

Top Stories

Press Releases

Media Events

Media Coverage >

Newsletters

China Insight

Media Kit

Media FAQ

Media Contacts

Photo Gallery
of CEIBS

Find CEIBS on:



Press Releases

[Media Centre](#) > [Press Releases](#)

■ CEIBS Executive Seminar in Europe, Zurich

September 23, 2011

[Print-friendly Page](#)

September 23, 2011. Zurich Switzerland -- CEIBS reached a new milestone on September 23 and 24: the launch of the first-ever Executive Seminar in Europe delivered exclusively by CEIBS professors. Called "China Connecting Conversations", the event was held in Zurich, Switzerland.



It featured lectures from four expert CEIBS professors including President and Professor of Entrepreneurship Pedro Nueno, Professor of Economics Wang Jianmao, Adjunct Professor of Management Nandani Lynton and Professor of Management George Yip. The 38 seasoned executives who participated included some 18 Chinese executives (of which 15 presidents/chairmen were CEIBS alumni) and 20 non-Chinese business leaders with a European, Indian, African, or American background.

The objective of the classes was to enable business leaders around the world adapt and succeed in their home market, in China and globally. It provided participants new insights into:

- The Chinese economy in the 21st century of development;
- The 'China Factor' in a global business context;
- Key drivers of successful joint ventures between Chinese and non-Chinese companies;
- How China's top companies compete;
- Chinese, Indian and Western leadership styles and the values of China's Generation Y;
- Different models for collaborative innovation.

Another valuable component of the lectures was the substantial input of global business leaders who shared their experiences. These included: Mr. Ming-Po Cai, President of Cathay Capital Private Equity; Mr. Israel Berman, Member Global Executive Team, MD Europe, Hay Group; Mr. James Nolan, Executive Vice President M&A, Philips Electronics; Dr. Thomas Gilles, Partner and Member of China Initiative & India Focus Group at Baker & McKenzie; Mr. Ken Ofori-Atta, CEO Databank, Africa; Mr. Rangarajan Vellamore, CEO Infosys Technologies Greater China.

