

- PRESS RELEASE -

## Strategic management and entrepreneurship in China: ESCP Europe launches the ChinaMed Business Program (CMBP), broadening horizons from Europe to the Far East

*This full-time Summer course, organized in collaboration with the University of Torino and the Torino World Affairs Institute (T.wai) and assembled under the name TOChina Hub, selects up to 50 graduate students and dynamic future managers for a full-immersion training experience in China.*

Turin, April 17th 2018 - **ESCP Europe** Business School, the **University of Torino**, and the **Torino World Affairs Institute** (T.wai), assembled under the name **TOChina Hub**, announced the launch of the 6th edition of the **ChinaMed Business Program** that will take place across **Peking University** campuses.

The **CMBP** was 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.

It is an advanced training package of **Junior Executive Education** developed to allow young people who aim for a managerial-entrepreneurial career, with a strong orientation towards China, to position themselves in Italian, Chinese and international companies with profiles of immediately recognizable value.

**How to do business in China or with China?** This program is designed to address these requests, it is ideal for anyone considering a career in management and aware of the centrality of China to the global economy, and is particularly suitable for young professionals, university students or recent graduates.

It will take place in **China**, across the three **Peking University** campuses – ranked 2nd among universities in BRICS countries, according to QS BRICS University Ranking 2018 – in **Beijing**, **Chongqing** and **Guangzhou**. The course will be delivered in English by executive education specialists, scholars of contemporary China and China-based professionals who share essential strategic competences in the fields of international business, inter-cultural management and business dynamics between China and Europe.

*«China is one of the most important market economy players on a global scale and as ESCP Europe we think it is essential to aim to develop a training offer that not only includes, but sets the stage to live this great country in a direct and complementary way - states **Prof. Francesco Rattalino Dean of ESCP Europe Torino Campus** -. The growth strategy of our Business School aims at exploiting the most challenging opportunities: first of all to offer students, whatever their nationality or career path, international and intensive training in management and, secondly, to provide companies with resources that reflect the requirements of internationality, multiculturalism and multilingualism. The encounter with the Chinese economic environment is a crucial learning experience and has now become a must for those who want to work in the global market. Through the ChinaMed Business Program we refine high-potential profiles that are suitable for positions anywhere in the world».*

The 2018 CMBP offers a unique combination of intensive courses for 6 weeks from 12 July to 24 August, for a total of more than 250 hours of lectures on marketing and entrepreneurship issues, company visits, business cases and soft mentoring by managers from various fields and engaged in China.

Students who apply to CMBP 2018 will have to elaborate a business idea for the Chinese market, which will be subsequently developed during the program. The best ideas will be supported through start-up incubators in China and Italy.

At the end of the program, participants will be admitted to the TOChina Alumni network and invited to Career Service events to take advantage of the ESCP Europe Placement service.

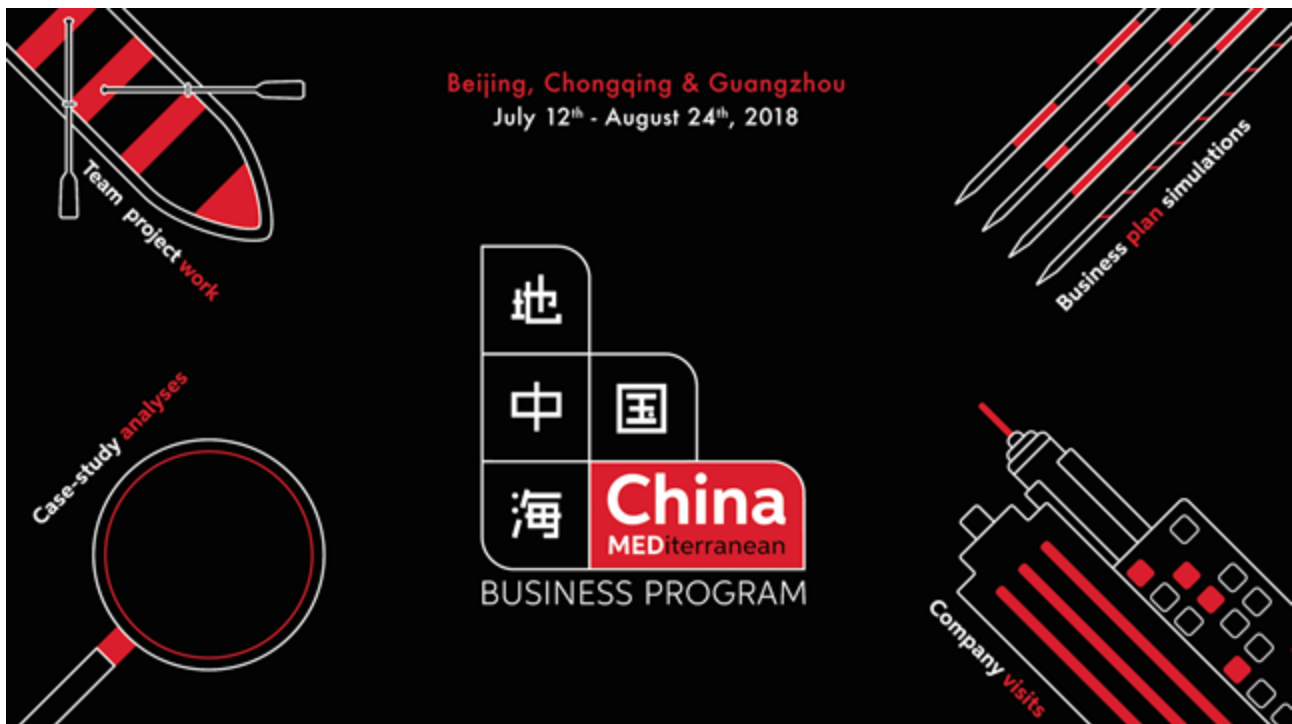
90% of CMBP alumni find a job within three months of graduation. CMBP Alumni work in companies such as: Bank of China, BasicNet, Deloitte & Touche, Ernst & Young, Ferrino, Fincantieri, Geely, Huawei, Luxottica, Michelin, PwC, Royal Dutch Shell.

A maximum of 50 candidates will be admitted to the program.

You can apply online until 27 May 2018, all applications are treated on a first-come, first-served basis.

For more information: <http://www.escpeurope.eu/cmbp>

WATCH THE VIDEO: [https://www.youtube.com/embed/vOCPKMuI\\_K4](https://www.youtube.com/embed/vOCPKMuI_K4)



### ESCP Europe ([www.escpeurope.eu](http://www.escpeurope.eu))

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 4,600 students and 5,000 executives from 102 different nations every year, offering them a wide range of general management and specialised programmes (Bachelor, Masters, MBA, Executive MBA, PhD and Executive Education). ESCP Europe is among the 1% of business schools worldwide to be triple-accredited (AACSB, AMBA, EQUIS).

For more information:

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