BUSINESS 中国商业管理 PROGRAM
China Management

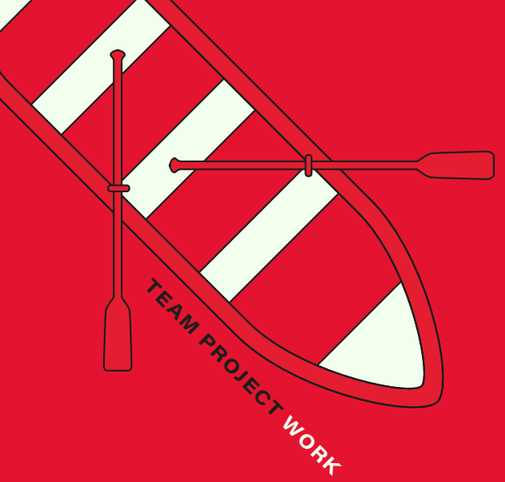
TO CHINA HUB
ESCP BUSINESS SCHOOL · UNIVERSITÀ DI TORINO · twai TORINO WORLD AFFAIRS INSTITUTE

浙江大学 国际联合商学院 INTERNATIONAL BUSINESS SCHOOL ZHEJIANG UNIVERSITY
ZIBS

China Management & Business Program - CMBP

Haining, Hangzhou & Shanghai, China: May 31 - June 18, 2027





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

>90%

>16.8 bn €

CHINESE FDI IN EUROPE IN 2025



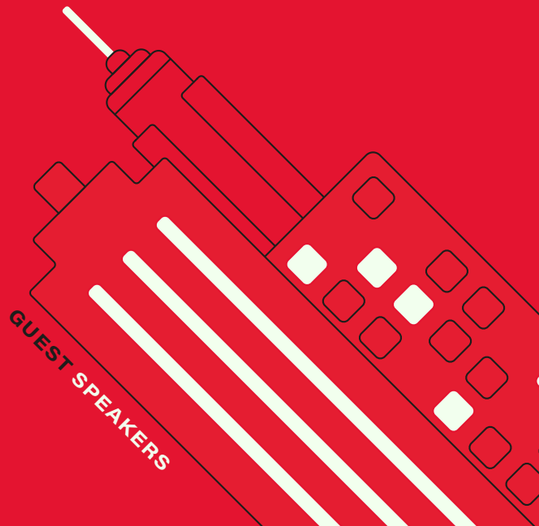
UPPER-MIDDLE-INCOME HOUSEHOLDS IN CHINA, 2025

200+ mln

474

CMBP PARTICIPANTS SINCE 2013





Smart engagement with tomorrow’s China

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Edoardo Agamennone, Academic 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 China and the Euro-Mediterranean region. This unique program has been designed to meet 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 10th edition took place in Europe, in Paris and Turin.

Since 2024, CMBP has been held in **China**, in partnership with **ZIBS - Zhejiang University International Business School**.

"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

Program established 2013	**Duration** 3+ weeks
Locations Haining, Hangzhou Shanghai	**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 study 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-powered 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 2027 will be invited to join 3 **introductory online sessions** during weekends in May, and the 14th edition of the program will feature an **on-site training module in China** held from **May 31 to June 18**, with classes running from 9 am to 12 (morning sessions) and from 2 pm to 5 pm (afternoon sessions). A mix of lectures, case studies, business simulations, and conversations with guest speakers will provide a **full learning experience**.

ONLINE WEEKEND MODULES (MAY 8-9, 15-16, 22-23)

China-EU relations	Marketing & Product Development	Business Strategy & Finance

WEEK 1 - HAINING (MAY 31 - JUNE 6)

Problem Solving & Decision Making	HR Management	Company & Cultural Visits

WEEK 2 - HAINING/HANGZHOU (JUNE 7-13)

Doing Business in China	Intellectual Property and Data Strategies in China	Marketing in China
Entrepreneurship & Innovation in China	Career Development in China	Company & Cultural Visits

WEEK 3 - HAINING/SHANGHAI (JUNE 14-18)

