice in the business world. A maximum of 50 participants are admitted to the program to ensure MBA-style interaction in class and during social activities.

Training sessions include formal lectures, team project work, case studies analysis, business model testing, start-up business plan simulations and both

formal and informal conversations with a variety of guests who have first hand experience of entrepreneurship and management across China and the EuroMed region. Company visits to some of China's most innovative companies are arranged weekly.

A trademark of the CMBP is its faculty's commitment to one-to-one business coaching: participants are encouraged to approach instructors and guests individually both during and after the program for advice and networking tips.



Timetable

The ChinaMed Business Program (CMBP) offers a unique and intensive set of **crash courses** – for a total of **200+ hours of intensive formal training**, lectures from guest speakers, group projects and company visits – designed to equip a high-power group of prospective managers and entrepreneurs with strategic skills in the areas of **business internationalization**, **cross-cultural management** and **creative entrepreneurship**, with a focus on China and

the Euro-Mediterranean region.

The program is scheduled over six weeks, with classes normally running from 9am to 12pm and from 1.30pm to 5.30pm.

CMBP program officers ensure that the program is flexible enough to accommodate last-minute opportunities arising from China's unique position at the crossroads of the global economy.

WEEKLY MODULES

Problem Solving & Decision Making - Business Strategy

Business Finance

Digital China & Emerging Strategies - HR in China

Marketing & Sales

Doing business across China and the Euro-Mediterranean region

Cross-cultural Entrepreneurship & Negotiation

A world class faculty

The ChinaMed Business Program has been especially developed by an international team of **scholars of contemporary China** together with **European executive education specialists** and **China-based professionals** to respond to the growing demand for highly qualified

profiles combining linguistic and substantive competence on China and the Euro-Mediterranean region, good command of the essentials of international business, and an entrepreneurial spirit free of naiveté.



Edoardo Agamennone

Academic Director

Research Fellow at the Torino World Affairs Institute (T.wai)



Alessandro Arduino

Lecturer

Co-Director of the Security & Crisis Management International Centre at SASS



Vittorio De Pedys

Lecturer

Affiliate Professor at ESCP Business School (Turin Campus)



Walter Joffrain

Lecturer

Senior Manager in a primary Italian Bank



Jeffrey Towson

Lecturer

Professor at PKU Guanghua School of Management



Giovanni Andornino

Director

Head of the "Global China" program at T.wai and Assistant Professor at the University of Torino



Chen Yi

Lecturer

Associate Dean and Professor at the PKU School of Economics



Enrico Fardella

Area Studies Director

Head of the ChinaMed project at the TOChina Hub and Director of the CMAS at Peking University



Jooyoung Park

Lecturer

Assistant Professor in Management at Peking University HSBC Business School



Roberto Zuccato

Lecturer

Affiliate Professor at ESCP Business School (Turin Campus)



Recurrent Guest Speakers

- + Luca Chinello, Viabizzuno
- + Massimo Deandreis, SRM-Studi Ricerche Mezzogiorno
- + Claudio Grillenzoni, Florentia Village
- + John Holden, Yenching Academy of Peking University
- + Ipek Kilicer Turker, Siemens Bank
- + Jeremy Lancksweert, Green Delta
- + Gregory Lepkoff, Green I-guys
- + Omar Maseroli, Mercante / Fiume

- + Germano Rollero, Etihad Airways
- + Yair Shacked, NIO Capital
- + Nicholas Sheffield, Rothschild
- + Bianca Teti, Lenovo
- + Wallace Tong, PowerChina International
- + Christopher Von Gumpfenberg, KUGU Home
- + Alice Wurmboeck, Kaufland
- + Yang Xiaodi, XKool
- + Ye Xuan, Inflexion
- + Francesco Zhou Fei, Mi Store Italia



Strategic Corporate Partners in particular support the CMBP’s ambition to train the next generations of managers engaged in the projects stimulated by China’s Belt and Road initiative.

They do so by financing a number of Directors’ Scholarships, which are awarded to outstanding applicants and cover part of the cost for tuition.



Company visits

Company visits to some of China’s most innovative private corporations, State-Owned Enterprises and emerging start-ups are arranged weekly. CMBP 2019 included company visits to JD.com, ZTE, Innoway, the Asian Infrastructure Investment Bank, Zhubajie, Delonghi and the Shenzhen Stock Exchange.

All Corporate Partners support the program through case studies during classes, company visits, dedicated internships, and TOChina Career Meetups especially designed for CMBP Alumni.



A unique blend of past glory and future opportunities

The world's most populous country and second largest economy, the People's Republic of China since the launch of the **Reform and Opening Period** in 1978 has become one of the fastest-growing actors on the international stage. After emerging as the world factory, a new industrial policy recently released - **Made in China 2025** - aims at transforming the country from a manufacturing giant to a world manufacturing power, moving its production up the global value chain.

Together with this national goal, the projects launched within the framework of the **Belt and Road Initiative**, the modern Silk Road connecting China to Europe through Central Asia and the wider Mediterranean Area, have boosted the development of infrastructures - such as railroads and ports - and of investments from Chinese state and private companies across the economies along the Eurasian continent and the Euro-Mediterranean Region.

Peking University

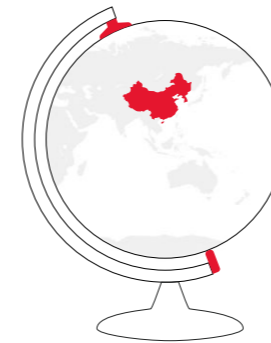
Founded in 1898, **Peking University** (PKU, known in Chinese as **Běidà**, 北大) is the oldest national university in China's modern history. It is a member of the élite C9 League, China's equivalent of the Ivy League, and has been listed as the **number one university across world's emerging economies**.

