

TO CHINA HUB



浙江大学 国际联合商学院
INTERNATIONAL BUSINESS SCHOOL
ZHEJIANG UNIVERSITY

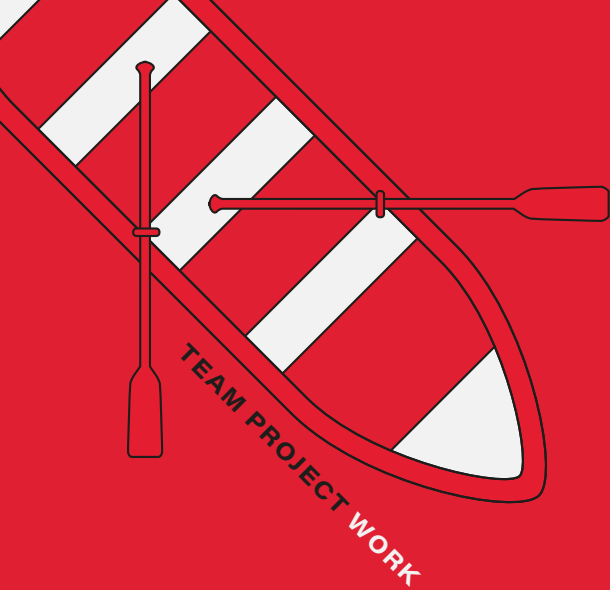
ZIBS

China Management & Business Program - CMBP

Online weekend modules: April + Modules in China: May 12-25, 2024

ZHEJIANG UNIVERSITY INTERNATIONAL CAMPUS, HAINING





CMBP ALUMNI WHO ARE
PROFESSIONALLY ACTIVE
WITHIN 3 MONTHS OF
THEIR GRADUATION

>90%

>160
bln €

VALUE OF CHINESE FDI
TRANSACTIONS IN THE
EU, 2000-2019



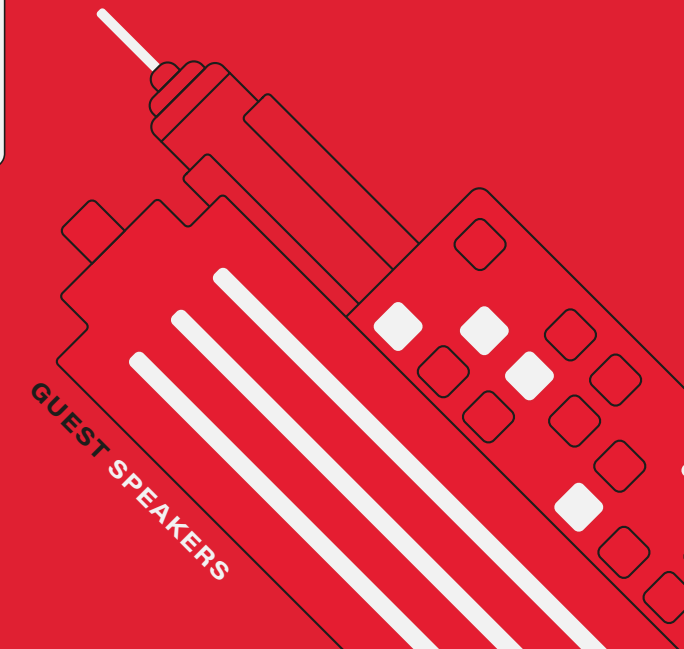
CHINA'S PRIVATE
CONSUMPTION BY 2030

12.7
tln €

100%

CMBP 2022 PARTICIPANTS
WHO WOULD RECOMMEND
THE PROGRAM TO THEIR
PEERS

CASE-STUDY ANALYSES



Smart engagement with tomorrow's China

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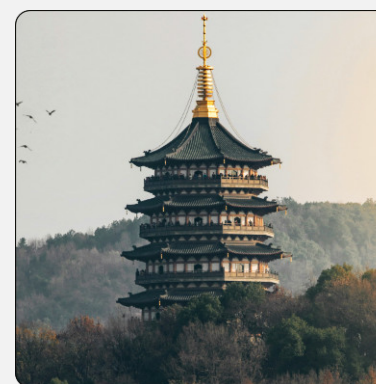
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Edoardo Agamennone, Academic Director



