ChinaMed Business Program - CMBP

ONLINE EDITION  July 6 - July 31, 2020
Cases studies

- Affluent Chinese consumers by 2020: >280 mln
- Value of Chinese FDI transactions in the EU, 2000-2019: >160 bln €
- Professionally active CMBP alumni within 3 months of graduation: >90%
- CMBP 2019 participants who would recommend the program to their peers: 100%
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, highly needed especially in particular times as today.”

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. 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.

The previous edition of CMBP took place across Beijing, Chongqing and Shenzhen from July 19 to August 23, 2019. The 2020 edition was originally designed to take place in the same locations but, due to the COVID-19 outbreak, for the time being, China has suspended all on-campus activities in its universities. Therefore, CMBP will be transferred online: the program will take place from July 6 to July 31, 2020.

Established
2013

Duration
4 weeks

Academic hours
120

Location
Online
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.

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.

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 set of crash courses – for a total of 120 hours of lectures, group projects, conversations with guest speakers – 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 four weeks, with online classes normally running from 8.30 am to 11.30 am for the morning and from 1.30 pm to 4.30 pm for the afternoon session.

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<td>Business Finance</td>
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<td>Digital Marketing in China</td>
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<td>Cross-cultural Entrepreneurship</td>
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<td>Innovation &amp; Startups</td>
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<td>Negotiations</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

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)

Edoardo Agamennone
Academic Director
Research Fellow at the Torino World Affairs Institute (T.wai)

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

Jeffrey Towson
Lecturer
Professor at PKU Guanghua School of Management

Jooyoung Park
Lecturer
Assistant Professor in Management at Peking University HSBC Business School

Recurrent Guest Speakers

Luca Cinello, Viabizzuno
Massimo Deandreis, SRM-Studi Ricerche Mezzogiorno
Claudio Grillenzoni, Florentia Village
Ipek Kılıçer 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 Gumppenberg, KUGU Home
+ Alice Wurmboeck, Kaufland
+ Yang Xiaodi, Inflexion
+ Ye Xuan, Inflexion
+ Francesco Zhou Fei, Mi Store Italia
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.

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 Career Services offered at the Turin Campus, including career days and relevant networking opportunities.

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

“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!”

Chiara Forlenza
TOChina Alumni Coordinator
Program Officer at the TOChina Hub and the Torino World Affairs Institute

The percentage of CMBP alumni finding a job within three months of graduation is > 90%.
**Key Dates**

- **2020 MAY 8** - Applications open for CMBP 2020
- **2020 JUNE 29** - Deadline for applications
- **2020 JULY 6** - Beginning of the ChinaMed Business Program
- **2020 JULY 31** - CMBP 2020 ends

Applications are processed on a first come, first served basis. Apply online at chinamedbusiness.eu

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**Tuition Fees**

Regular tuition fees for CMBP 2020 are set at EUR 1,600. Outstanding applicants from partner institutions* may apply for a Partners' Scholarship, reducing fees to EUR 800.

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<td>Regular Fee</td>
<td>Regular amount for participants admitted with no scholarship</td>
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<tr>
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<td>EUR 1,600</td>
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<tr>
<td>Partners' Scholarship</td>
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Fees cover tuition and teaching materials.

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**Partner Institutions**

- American University of Rome
- Associna
- Beijing Foreign Studies University
- Collège des Ingénieurs
- Collegio Universitario "Renato Einaudi"
- ESCP Business School
- Fondazione CRT
- Fondazione RUI
- Fondazione Terzo Pilastro - Internazionale
- 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
- Tel Aviv University
- ThinkIN’China
- TOChina Summer School alumni
- Tongji University
- Università degli Studi di Torino
- University of Lausanne
- Zhejiang University
CMBP is a non-profit program; the TOChina Hub 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:
It's time to engage with the defining trends of our age. Take the right path TOChina