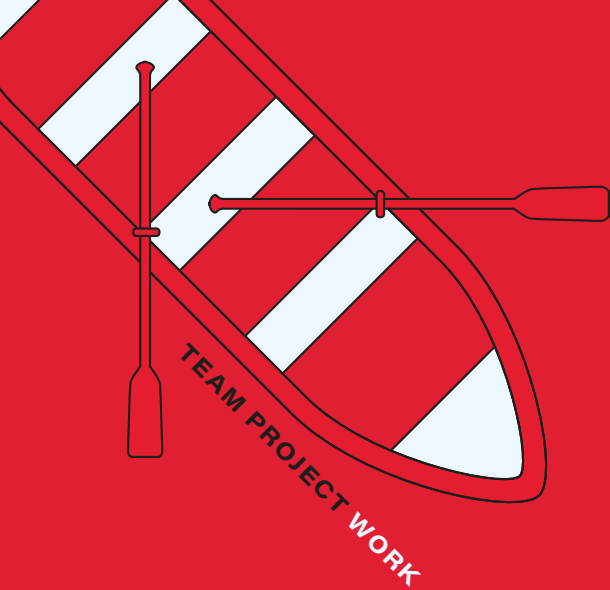


# China Management & Business Program - CMBP

Haining, Hangzhou, Shanghai & Shenzhen, China: June 1-19, 2026

ZHEJIANG UNIVERSITY INTERNATIONAL CAMPUS, HAINING





CMBP ALUMNI WHO ARE  
PROFESSIONALLY ACTIVE  
WITHIN 3 MONTHS OF  
THEIR GRADUATION

>90%

>190  
bln €

VALUE OF CHINESE FDI  
TRANSACTIONS IN  
EUROPE, 2013-2021



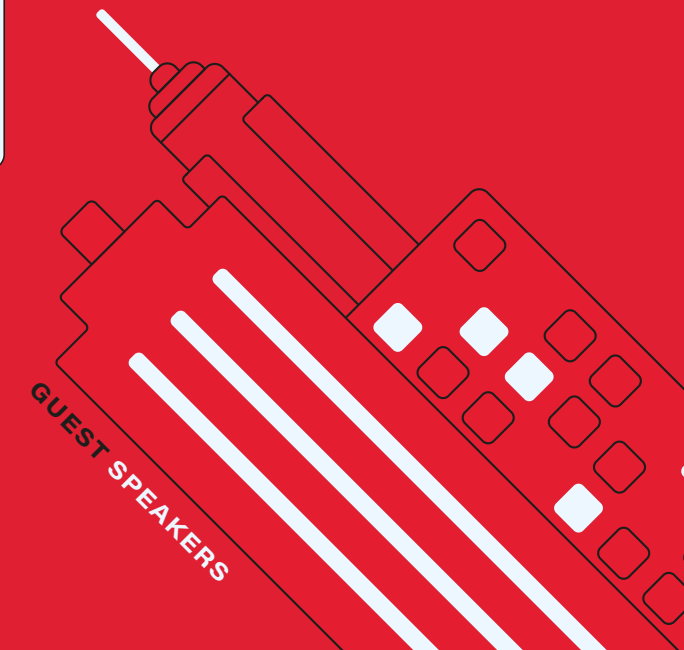
CHINA'S PRIVATE  
CONSUMPTION BY 2030

12.7  
tln €

100%

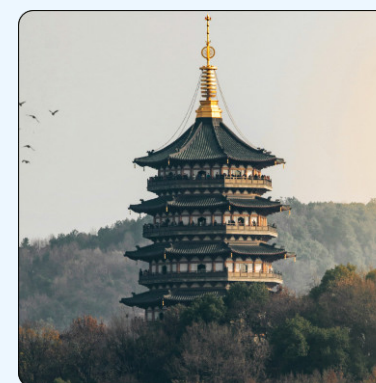
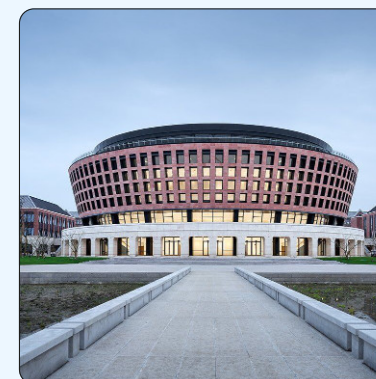
CMBP 2024 PARTICIPANTS  
WHO WOULD RECOMMEND  
THE PROGRAM TO THEIR  
PEERS

CASE-STUDY ANALYSES



# Smart engagement with tomorrow's China

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Edoardo Agamenzone, Academic Director



***“CMBP is the answer to the pressing need for professional figures who can promote effective business relations between China and the Euro-Mediterranean region, critically important in the post-pandemic scenario”***

**Giovanni B. Andornino**

CMBP CO-DIRECTOR

## Why attend CMBP

The China Management & 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. From 2016 to 2019, CMBP was based in Beijing and hosted by **Peking University**. The editions of 2020 and 2021 were successfully delivered online and the 10<sup>th</sup> edition took place in Europe, in Paris and Turin.