“CMBP is the answer to the pressing need for professional figures who can promote effective business relations between China and the Euro-Mediterranean region, critically important in the post-pandemic scenario”

Giovanni B. Andornino
CMBP CO-DIRECTOR

Why attend CMBP

The China Management & Business Program (CMBP) is an intensive set of crash courses for graduate students who seek dynamic managerial careers spanning across China and the Euro-Mediterranean region. This unique program has been 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 of the program took place at Zhejiang University in Hangzhou. From 2016 to 2019, CMBP was based in Beijing and hosted by **Peking University**, the oldest and most prestigious university in the country. The editions of 2020 and 2021 were successfully delivered online and the 10th edition took place in Europe, in Paris and Turin. Starting from 2024, CMBP will be back in **China**, in partnership with **ZIBS - Zhejiang University International Business School**.

Program established
2013

Duration
2+ weeks

Academic hours
27 of online preparation
100+ in-class training

Locations
Haining, Hangzhou
Shanghai

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 Europe. Company visits to some of China's most innovative companies are arranged on a weekly basis.

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 China Management & Business Program (CMBP) offers a unique set of **crash courses** – for a total of **100+ 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 Europe.

The CMBP 2024 begins with an **introductory online module** held during weekends in April, followed by an **on-site module in China** which takes place over **2 weeks**, with classes running from 9 am to 12 (morning sessions) and from 2 pm to 5 pm (afternoon session), CEST time. A mix of lectures, case studies, business simulations, and conversations with guest speakers will provide a **full learning experience**.

ONLINE WEEKEND MODULES

Geopolitics of China-EU relations	China-EU business relations	Doing business in China	Key Elements of Strategy
Finance & Accounting Essentials		Marketing & Product Development	

WEEK 1 - HAINING/HANGZHOU (MAY 13-18)

VUCA Era Opportunities & Emerging Markets	Problem Solving & Decision Making	A new track of innovation: immersive economics	Company & Cultural Visits
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WEEK 2 - HAINING/SHANGHAI (MAY 20-24)

Manufacturing in China: from 1.0 to 4.0	Innovation in China	Company & Cultural Visits	Leadership and Organizational Behavior
Logistics, Customs & Operations in China		Cross-Cultural Negotiation	

A world-class faculty

The 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



BEN Shengling
DIRECTOR
 Dean of ZIBS, Dean AIF-Zhejiang University and President of Beijing Frontier Institute of Regulation and Supervision Technology (FIRST)



Edoardo Agamennone
ACADEMIC DIRECTOR
 Research Fellow at the Torino World Affairs Institute (T.wai)



Sheikh Fayaz Ahmad
LECTURER
 Assistant Professor at ZIBS



Vittorio De Pedys
LECTURER
 Affiliate Professor at ESCP Business School



Wang Yiwei
LECTURER
 Professor of Operations Management at ZIBS

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. The 2024 edition of CMBP will welcome the following faculty members:



Giovanni B. Andornino
CO-DIRECTOR
 Director of the TOChina Centre at the University of Turin and Vice President of the Torino World Affairs Institute (T.wai)



Graham Mitchelmore
ACADEMIC CO-DIRECTOR
 Full-time Foreign Expert in Leadership and Organization Management at Zhejiang University, China.



