ChinaMed Business Program - CMBP

Beijing | Chongqing | Shenzhen

July 19th - August 23rd, 2019
Professionally active CMBP alumni within 3 months of graduation: >90%

Value of Chinese FDI transactions in the EU, 2000-2017: >120 bln €

Affluent Chinese consumers by 2020: >280 mln

CMBP 2017 participants who would recommend the program to their peers: 100%
Smart engagement with tomorrow’s China

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Why attend the 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 6th edition of CMBP took place across Beijing, Chongqing and Guangzhou (China) from July 12th to August 24th, 2018. The next edition will take place from July 19th to August 23rd, 2019.

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.

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

Giovanni B. Andornino
CMBP Director
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 aims to respond to the growing demand for highly-qualified profiles combining substantive competence on China and the Euro-Mediterranean region, good command of the basics of international business, and an entrepreneurial spirit free of naïveté.

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<tr>
<th>MODULE</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>Induction: ChinaMed &amp; the CMBP</td>
<td>Beijing</td>
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<tr>
<td>Problem Solving &amp; Decision Making - Business Strategy</td>
<td>Beijing</td>
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<tr>
<td>Digital China &amp; Emerging Strategies - HR in China</td>
<td>Beijing</td>
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<tr>
<td>Marketing &amp; Sales</td>
<td>Chongqing</td>
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<tr>
<td>Doing business across China and the Euro-Mediterranean region</td>
<td>Shenzhen</td>
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<tr>
<td>Cross-cultural Entrepreneurship &amp; Negotiation</td>
<td>Shenzhen</td>
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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 naïveté.

A world class faculty

Edoardo Agamennone
Corporate Director
Research Fellow at T.wai and Senior Legal Advisor at EDF France

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

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

Vittorio De Pedys
Lecturer
Affiliate Professor at ESCP Europe - Torino campus

Qin Xuezheng
Lecturer
Associate Dean and Professor at the PKU School of Economics

Roberto Zuccato
Lecturer
Affiliate Professor at ESCP Europe - Torino campus

Guest Speakers

+ Karim Al Wadi, Gtour International
+ Luca Chinello, Viabizzuno China
+ Jenny Gao, Mandarin Capital Partners
+ Ipek Kilicler Turker, Tsinghua X-Lab
+ Gregory Lepkoff, Green I-guys
+ Francesco Lorenzini, Tech Sili
+ Lu Haoyang, China Unicom
+ Yair Shacked, Nio Capital
+ Nicholas Sheffield, Rothschild
+ Bianca Teti, Ericsson
+ Wallace Tong, Powerchina International
+ Christopher Von Gumppenberg, KUGU Home
+ Mario Zaccagnini, La Galleria
+ Francesco Zhou Fei, Xiaomi Italy
Company visits

Company visits to some of China’s most innovative private corporations, State-Owned Enterprises and emerging start-ups are arranged weekly. CMBP 2018 included company visits to JD.com, ZTE, Innoway, the Asian Infrastructure Investment Bank, Zhubajie, Chang’an, Delonghi and the Shenzhen Stock Exchange.

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.

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

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.

A unique blend of past glory and future opportunities

The landmark “West Gate” of the PKU campus in Haidian, Beijing

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 elite C9 League, China’s equivalent of the Ivy League, and has been listed as the number one university across world’s emerging economies.

CMBP 2019 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.
Class and faculty of CMBP 2018 at the ZTE headquarters in Shenzhen, China

ChinaMed Business Program

35 young talents from Italy, China, the US, Germany, Hungary, Albania and Switzerland were granted a place and scholarships in the 2018 edition of the program.

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

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

CMBP graduates are entitled to access all ESCP Europe Career Services offered by the Torino Campus, including career days and relevant networking opportunities.

Our Alumni are employed in leading international firms such as:

- Bank of China
- Michelin
- Huawei
- Deloitte & Touche
- Ferrino
- PwC
- Luxottica
- Fincantieri
- Ernst & Young
- Royal Dutch Shell
- Geely
- BasicNet

“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!”

Greta Scardellato
TOChina Alumni Coordinator
Corporate Relations at the TOChina Hub & Entrepreneur based in Hong Kong

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

> 90%

Home universities of the class of 2018:

- University of Torino
- Bocconi University
- Peking University
- ESCP Europe
- IPE, Naples
- Polytechnic University of Torino
- IE, Business School
- Zhejiang University
- University of Mannheim
- University of Bordeaux
- Beijing Foreign Studies University
- Penn State

Class of 2018
Regular tuition fees for CMBP 2019 are set at EUR 6,000. 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 4,000. Outstanding applicants from partner institutions* applying before the mentioned deadline may apply for an Early Bird Scholarship (fees reduced to EUR 3,000).

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<tr>
<th>TUITION FEE</th>
<th>SCHOLARSHIPS</th>
<th>PAYABLE FEE</th>
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<tbody>
<tr>
<td>Regular Fee</td>
<td>Regular amount for participants admitted with no scholarship</td>
<td>EUR 6,000</td>
</tr>
<tr>
<td>Directors’ Scholarship</td>
<td>Awarded by CMBP Directors to outstanding applicants</td>
<td>EUR 4,000</td>
</tr>
<tr>
<td>Early Bird Scholarship</td>
<td>Awarded by CMBP Directors to outstanding applicants from partner applications applying before the early bird deadline</td>
<td>EUR 3,000</td>
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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.

* Partner Institutions
- ANGI (Associazione Nuova Generazione Italo-cinese)
- Associna
- Beijing Foreign Studies University
- Collegio Universitario “Renato Einaudi”
- ESCP Europe
- Fondazione CRT
- Fondazione RUI
- Galileo Galilei Italian Institute
- GEI - Gruppo Economisti di Impresa
- Guangdong Foreign Studies University
- INALCO
- IPE - Istituto per ricerche ed attività educative
- MSOI - UNYA Italy
- Peking University
- Politecnico di Torino
- Tongji University
- ThinkIN’China
- Università degli Studi di Torino
- Zhejiang University

Key Dates
- 2018 NOVEMBER 26: Applications open for CMBP 2019
- 2019 FEBRUARY 25: Deadline for early bird applications
- 2019 MAY 27: Deadline for applications for CMBP 2019
- 2019 JULY 19: CMBP 2019 begins
- 2019 AUGUST 23: CMBP 2019 Graduation Ceremony

Applications are processed on a first come, first served basis. Apply online at chinamedbusiness.eu
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 Europe Business School and T.wai, the Torino World Affairs Institute) in partnership with **Peking University**.
Contact and notes

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