More than **30,000 students** — undergraduates and postgraduates — chosen among the best from across China receive training in 30 colleges and 12

departments, which offer programs in pure & applied sciences, social sciences & humanities, and sciences of management & education.

PKU's campus in Beijing, formerly the site of the **Qing Dynasty imperial gardens**, is among China's most beautiful, thanks to its iconic lake, traditional houses, gardens, pagodas, as well as many notable historical buildings.

CMBP 2020 Locations



1 Beijing

In Beijing the ChinaMed Business Program takes place in **Haidian**, the university district, known across China as one of the country's most dynamic research and innovation hubs.

2 Chongqing

Located at the junction of the **Silk Road Economic Belt**, the 21st-Century Maritime Silk Road and the Yangtze River Economic Belt, this municipality is at the forefront of the development of the Belt and Road Initiative, the new trade and infrastructure network connecting Asia with Europe and Africa.

3 Shenzhen

Being part of the most important manufacturing hub of the country, it is home to some of China's most successful high-tech companies, such as Tencent and Huawei. Shenzhen offers the perfect environment for startups and it attracts investments from all over the world.



“It’s hard to overestimate the impact of the Alumni network: many of us have kick-started or switched our careers thank to job offers and timely advice circulated by other Alumni. Then you have Alumni events, which are not just useful but also great fun. I really look forward to welcoming a new cohort of CMBP graduates in our community!”



Percentage of **CMBP alumni finding a job** within three months of graduation



Chiara Forlenza

TOChina Alumni Coordinator

Program Officer at the TOChina Hub and the Torino World Affairs Institute



The **TOChina Alumni network** was established in October 2013 as a community of graduates from the ChinaMed Business Program. A vibrant group of **young professionals and entrepreneurs** from a variety of backgrounds, Alumni are steadily developing their careers internationally in a variety of sectors, ranging from ICT to finance, from

food & beverage to business consultancy, quality control, high-end retail, and project management.

CMBP graduates are entitled to access all **ESCP Career Services** offered at the Turin Campus, including career days and relevant networking opportunities.

Class of 2019

37 young talents from Italy, China and France were granted a place in the 2019 edition of the program.

The class consisted of students and young professionals from various fields: international relations, economics & management, architecture, engineering and legal studies.

Home universities of the class of 2019:

- + University of Torino
- + Bocconi University
- + Fudan University
- + ESCP Business School
- + Sciences Po
- + Polytechnic University of Torino
- + INALCO
- + Zhejiang University
- + Polytechnic University of Milan
- + Guangdong University of Foreign Studies
- + Beijing Foreign Studies University
- + Catholic University of the Sacred Heart

Our Alumni are employed in leading international firms such as:

- + ICBC
- + Thales Alenia
- + Huawei
- + Deloitte & Touche
- + Ferrino
- + PwC
- + FIAT Chrysler Automobiles
- + Fincantieri
- + Booking.com
- + Ericsson
- + Air Liquide
- + BasicNet



Tuition Fees

Regular tuition fees are set at **EUR 3,700** for applicants from partner institutions* and at **EUR 4,200** for all other candidates.

The **Early Bird Fee** is offered to candidates applying by February 29, 2020: **EUR 3,200** for candidates from partner institutions*, **EUR 3,700** for all other candidates.

TUITION FEE		APPLICANTS FROM PARTNER INSTITUTIONS*	ALL OTHER APPLICANTS
Regular Fee	Standard tuition fee	EUR 3,700	EUR 4,200
Early Bird Fee	Tuition fee for candidates applying before the early bird deadline	EUR 3,200	EUR 3,700

Fees cover tuition, teaching materials, transfers within China, and access to Peking University campuses across the three cities. Participants must take care

individually of their visa application, travel to and from China, accommodation, insurance, and any other expense.

Key Dates



Applications are processed on a first come, first served basis. [Apply online at chinamedbusiness.eu](http://chinamedbusiness.eu)

* Partner Institutions

- + American University of Rome
- + ANGI (Associazione Nuova Generazione Italo-cinese)
- + Associna
- + Beijing Foreign Studies University
- + Collegio Universitario "Renato Einaudi"
- + ESCP Business School
- + Fondazione CRT
- + Fondazione RUI
- + Fondazione Terzo Pilastro - Internazionale
- + Galileo Galilei Italian Institute
- + GEI - Gruppo Economisti di Impresa
- + Guangdong Foreign Studies University
- + INALCO-Institut national des langues et civilisations orientales
- + IPE - Istituto per ricerche ed attività educative
- + MSOI - UNYA Italy
- + Peking University
- + Politecnico di Torino
- + Tongji University
- + ThinkIN'China
- + Università degli Studi di Torino
- + University of Lausanne
- + TOChina Summer School alumni
- + Zhejiang University



CMBP is a non-profit program; it runs thanks to the strategic support of the following partners:



Associate Partners

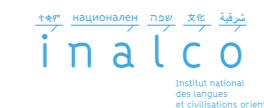
A select group of universities and organizations from China and the Euro-Mediterranean region support the program as Associate Partners:

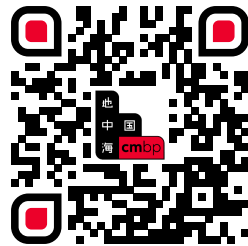


Steering Partners

CMBP is promoted by the **TOChina Hub** (University of Torino, ESCP Turin Campus and T.wai, the Torino World

Affairs Institute) in partnership with **Peking University**.





chinamedbusiness.eu

businessprogram@tochina.it