Regina Brix
LECTURER
 Affiliate Professor at ESCP Business School



Walter Joffrain
LECTURER
 Senior Manager in a leading Italian bank



Zhang Ruidong
LECTURER
 Professor of Computer Information Systems and CTO at ZIBS



Latest Guest Speakers

- + Luca **Chinello**, Viabizzuno
- + Massimo **de Andreis**, 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 Gumpffenberg**, KUGU Home
- + Alice **Wurmboeck**, Kaufland
- + Yang **Xiaodi**, XKool
- + Ye **Xuan**, Inflexion
- + Francesco **Zhou Fei**, Mi Store Italia



China: a unique blend of historic glory and future opportunities

As the world's most populous country and second-largest economy, the People's Republic of China has become one of the fastest-growing actors on the international stage since the launch of the **Reform and Opening-up Era** in 1978. Once known as "the factory of the world", the country has been steadily moving its production up the global value chain. Coupled with **Made in China 2025**, the projects launched within the framework of the Belt and Road Initiative connecting

China to Europe through Central Asia and the wider Mediterranean region have boosted the development of transport, energy, digital infrastructure, promoting investments from Chinese state-owned and private companies in Europe, Asia, Africa, Oceania and Latin America. As one of the many endpoints of the **Belt and Road Initiative**, the Euro-Mediterranean region thus has an important role to play in the years to come.

Haining

Haining is a county-level city in Zhejiang Province, China, and under the jurisdiction of Jiaxing. It is in the south side of Yangtze River Delta, and in the north of Zhejiang. It is 125 km to the southwest of central Shanghai, and 61.5 km east of Hangzhou, the provincial capital. To its south lies the Qiantang River. Haining is known for its leather industry and spectacular tide in the Qiantang River. Since June 2021, it's linked to Hangzhou

by the new suburban Hangzhou - Haining subway Line. Located in the Yangtze River Delta region close to Shanghai and adjoining Hangzhou, Haining serves as the core of the Hangzhou Metropolitan Economic Circle and the Greater Hangzhou Bay Rim Area. The city benefits from the "one-hour economic circle" of Shanghai, Hangzhou and Suzhou with a well-developed transportation network.





Hangzhou

It is located in the northeastern part of the province, sitting at the head of Hangzhou Bay, which separates Shanghai and Ningbo. Hangzhou grew to prominence as the southern terminus of the Grand Canal and has been one of China's most renowned and prosperous cities for much of the last millennium. It is a major economic and e-commerce hub within China, and the second biggest city in the Yangtze Delta after Shanghai. Hangzhou is classified as a sub-provincial city and forms the core of

the Hangzhou metropolitan area, the fourth-largest in China after Guangzhou-Shenzhen Pearl River agglomeration, Shanghai-Suzhou-Wuxi-Changzhou conurbation and Beijing. As of 2019, the Hangzhou metropolitan area was estimated to produce a gross metropolitan product (nominal) of 3.2 trillion yuan (\$486.53 billion), making it larger than the economy of Nigeria (the largest in Africa).

Shanghai

The city is located on the southern estuary of the Yangtze River, with the Huangpu River flowing through it. The population of the city proper is the third largest in the world, with 24.89 million inhabitants in 2021, while the urban area is the most populous in China, with 39.3 million residents. As of 2018, the Greater Shanghai metropolitan area was estimated to produce a gross metropolitan product (nominal) of nearly 9.1 trillion RMB (\$1.33 trillion). Shanghai is one of the world's major centers for finance, business and economics, research,

science and technology, manufacturing, transportation, tourism, and culture, and the Port of Shanghai is the world's busiest container port.

By the 1990s, the city had re-emerged as a hub for international trade and finance; it is the home of the Shanghai Stock Exchange, one of the largest stock exchanges in the world by market capitalization and the Shanghai Free-Trade Zone, the first free-trade zone in mainland China.





CMBP students visiting ZTE headquarters in Shenzhen

Company visits

Participants will have the chance to visit some of China's most innovative companies, including Hangzhou City Brain, Geely Auto, FutureStitch, TDG Holding, Johnson Controls, MY BANK (Ant Group / Alibaba).





Class and faculty of CMBP 2019 at the Asian Infrastructure Investment Bank in Beijing, China

CMBP classes usually consist of students and young professional from various fields: International Relations, Economics & Finance, Architecture, Engineering, Language and Legal Studies.

