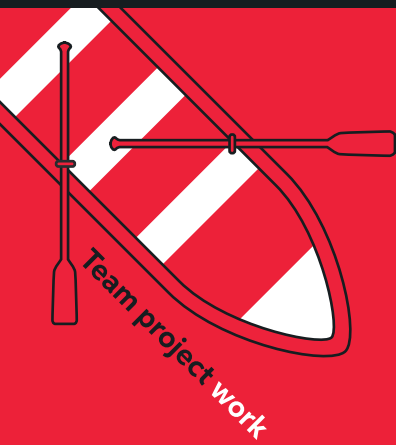


Smart engagement  
with tomorrow's **China**.

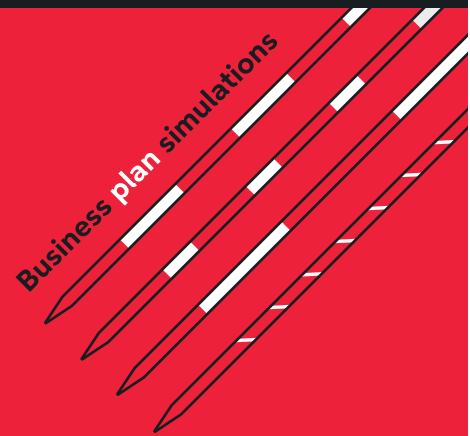


Percentage of CMBP  
alumni finding a job  
within three months  
of graduation

**>90%**

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

**46**  
bln €

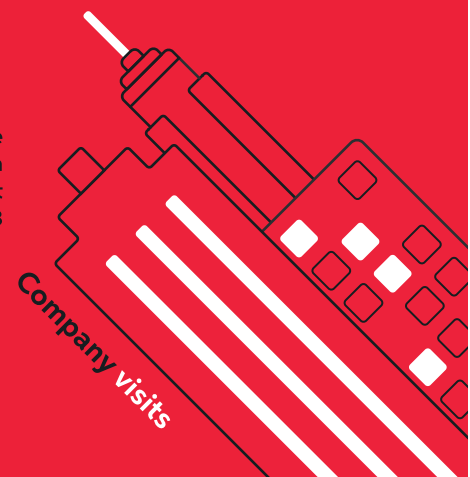


**280**  
mln

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 4<sup>th</sup> edition of CMBP takes place at **Peking University in Beijing, China**, from **July 15<sup>th</sup> to August 27<sup>th</sup>, 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
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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.

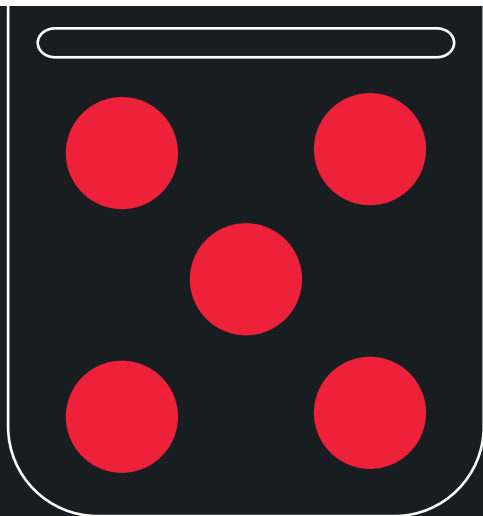
By the end of the program you will be truly competitive in both the Euro-Mediterranean and Chinese job markets.

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 5<sup>th</sup>, 2016**

Apply online at [chinamedbusiness.eu/apply](http://chinamedbusiness.eu/apply)



**It's time to go East.  
Take the right path to China.**



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