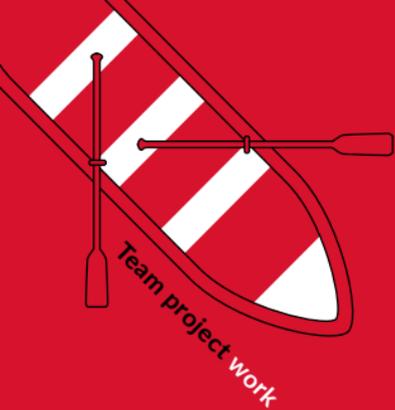




Smart engagement with tomorrow's **China**

Beijing, Chongqing & Guangzhou July 12th - August 24th, 2018





Professionally active CMBP alumni within 3 months of graduation

>90%

46 bln €

Value of Chinese greenfield projects & acquisitions in the EU (2000-2014)



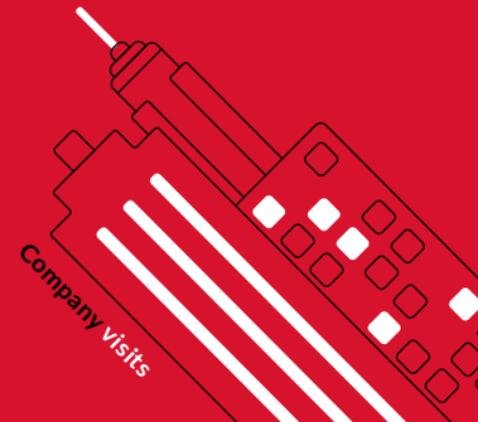
Affluent Chinese consumers by 2020

>280 mln

100%

CMBP 2017 participants that would recommend the program to their peers

Case-study analyses



Essential business skills for new Silk Road managers & entrepreneurs

The **ChinaMed Business Program (CMBP)** offers a uniquely 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 6th edition of CMBP is hosted by Peking University and takes place across Beijing, Chongqing & Guangzhou (China) from July 12th to August 24th, 2018.

Up to 50 junior talents of outstanding potential are admitted to the program to be equipped with strategic foresight and operative skills in the areas of business internationalization, cross-cultural management and creative entrepreneurship.

If you believe that a truly global mindset is a critical tool for an ambitious career in today's interconnected world, the ChinaMed Business Program will be the ideal gateway to engage with some of the key dynamics that will shape our future.

250+ HOURS OF TRAINING IN

International management

Business finance & strategy

Entrepreneurship with China

CMBP is promoted by the **TOChina Hub**, a partnership between the University of Torino, ESCP Europe Business School (Torino Campus) and the Torino World Affairs Institute (T.wai), and is hosted by **Peking University**.



PEKING
UNIVERSITY

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



UNIVERSITÀ
DEGLI STUDI
DI TORINO



POLITECNICO
DI TORINO



Collegio
Universitario
Renato Einaudi
Torino, 1935



Yenching Academy
of Peking University
北京大學燕京學堂

inalco
ITALIAN ASSOCIATION
OF NORTHERN
LACOS



ASSOCINA
意大利華商協會



ZTE

HIKVISION

A world class faculty

CMBP 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**
EDF & T.wai



**Giovanni
Andornino**
University of Torino & T.wai



**Vittorio
De Pedys**
ESCP Europe



**Enrico
Fardella**
Peking University & T.wai



**Francesco
Silvestri**
University of Torino & T.wai



**Jeffrey
Towson**
Peking University



**Yahia
Zoubir**
Kedge Business School



**Roberto
Zuccato**
ESCP Europe

+ Guest Speakers from key companies driving business trends across China and the Euro-Mediterranean region

TEACHING MODULES

Leadership & soft skills for management

Problem solving and decision making

China's new projection toward the Euro-Mediterranean region

Chinese business and management culture

Doing business in the Euro-Mediterranean region

Strategy & execution

Business finance

Sales & marketing

Talent management

Negotiation techniques

CMBP invests in your future

Regular tuition fees for CMBP 2018 are set at EUR 6,000, comprehensive of tuition, teaching materials, train transfers from Beijing to Xi'an and from Xi'an to Shenzhen, and access to Peking University campuses across the three cities.

Outstanding applicants may apply for a **Directors' Scholarship**, awarded by the Program Directors to the best candidates with an outstanding professional background or a well-argued business idea they plan to develop, cutting fees down to **EUR 4,500**.

Outstanding applicants from partner institutions may apply for a **Partners' Scholarship** (fees reduced to **EUR 3,000**).



Applications are processed on a first come, first served basis.

APPLY ONLINE AT
chinamedbusiness.eu

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



Alumni

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.

The Alumni network promotes alumni visibility in high-value segments of the job market, both in China and across the Euro-Mediterranean region. Informally, it functions as a channel for exchanging valuable information and early warning among members, constantly on the look-out for opportunities around the globe.

OUR ALUMNI ARE EMPLOYED IN LEADING INTERNATIONAL FIRMS SUCH AS

Bank of China	Accenture	Huawei	Deloitte & Touche
Ferrino	KPMG	Luxottica	Cargill
Prada	Leo Burnett	Geely	Ernst & Young



It's time to engage with the defining trends of our age. Take the right path TOChina



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