Cross-Cultural Negotiations	Corporate Banking, Trade Finance & FinTech	Company & Cultural Visits

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 naiveté. The 2027 edition of CMBP will feature the following faculty members:



Giovanni B. Andornino

CO-DIRECTOR

Director of the TOChina Centre at the University of Torino and President of the Torino World Affairs Institute (T.wai)



Edoardo Agamennone

ACADEMIC DIRECTOR

Research Fellow at the Torino World Affairs Institute (T.wai)



Regina Brix

LECTURER

Affiliate Professor at ESCP Business School



Geng Xin

LECTURER

Assistant Professor of Corporate Finance at Zhejiang University International Business School (ZIBS)



Graham Mitchelmore

LECTURER

Professor of Practice at Zhejiang University International Business School (ZIBS)



Bruce Alter

ACADEMIC CO-DIRECTOR

Adjunct Expert at Zhejiang University International Business School (ZIBS)



Gianluca Pallini

LECTURER

Affiliate Professor at ESCP Business School



Walter Joffrain

LECTURER

Senior Manager in a leading Italian bank



Jaroslaw Marek Linka

LECTURER

Haina Scholar and a specialist in international management and 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
+ Pietro Luigi **Ghigo**, EssilorLuxottica
+ 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
+ Kory **Loius**, Tasteful Ideas Consulting
+ Omar **Maseroli**, Mercante / Fiume
+ Giada **Piccini**, GWA Greatway Advisory
+ Germano **Rollero**, Etihad Airways
+ Yair **Shacked**, NIO Capital
+ Nicholas **Sheffield**, Rothschild
+ Filippo **Sticconi**, GWA
+ Bianca **Teti**, Lenovo
+ Wallace **Tong**, PowerChina International
+ Christopher **Von Gumppenberg**, KUGU Home
+ **Wu** Josephine, Aionious Management Limited
+ 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 second 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.

Haining

Haining is a county-level city in Zhejiang Province, China, and under the jurisdiction of Jiaxing. It lies in the southern side of the Yangtze River Delta, in northern Zhejiang. It is approximately 125 km 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. Haining has been connected to Hangzhou by the Hangzhou–Haining intercity railway. 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.



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).





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.



CMBP students visiting Geely Auto headquarters in Hangzhou

Company visits

Participants will have the chance to visit some of **China's most innovative companies.** Previous editions of CMBP featured visits to leading companies including Geely Auto, Plug and Play, OPPO, Ant Group, Astronergy, JCB, BYD Auto, TCL Technology Group, and MTR Hong Kong.

蚂蚁集团 ANT GROUP

ASTRONERGY A CHINT COMPANY

BYD

GEELY

JCB

MTR港铁

oppo

PLUGANDPLAY

TCL



Class and faculty of CMBP 2026 at Geely in Hangzhou, China

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

Affiliations of previous cohorts:

+ Ca' Foscari University of Venice
+ Catholic University of the Sacred Heart
+ ESCP Business School
+ Guangdong University of Foreign Studies
+ Julius-Maximilians-Universität Würzburg
+ Metropolitan University Prague
+ Nanyang Technological University Singapore
+ Polytechnic University of Milan
+ Polytechnic University of Torino
+ Sapienza University of Rome
+ Tongji University
+ University of Torino
+ Université Paris 1 Panthéon-Sorbonne
+ 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



Martina Blotto
TOCHINA ALUMNI COORDINATOR

TO CHINA Alumni

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 Spoons
+ 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 Torino, 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.

