

Europe – China Business Management Training Project

Duration	2007-2012	
Beneficiary countries	P. R. China and EU	
EU Grant	8 150 000 EUR	
Partner Contribution	100 000 EUR	
Grantee Contribution	1 910 000 EUR	
Grantee	China Europe International Business School (CEIBS)	
Location	P. R. China and EU	
EU Delegation Contact Person	Ms. Alexandra LEHMANN	

BMT official launching ceremony, Shanghai, 15th January, 2008

Project Objectives

The overall objective of the project is to support China's social and economic reform process. The purpose of the project is to develop China's human resources capacity being able to face the challenges set by economic reform and globalisation and hence strengthen the relation between the EU and China as leading global business partners.

The project promotes modern high-level business management training in China, based on European best practice and experience paired with exposure to real business practices in China. The project aims at enhancing business and intercultural skills on both the Chinese and EU sides through exchanges between their respective corporate communities. The project transfers knowledge on European business management models and market economics, European business ethics, corporate governance, social and environmental responsibility, European macro-economic issues and, in the broadest sense, Sino-European relations to China.

Project Components

1. Promotion of modern high-level business management training in China based on European best practice and experience.
2. Creation and strengthening of partnership, educational linkages and co-operation between the Chinese and European management education institutions.
3. Enhancement of business and intercultural exchanges between China and the EU and between their academic and corporate communities.
4. Improvement of access of women, members of disadvantaged groups and persons with limited economic means to higher business education and professional training.
5. Rise of awareness about the European Union raised and knowledge in China about the EU as an economic and political entity.

Current Activities Status (06/12)

A Financing Agreement between the Chinese Government and the European Union has been signed on 18 January 2007 at the occasion of the visit of Benita Ferrero-Waldner, EU Commissioner for External Relations, to China. The implementation of activities started on

01 January 2008 and will end on 31 December 2012. The implementation of all project components is going on smoothly.

The grantee China Europe International Business School (CEIBS) has set up a Programme Management Office at its campus in Shanghai and a comprehensive BMT project website which provides information on the programme, its components and events as well as funding opportunities. <http://www.ceibs.edu/bmt/>

Already 61, special EU scholarships to MBA students from developing Western, Central and North-Eastern provinces (women: 25, 41%) as well as 47 exchange scholarships for European MBA students (women: 14, 30%) have been awarded.

The flagship component of the project was the Business Development Certificate Programme which provided management training for company managers from less developed provinces. 9 tranches (in 8 Chinese provinces) of the certificate programme have been successfully delivered. It has reached 434 managers (women: 113, 26%) from local companies in less developed regions.

In 2012 CEIBS entered into an agreement with IESE Business School in Spain to launch a PhD Programme starting in Academic Year 2012-13. Under this programme, CEIBS will identify and sponsor qualified students in China to study towards an IESE PhD degree.

The support of the EU through the BMT project has certainly contributed to the success of CEIBS by giving the school the opportunity and means to upgrade its MBA curriculum and to implement highly visible academic activities.

What people say about the project?

Chinese Vice Minister of Commerce Gao Hucheng congratulated CEIBS on the launch of the BMT Project, calling it *"a very important project for the Chinese government in its cooperation with the EU....."*. *".....We are quite confident that CEIBS will succeed in this project, particularly in helping to develop business education in underdeveloped areas of China."*

CEIBS President Zhu Xiaoming is confident about the successful implementation of BMT: *"the fact that CEIBS won the bid for this high profile project, which attracted bidding from business schools worldwide, reflects not only the hard work of CEIBS personnel but also the faith and trust that the EU government and Chinese government place in CEIBS"*.



Group discussion, MBA students at CEIBS, Shanghai

Project Contact Details:

You can obtain more information on:

<http://www.ceibs.edu/bmt/>



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