Starting from 2024, CMBP is held in **China**, in partnership with **ZIBS - Zhejiang University International Business School**.

**Program established**  
**2013**

**Duration**  
**3+ weeks**

**Locations**  
**Haining, Hangzhou**  
**Shanghai, Shenzhen**

**Academic hours**  
**100+ hours**  
**of training**

## 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 Europe. Company visits to some of China's most innovative companies 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 China Management & Business Program (CMBP) offers a unique set of **crash courses** – for a total of **100+ 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 Europe.

Participants of CMBP 2026 will be invited to join **3 introductory online sessions** during weekends in May, and the 13<sup>th</sup> edition of the program will feature an **on-site training module in China** held from **June 1 to 19**, with classes running from 9 am to 12 (morning sessions) and from 2 pm to 5 pm (afternoon session). A mix of lectures, case studies, business simulations, and conversations with guest speakers will provide a **full learning experience**.

### ONLINE WEEKEND MODULES (MAY 9-10, 16-17, 23-24)

China-EU relations	Marketing & Product Development	Business Strategy & Finance
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### WEEK 1 - HAINING/HANGZHOU (JUNE 1-7)

VUCA Era Opportunities & Emerging Markets	Problem Solving & Decision Making	Company & Cultural Visits
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### WEEK 2 - HAINING/SHANGHAI (JUNE 8-14)

Strategy in China	Doing Business in China	Intellectual Property and Data Strategies in China	Marketing in China
Corporate Finance in China	Career Development in China	Financial Statements Analysis	Company & Cultural Visits

### WEEK 3 - HAINING/SHENZHEN (JUNE 15-19)

Cross-Cultural Negotiations	HR Management	Corporate Banking, Trade Finance and Tariffs	Company & Cultural Visits
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# A world-class faculty

The CMBP 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 naivet . The 2025 edition of CMBP welcomed the following faculty members:



**BEN Shengling**  
DIRECTOR  
Dean of Zhejiang University International Business School and President of Beijing Frontier Institute of Regulation and Supervision Technology



**Giovanni B. Andornino**  
CO-DIRECTOR  
Director of the TOChina Centre at the University of Turin and Vice President of the Torino World Affairs Institute (T.wai)



**Edoardo Agamennone**  
ACADEMIC DIRECTOR  
Research Fellow at the Torino World Affairs Institute (T.wai)



**Bruce Alter**  
ACADEMIC CO-DIRECTOR  
Adjunct Expert at Zhejiang University International Business School (ZIBS)



**Regina Brix**  
LECTURER  
Affiliate Professor at ESCP Business School



**Gianluca Pallini**  
LECTURER  
Affiliate Professor at ESCP Business School



**Geng Xin**  
LECTURER  
Assistant Professor of Corporate Finance at Zhejiang University International Business School (ZIBS)



**Walter Joffrain**  
LECTURER  
Senior Manager in a leading Italian bank



**Graham Mitchelmore**  
LECTURER  
Professor of Practice at Zhejiang University International Business School (ZIBS)



**Jomel Ng**  
LECTURER  
Assistant Professor of Management at Zhejiang University International Business School (ZIBS)



**Wang Cheng**  
LECTURER  
Associate Professor of Marketing at Zhejiang University International Business School (ZIBS)

## + Guest Speakers



# Previous Guest Speakers

- + Stefano Cardinale, TECNIUM-Casals Cardona
  - + Giorgio X. Chen, Levante Capital
  - + Luca Chinello, Viabizzuno
  - + Massimo de Andreis, SRM-Studi Ricerche Mezzogiorno
  - + Yimin Deng, WildChina
  - + Claudio Grillenzoni, Florentia Village
  - + John Holden, Yenching Academy of Peking University
  - + Ipek Kilicer Turker, Siemens Bank
  - + Jeremy Lancksweert, Green Delta
  - + Gregory Lepkoff, Green I-guys
  - + Omar Maseroli, Mercante / Fiume
- + Giada Piccini, GWA Greatway Advisory
  - + Germano Rollero, Etihad Airways
  - + Yair Shacked, NIO Capital
  - + Nicholas Sheffield, Rothschild
  - + Bianca Teti, Lenovo
  - + Wallace Tong, PowerChina International
  - + Christopher Von Gumpfenberg, KUGU Home
  - + Alice Wurmboeck, Kaufland
  - + Yang Xiaodi, XKool
  - + Ye Xuan, Inflexion
  - + Francesco Zhou Fei, Grimaldi