Affiliations of the previous cohort:

- + Beijing Technology & Business University
- + College of Europe
- + University of Bologna
- + Berlin School of Economics & Law
- + EM Normandie Business School
- + University of Edinburgh
- + Birla Institute of Technology
- + Inalco
- + University of Insubria
- + Bocconi University
- + John Cabot University
- + University of Turin
- + Catholic University of Milan
- + Tongji University
- + Zhejiang University

“It’s hard to overestimate the impact of the Alumni network: many of us have kick-started or switched our careers thanks 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!”

90%

PERCENTAGE OF CMBP ALUMNI FINDING A JOB WITHIN THREE MONTHS OF GRADUATION

Giada Sannazzaro
TOCHINA ALUMNI COORDINATOR



The **TOChina Alumni network** was established in October 2013 as a community of graduates from the China Management & 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 **ESCP Career Services** offered at the Turin Campus, including career fairs and relevant networking opportunities.

Our Alumni are employed in leading international firms, including:

- + Alibaba
- + ENI
- + Guess
- + KPMG
- + Amazon
- + Ernst & Young
- + ICBC
- + PwC
- + BasicNet
- + Fincantieri
- + Intesa Sanpaolo
- + Stellantis
- + Deloitte & Touche
- + Gucci
- + Italian Trade Agency
- + Valentino



Steering Partners

CMBP is promoted by the **TOChina Hub**, an integrated knowledge hub established by the **University of Turin**, **ESCP Business School** (Turin campus) & **T.wai – Torino World Affairs Institute**, in partnership with

ZIBS - Zhejiang University International Business School.

The certificate of attendance is jointly awarded by these institutions at the end of the program.

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Associate Partners

A select group of universities and organizations from China and the Euro-Mediterranean region have supported the program as Associate Partners of CMBP since 2013:





Key Dates

2024

FEBRUARY

5

Applications open for CMBP 2024

2024

APRIL

8

Deadline for regular applications

2024

APRIL

6-28

CMBP Online modules take place on weekends

2024

MAY

13

CMBP begins in China

2024

MAY

24

CMBP 2024 Graduation Ceremony

Applications are processed on a first come, first served basis. Apply online at chinabusinessprogram.it

Tuition Fees

Regular tuition fees are set at EUR 2,200 for applicants from the three Steering Partners*; at EUR 2,500 for applicants from partner institutions** and at EUR 2,800 for all other candidates.

The **Early Bird Fee** is offered to candidates applying by **March 1, 2024**: EUR 2,000 for candidates from Steering Partners*, EUR 2,200 for candidates from partner institutions** and EUR 2,400 for all other candidates.

TUITION FEE	DESCRIPTION	APPLICANTS FROM STEERING INSTITUTIONS*	APPLICANTS FROM PARTNER INSTITUTIONS**	ALL OTHER APPLICANTS
EARLY BIRD FEE	TUITION FEE FOR CANDIDATES APPLYING BY MARCH 1, 2024	EUR 2,000	EUR 2,200	EUR 2,400
REGULAR FEE	STANDARD TUITION FEE	EUR 2,200	EUR 2,500	EUR 2,800

Fees cover tuition, teaching materials, accommodation in student dorms, meals and transfers during program activities. Participants must individually cover all other costs, including arrival costs before the beginning of the program, departure costs after the completion of the program, international health insurance, and any other individual and private expense.

* Steering Partners

+ ESCP Business School

+ University of Turin

+ Zhejiang University

** Partner Institutions

+ ANGI (Associazione Nuova Generazione Italo-cinese)

+ Associna

+ Collège des Ingénieurs

+ Collegio Universitario "Renato Einaudi"

+ Fondazione CRT

+ Fondazione RUI

+ GEI - Gruppo Economisti di Impresa

+ Guangdong Foreign Studies University

+ IPE - Istituto per ricerche ed attività educative

+ John Cabot University

+ MSOI - UNYA Italy

+ Peking University

+ Politecnico di Torino

+ ThinkINChina

+ TOChina Summer School alumni

+ Tongji University

+ University of Insubria

+ University of Lausanne

+ University of Naples "L'Orientale"

Contacts and notes

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

HANGZHOU



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SHANGHAI

