

# EUROPE CHINA INSTITUTE

荷兰奈耶诺德工商管理大学欧中学院



**NYENRODE**  
BUSINESS UNIVERSITEIT

Europe China Institute 





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“ One of the aims of the institute is to communicate to the business world and policy makers that there is a sense of urgency needed to think about the impact of China’s development on economies and societies in the west. ”



**Prof. dr. Haico Ebbers,**  
chairman of the Europe  
China Institute, Nyenrode  
Business University

The Europe China Institute of Nyenrode is one of the leading institutes in the field of EU-China economic and business relations. The focus is on applied business research and on sharing this knowledge with the business environment and policymakers. The Institute circle of faculty and opinion leaders provide top-quality executive education and practical research projects to help our clients better in understanding various aspects of the political and economic relations between Europe and China.

Our team of professors, researchers and student assistants consists of people working not only at Nyenrode but across the globe at many respected institutions. Prof. Dr. Willem Burgers is seen as the key marketing specialist in China and works at China Europe International Business School; CEIBS in Shanghai. Prof. Dr. Tony Fang’s expertise lies in international business and the cultural aspects of doing business. He works at the Copenhagen business school. Dr. Jianhong Zhang is our specialist in the field of EU-China trade and investment relations. Prof. Dr. Andre Wierdsma is the authority in the field of leadership and change management. Prof. Dr. kalun Tse is our expert of Finance. Prof Manchau Wang (Chinese academy of governance), Keyong Dong (Renmin University) are leading academia who visit Nyenrode on a regular basis and who are involved in our research projects.

## What we offer

### We offer – tailor made – executive master classes and training:

- Academic and strategic fact finding trips to China
- Seminars and presentations

### We execute fundamental and practical research:

- The China Structural Development Monitor (CSDM); a quarterly report about the perceptions of the Chinese middleclass
- The Chinese economic development and the impact on the Dutch industry
- Sector studies



“ The combination of a high quality Chinese network with education, research, and public opinion leadership makes the Europe China Institute so unique in the Netherlands. ”

China Daily

### The Executive Advisory Board

The Executive Advisory Board of the Europe China Institute guides the institute on strategic issues and advises on the annual plan of the institute. The members include key thought leaders:



Mr. Dirk-Jan van den Berg,  
Former ambassador in China and currently president of the Executive Board of Technical University Delft



Roderick van Schreven,  
Director-general of Foreign Economic Relations Ministry of Economic Affairs, Agriculture and Innovation



Mr. Mauro Petriccione,  
Director, Directorate General of Trade; in charge of bilateral relations with the Far East, European Commission



Mr. Erik Varwijk,  
Executive Vice President International & the Netherlands Air France KLM



Prof. Jan Melissen,  
Head of the Diplomatic Studies Programme and Clingendael Asia Studies at the Netherlands Institute of International Relations Clingendael, The Hague, and Professor of Diplomacy at the University of Antwerp, in Belgium



Mr. André Veneman,  
Corporate Director Sustainability Akzo Nobel and Chairman of the IDH Advisory Board (Initiative Sustainable Trade)



Mr. Ruud Hagendijk,  
Chairman Executive Board, Mn Services



Mr. Yan Jiehe,  
Founder of China Pacific Construction Group and chairman of executive board of directors of Huatuo CEO Forum



Mr. David Cheng,  
Statutory director of XEMC-Darwind



Mr. Harry Smorenberg,  
Strategist and Columnist, Director of SCC

### Our partners

The Europe China Institute has formal agreements with high profile universities in China. Our Chinese partners include:

- Renmin University (Beijing)
- Sichuan University (Chengdu)
- Yunnan University (Kunming)
- Nankai university (Tianjin)

We cooperate with corporates, among others: MN Services, Cap Gemini (CN intelligence Group), KLM, AkzoNobel, Clingendael and ITT.

### Corporate sponsorships

€ 17.500,-. We share the research outcome with our corporate sponsors and they are involved in various seminars and networking events.

### Nyenrode Business University

Nyenrode Business University, founded in 1946 as a private university, builds on the motto: “For and by business”. Captains of industry from leading corporations took the initiative in 1946 of starting an educational institute for young, talented, internationally oriented students. Today Nyenrode has maintained close links with business world.

“ Nyenrode is always one step ahead. That’s why you have an Europe China Institute. An institute for applied business research, a institute that help students and entrepreneurs to understand the do’s and don’ts of sustainable globalization, and emerging markets. ”

mr. Kees de Jager, Dutch minister of Finance, September 6 2010



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