地
中国
海 **China**
MEDiterranean
BUSINESS PROGRAM

**Smart engagement
with tomorrow's China.**

Team project work

Case-study analysis

Business plan simulations

Company visits
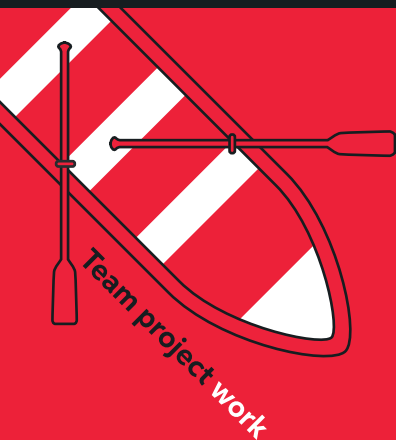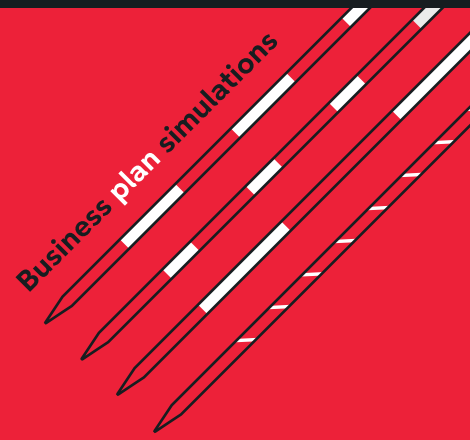
Percentage of CMBP alumni finding a job within three months of graduation

>90%

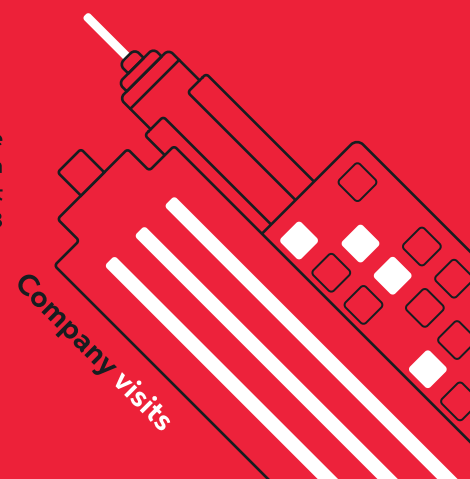Value of Chinese greenfield projects & acquisitions in the EU (2000-2014)

46 bln €

280 mln

Affluent Chinese consumers by 2020

9.6%

Share of trade with the Euro-Mediterranean region (南欧西亚北非) out of China's total trade in 2013

The **ChinaMed Business Program (CMBP) 2016** is an intensive set of crash courses for graduate students and dynamic future managers pursuing an effective business career with China.

The 4th edition of CMBP takes place at **Peking University** in **Beijing**, **China**, from **July 15th** to **August 27th**, **2016**. Here you will be able to learn how to operate in international markets, how to apply your knowledge of Chinese language and culture - or start developing an understanding of it - and how to transform your international mindset into a game-changing tool for an ambitious career across the Euro-Mediterranean region and China.

If you want to acquire **key managerial know-how** and become a self-confident, entrepreneurial player in the field of your choice, the ChinaMed Business Program is the place you need to be.

Key sectors covered by the program

Retail	Lifestyle	Food & Beverage	Energy
Logistics	Smart & Green Tech	E-commerce & Digital Market	Manufacture

250+ hours of training in

International management	Business finance & strategy	Entrepreneurship with China

Over 6 weeks of training with a **world-class faculty**, participants acquire strategic business skills through team project work, case-study analyses and start-up business plan simulations.

By the end of the program you will be truly competitive in both the Euro-Mediterranean and Chinese job markets.

Through the **TOChina Alumni network**, the ChinaMed Business Program keeps in touch with outstanding participants from previous editions and helps you with targeted mentoring activities, career-days and strategic networking with HR talent scouts from key global companies.

Applications are processed on a **first come**, **first served** basis until **June 5th**, **2016**

Apply online at
chinamedbusiness.eu/apply
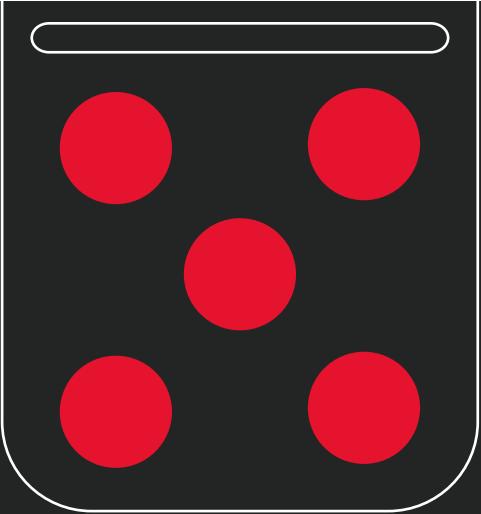
It's time to go East.
Take the right path to China.

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