Press Release

HEC Paris welcomes China’s most successful
Private Sector Entrepreneurs to campus

HEC Paris was very proud to welcome the China Entrepreneur Club delegation on Thursday, June 27th for an academic conference on “The Global Leadership Challenge”. After an official meeting with French President François Hollande, it was an honor for HEC Paris to welcome on campus such an outstanding and highly-regarded group of Chinese entrepreneurs.

The China Entrepreneur Club (CEC) delegation was headed by Zhu Xinli, Executive Chairman of the China Entrepreneur Club, Chairman of China Huiyuan Juice Group Ltd and was composed of Executive Board Members Liu Donghua, Founder and Standing Vice-Chairman of the CEC, Ma Weihua, former President and CEO of China Merchants Bank, Niu Gensheng, Founder of Mengniu Dairy Group and Founder and Honorary President of Laoniu Foundation, Michael Yu, Chaiman and CEO of New Oriental Education and Technology Group, as well as CEC delegates, CEOS of major private companies in China.

The China Entrepreneur Club (CEC) produces the equivalent of 40% of the Chinese private sector GDP, representing approximately 20% of the wealth produced in the country and over €250 billion total revenue.

Thirty members of the CEC attended a conference held by Bernard Ramanantsoa, Dean of HEC Paris, on the theme “Leadership and Corporate Identity”. In front of an attentive audience, Professor Ramanantsoa explained how leaders, as opposed to managers, transform ordinary organizations into institutions. “There is no one-best-way approach to leadership; it’s all about understanding differences, and leveraging cultural diversity at all levels of an organization.” The conference was followed by a vibrant exchange on how to combine ethics, social responsibility and performance, and how to develop leadership skills in all of their dimensions (cognitive, social & political, psychological, and ethical).

Then an HEC faculty research seminar on “Leaders and followers” was conducted by Strategic Management Professors Jean-Paul Larçon, Roland Reitter and Thomas Astebro with the participation of HEC students on the following topics: “Napoleon’s heritage and Corporate Governance”, “Leadership & Trust” and “Leadership & Talent Retention".
Mr. Zhu Xinli, Executive Chairman of the CEC said: “It was important for us to spend some time in such a prestigious institution as HEC Paris, which displays extended expertise on leadership. We have learnt a lot from one another about our complementary perspectives, cultures and experiences in business and management.”

The meeting was not only a great opportunity to share different visions of leadership; it was also a way of reinforcing friendship and cooperation between France and China.

HEC Paris has been present in China since 1984 when it started recruiting students. Over the years, HEC has developed student exchanges, double degree programs, faculty exchanges and research, partnering with major academic institutions, such as Tsinghua School of Economics and Management, Fudan Management School, CEIBS China Europe International Business School, Zhejiang School of Management, The Chinese University of Hong Kong and Hong Kong University of Business and Economics. In 2006, HEC launched its Executive MBA program in China in cooperation with SASAC and NDRC, which is now offered in Shanghai and Beijing.

In 2013, 200 Chinese students and participants are enrolled in HEC programs including Master in Management - Grande Ecole, MSc, Specialized Masters, MBA, Executive MBA, and PhD, with the aim of pursuing an international career, in European and Chinese multinationals.

About HEC Paris
Specialized in education and research in management, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters Programs, MBA, PhD, HEC Executive MBA and TRIUM Global Executive MBA. Founded in 1881 by the Paris Chamber of Commerce and Industry and founding member of ParisTech, HEC Paris has a permanent faculty of 110 professors, more than 4,000 students and over 8,500 managers and executives in training every year. www.hec.edu

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