## China: a unique blend of historic glory and future opportunities

As the world's most populous country and second-largest economy, the People's Republic of China has become one of the fastest-growing actors on the international stage since the launch of the **Reform and Opening-up Era** in 1978. Once known as "the factory of the world", the country has been steadily moving its production up the global value chain. Coupled with **Made in China 2025**, the projects launched within the framework of the Belt and Road Initiative connecting

China to Europe through Central Asia and the wider Mediterranean region have boosted the development of transport, energy, digital infrastructure, promoting investments from Chinese state-owned and private companies in Europe, Asia, Africa, Oceania and Latin America. As one of the many endpoints of the **Belt and Road Initiative**, the Euro-Mediterranean region thus has an important role to play in the years to come.

Map of the People's Republic of China with the locations of CMBP 2026 (in red)







## Hangzhou

It is located in the northeastern part of the province, sitting at the head of Hangzhou Bay, which separates Shanghai and Ningbo. Hangzhou grew to prominence as the southern terminus of the Grand Canal and has been one of China's most renowned and prosperous cities for much of the last millennium. It is a major economic and e-commerce hub within China, and the second biggest city in the Yangtze Delta after Shanghai. Hangzhou is classified as a sub-provincial city and forms the core of

the Hangzhou metropolitan area, the fourth-largest in China after Guangzhou-Shenzhen Pearl River agglomeration, Shanghai-Suzhou-Wuxi-Changzhou conurbation and Beijing. As of 2019, the Hangzhou metropolitan area was estimated to produce a gross metropolitan product (nominal) of 3.2 trillion yuan (\$486.53 billion), making it larger than the economy of Nigeria (the largest in Africa).

## Haining

Haining is a county-level city in Zhejiang Province, China, and under the jurisdiction of Jiaxing. It is in the south side of Yangtze River Delta, and in the north of Zhejiang. It is 125 km to the southwest of central Shanghai, and 61.5 km east of Hangzhou, the provincial capital. To its south lies the Qiantang River. Haining is known for its leather industry and spectacular tide in the Qiantang River. Since June 2021, it's linked to Hangzhou

by the new suburban Hangzhou - Haining subway Line. Located in the Yangtze River Delta region close to Shanghai and adjoining Hangzhou, Haining serves as the core of the Hangzhou Metropolitan Economic Circle and the Greater Hangzhou Bay Rim Area. The city benefits from the "one-hour economic circle" of Shanghai, Hangzhou and Suzhou with a well-developed transportation network.



Campus Luigi Einaudi, Turin





## Shanghai

The city is located on the southern estuary of the Yangtze River, with the Huangpu River flowing through it. The population of the city proper is the third largest in the world, with 24.89 million inhabitants in 2021, while the urban area is the most populous in China, with 39.3 million residents. As of 2018, the Greater Shanghai metropolitan area was estimated to produce a gross metropolitan product (nominal) of nearly 9.1 trillion RMB (\$1.33 trillion). Shanghai is one of the world's major centers for finance, business and economics, research,

science and technology, manufacturing, transportation, tourism, and culture, and the Port of Shanghai is the world's busiest container port.

By the 1990s, the city had re-emerged as a hub for international trade and finance; it is the home of the Shanghai Stock Exchange, one of the largest stock exchanges in the world by market capitalization and the Shanghai Free-Trade Zone, the first free-trade zone in mainland China.

## Shenzhen

Shenzhen is a city in Guangdong, China. A special economic zone, it is located on the east bank of the Pearl River estuary on the central coast of Guangdong, bordering Hong Kong to the south, Dongguan to the north, Huizhou to the northeast, and Macau to the southwest. With a population of 17.5 million in 2020, Shenzhen is the third most populous city by urban population in China after Shanghai and Beijing. The Port of Shenzhen is the world's fourth busiest container port. Shenzhen is the home to the Shenzhen Stock Exchange,

one of the largest stock exchanges in the world by market capitalization and the Guangdong Free-Trade Zone.

Shenzhen is ranked as a global first-tier city by the Globalization and World Cities Research Network. Its nominal GDP has surpassed those of its neighboring cities of Guangzhou and Hong Kong and is now among those of the cities with the ten largest economies in the world.







CMBP students visiting BYD headquarters in Shenzhen

## Company visits

Participants will have the chance to visit some of China's most innovative companies. Company visits from the previous edition featured DingTalk (Alibaba), Astronergy (Chint), JCB, BYD Auto, TCL Technology Group Corporation, MTR Hong Kong.