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:

+ Partner Universities of ZIBS



Key Dates

2027 FEBRUARY 24	2027 APRIL 7	2027 MAY 8-23	2027 MAY 31	2027 JUNE 18
Deadline for Early Bird applications	Deadline for regular applications	Online modules take place on weekends	CMBP begins in China	CMBP 2027 Graduation Ceremony

Applications are processed on a first come, first served basis. Apply online at chinabusinessprogram.it

Tuition Fees

Regular tuition fees are set at **EUR 3,500** for applicants from 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 24, 2027: **EUR 2,900** 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 24, 2027	EUR 2,900	EUR 3,500	EUR 3,900
REGULAR FEE	STANDARD TUITION FEE	EUR 3,500	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**

+ University of Torino
+ Zhejiang University

**** Partner Institutions**

+ Aarhus University
+ ANGI (Associazione Nuova Generazione Italo-cinese)
+ Associna
+ Berlin Institute of Technology
+ Collège des Ingénieurs
+ ESCP Business School
+ Fondazione RUI
+ Guangdong University of Foreign Studies
+ 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

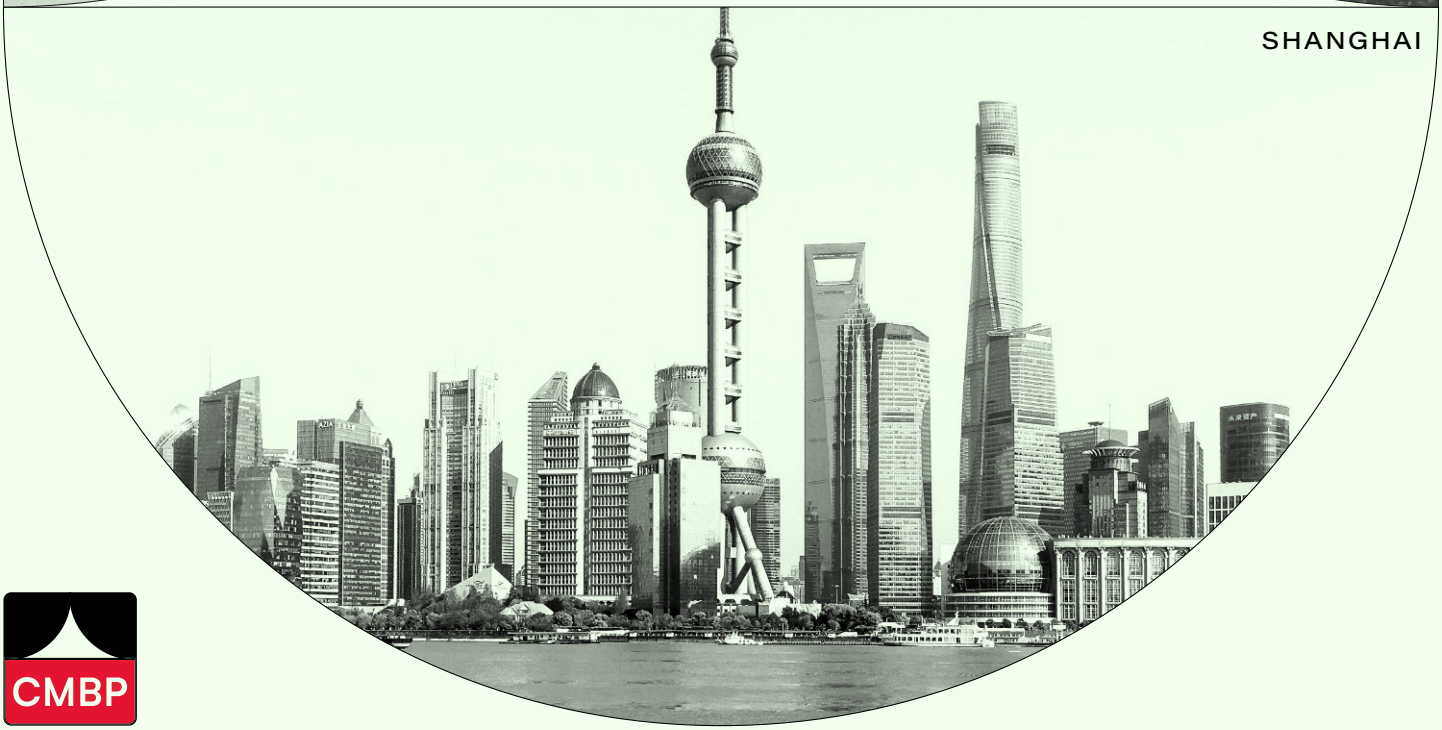


HANGZHOU



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SHANGHAI



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