ChinaMed Business Program - CMBP

PARIS | TURIN | ROME

July 19th - August 13th, 2021
CMBP Alumni who are professionally active within 3 months of their graduation: >90%

Value of Chinese FDI transactions in the EU, 2000-2019: >160 bln €

China’s private consumption by 2030: 10.5 tln €

CMBP 2020 participants who would recommend the program to their peers: 100%
Smart engagement with tomorrow’s China

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Why attend CMBP

The ChinaMed 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. Since 2016, CMBP has been based in Beijing and is hosted by Peking University, the oldest and most prestigious university in the country. The 2020 edition was originally designed to take place in Beijing, Chongqing and Shenzhen, but due to the exceptional circumstances, caused by the Covid-19 outbreak, the program has been successfully delivered online.

Leveraging on the proposed improvement of the pandemic situation in summer 2021, the 9th edition is expected to see a return to in-person classes. Due to the continued restrictions concerning foreign entry to the People’s Republic of China, in these exceptional circumstances this year’s program will take place in Europe.

“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
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 Europe’s most innovative companies and the European headquarters of Chinese leading firms 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 ChinaMed Business Program (CMBP) offers a unique 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 is scheduled over four weeks, with classes normally running from Monday to Friday, from 9am to 12 pm and from 1.30 pm to 5.30pm. The program will have both an online and offline schedule: one month before the start of the in-class program, the participants will receive propaedeutic materials in the form of video-recorded lectures, readings and exercises that will have to be completed as a preparation for the core modules, which will then be delivered in class.

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<td>Doing Business across China and the Euro-Mediterranean Region</td>
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<td>Business Finance</td>
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<td>Problem Solving &amp; Decision Making</td>
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<td>Marketing &amp; Sales</td>
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<td>Digital Strategy</td>
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<td>Cross-Cultural Entrepreneurship</td>
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<td>Negotiation</td>
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A world class faculty

The ChinaMed Business Program has been tailored and crafted 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.

Recurrent Guest Speakers

+ Luca Chinello, Viabizzuno
+ Sebastien de Limon, Parkopoly
+ Claudio Grillenzoni, Florentia Village
+ Ipek Klicher Turker, Siemens Bank
+ Jeremy Lancksweert, Green Delta
+ Gregory Lepkoff, Green I-guys
+ Omar Maseroli, Mercante / Fiume
+ Alessia Pastori, EY China Desk
+ 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, XKool
+ Ye Xuan, Inflexion
+ Francesco Zhou Fei, Mi Store Italia
CMBP students visiting ZTE headquarters in Shenzhen

Students will have the chance of visiting some of Europe’s most innovative companies and the European headquarters of leading Chinese firms. The previous editions of CMBP included company visits to JD.com, ZTE, Innoway, the Asian Infrastructure Investment Bank, Zhubajie, Delonghi and the Shenzhen Stock Exchange.
CMBP classes usually consist of students and young professional from various fields: international relations, economics & finance, architecture, engineering, language 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, 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 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

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

> 90%
Key Dates

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

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<td>FEBRUARY 2021</td>
<td>Applications open for CMBP 2021</td>
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<td>MARCH 2021</td>
<td>Deadline for early bird applications</td>
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<td>MAY 2021</td>
<td>Deadline for applications for CMBP 2021</td>
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<td>JULY 2021</td>
<td>CMBP 2021 begins</td>
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<td>AUGUST 2021</td>
<td>CMBP 2021 Graduation Ceremony</td>
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Tuition Fees

Regular tuition fees are set at EUR 2,400 for applicants from partner institutions* and at EUR 2,900 for all other candidates.

The Early Bird Fee is offered to candidates applying by March 15th, 2021: EUR 2,150 for candidates from partner institutions*, EUR 2,650 for all other candidates.

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<th>Early Bird Fee</th>
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Fees cover tuition, teaching materials and transfers between the three cities during the program. Participants must individually cover the cost of their visa application (if non-EU citizens), travel to reach Paris before the beginning of the program and then to leave Rome after the graduation, accommodation, food, insurance, and any other private expense.

* Partner Institutions

- American University of Rome
- ANGI (Associazione Nuova Generazione Italo-cinese)
- Associna
- Beijing Foreign Studies University
- Collège des Ingénieurs
- Collegio Universitario "Renato Einaudi"
- ESCP Business School
- Fondazione CRT
- Fondazione RUI
- GEI - Gruppo Economisti di impresa
- 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
- TOChina Summer School alumni
- Tongji University
- ThinkINChina
- Università degli Studi di Torino
- University of Insubria
- University of Lausanne
- Zhejiang University

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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:

Steering Partners

CMBP is promoted by the TOChina Hub, an integrated knowledge hub established by the University of Torino, ESCP Business School and T.wai - Torino World Affairs Institute, in partnership with Peking University. The certificate of attendance is jointly awarded by these institutions at the end of the program.

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