Class and faculty of CMBP 2025 at DingTalk / Alibaba in Hangzhou, China

CMBP classes usually consist of students and young professional from various fields: International Relations, Economics & Finance, Architecture, Engineering, Language and Legal Studies.

Affiliations of the previous cohort:

- + Catholic University of the Sacred Heart

+ ESCP Business School

+ Guangdong University of Foreign Studies

+ Julius-Maximilians-Universität Würzburg

+ Metropolitan University Prague
- + Polytechnic University of Turin

+ Sapienza University of Rome

+ Tongji University

+ University of Turin

+ Zhejiang University

*“It’s hard to overestimate the impact of the Alumni network: many of us have kick-started or switched our careers thanks 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!”*

90%

PERCENTAGE OF CMBP ALUMNI FINDING A JOB WITHIN THREE MONTHS OF GRADUATION



Giada Sannazzaro  
TOCHINA ALUMNI COORDINATOR



The TOChina Alumni network was established in October 2013 as a community of graduates from the China Management & 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, including:

- + Accenture

+ Alibaba

+ Amazon

+ Azimut Benetti Group

+ BasicNet
- + Bending Spoon

+ Deloitte & Touche

+ ENI

+ Ernst & Young

+ Ferrero
- + Fincantieri

+ Gucci

+ Guess

+ ICBC

+ Intesa Sanpaolo
- + Italian Trade Agency

+ KPMG

+ PwC

+ Revolut

+ Stellantis
- + Unicredit

+ Valentino





## Steering Partners

CMBP is promoted by the **TOChina Hub**, an integrated knowledge hub established by the **University of Turin**, **ESCP Business School** (Turin campus) and **T.wai – Torino World Affairs Institute**, in partnership with

**ZIBS - Zhejiang University International Business School.**

The certificate of attendance is jointly awarded by these institutions at the end of the program.



# ZIBS

## Associate Partners

A select group of universities and organizations from China and the Euro-Mediterranean region have supported the program as Associate Partners of CMBP since 2013:







Key Dates

2026

FEBRUARY

25

Deadline for Early Bird applications

2026

APRIL

20

Deadline for regular applications

2026

MAY

9-24

Online modules take place on weekends

2026

JUNE

1

CMBP begins in China

2026

JUNE

19

CMBP 2026 Graduation Ceremony

Applications are processed on a first come, first served basis. Apply online at [chinabusinessprogram.it](http://chinabusinessprogram.it)

Tuition Fees

Regular tuition fees are set at EUR 2,900 for applicants from the three Steering Institutions\*; at EUR 3,900 for applicants from partner institutions\*\* and at EUR 4,500 for all other candidates. The **Early Bird Fee** is offered to candidates applying by **February 25, 2026**: EUR 2,600 for candidates from Steering Institutions\*, EUR 3,500 for candidates from partner institutions\*\* and EUR 3,900 for all other candidates.

TUITION FEE	DESCRIPTION	APPLICANTS FROM STEERING INSTITUTIONS*	APPLICANTS FROM PARTNER INSTITUTIONS**	ALL OTHER APPLICANTS
EARLY BIRD FEE	TUITION FEE FOR CANDIDATES APPLYING BY FEBRUARY 25, 2026	EUR 2,600	EUR 3,500	EUR 3,900
REGULAR FEE	STANDARD TUITION FEE	EUR 2,900	EUR 3,900	EUR 4,500

Fees cover tuition, teaching materials, accommodation in student dorms, meals and transfers during program activities. Participants must individually cover all other costs, including arrival costs before the beginning of the program, departure costs after the completion of the program, international health insurance, and any other individual and private expense.

\* Steering Institutions

+ ESCP Business School

+ University of Turin

+ Zhejiang University

\*\* Partner Institutions

+ Aarhus University

+ ANGI (Associazione Nuova Generazione Italo-cinese)

+ Associna

+ Berlin Institute of Technology

+ Collège des Ingénieurs

+ Fondazione RUI

+ Guangdong Foreign Studies University

+ Humboldt University of Berlin

+ Inalco - Institut national des langues et civilisations orientales

+ John Cabot University

+ Kiel University

+ Peking University

+ Politecnico di Torino

+ Tongji University

+ University of Copenhagen

+ University of Insubria

+ University of Lausanne

+ University of Munich

+ University of Naples "L'Orientale"

+ University of Oslo

+ University of Turku

## Contacts and notes

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

HAINING



HANGZHOU



SHANGHAI



SHENZHEN



[chinabusinessprogram.it](http://chinabusinessprogram.it)