

Posted by Matthew Wood

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The development and growth of China over the last 15 years has been remarkable and has had a profound impact on the global economy. However with continued growth comes the challenge of maintaining this in the future. China is looking to shift from being the manufacturing powerhouse of the world to being a centre of innovation and ideas and the [2012 CEIBS-EFMD](#) conference in Beijing (November 29-30) will focus on Innovative Business in China and Europe.

Join the conference chairs Professor Hellmut Schütte and Professor George Yip to explore and discuss:

- China's Innovative Capacity and the Growth of Indigenous Innovation
- European Companies in China: Overcoming Challenges
- Open Innovation by Western Companies
- Innovation by Multinational Companies in China: Local Adaptation or Global Platform?
- Human Resource Challenges for MNCs of Innovating in China
- Challenges and Opportunities for Innovative Chinese Companies

Academic and corporate speakers from organisations such as Booz & Company, Shell and The Boston Consulting Group will explore all of the issues that are relevant to companies, business schools, faculty and policy makers with an interest in China's and Europe's economic growth and cooperation. The conference programme will be based on the expertise of the [Centre on China Innovation at CEIBS](#)

The 2012 CEIBS-EFMD conference will take place on the [Beijing campus of CEIBS](#) on 29-30 November and will be followed by EFMD introductory accreditation seminars which are highlighted below.

This conference is organised in the framework of the EU-China Business Management Training (BMT) Project, <http://www.ceibs.edu/bmt/>, funded by the European Union.

Join us for the EPAS/EDAF and EQUIS Seminars at the EFMD-CEIBS Conference in Beijing

These Seminars will give schools an introduction to EPAS, EDAF and/or EQUIS and the

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underlying concepts of quality improvement. It will provide an understanding of the Standards & Criteria of each particular quality service as well as an understanding of the key stages of each process: application, eligibility, self-assessment, peer review and continuous improvement. They are particularly targeted at institutions that consider one of the EFMD quality services as an option in their continuous improvement path, but have not decided if or when to start the process.

The joint EPAS/EDAF Introductory Seminar will take place on Friday, 30th November 2012 (14:00 – 18:00) with the EQUIS Accreditation Seminar being held on Saturday, 1st December 2012 (09:00 – 13:00).

[EDAF – Deans across Frontiers](#) – is the EFMD mentoring service for business schools from developing and developed countries and is designed to assist business schools at any stage of their evolution to develop further.

[EPAS is the EFMD Programme Accreditation System](#) , which evaluates and accredits top-quality business and/or management degree programmes with a strong international focus

[EQUIS](#) is the leading international system of quality assessment, improvement, and accreditation of higher education institutions in management and business administration.

Do not miss this opportunity to explore and / or to get an update on EPAS, EDAF or EQUIS. The detailed programme for the seminars, practical information and online registrations forms will be available soon on the EFMD website. Find out more about [EPAS](#) , [EDAF](#) and [EQUIS](#) .