

Press Release
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IEDC-Bled School of Management, Slovenia
School of Management, Zhejiang University, China



CEE's growing cooperation with China

Prof. Danica Purg, President, IEDC and CEEMAN, opens a new chapter in her international endeavours. As an advisor for internationalization to the School of Management, Zhejiang University, China, led by the Dean Prof. Wu Xiaobo, she shows how cooperation activities of management schools can impact the global economy.



China's presence in the Central and Eastern Europe is rapidly growing, especially in the context of China-initiated strategy of OBOR (One Belt, One Road), or more popularly known as the New Silk Road in the West and 21st-Century Maritime Silk Road. Consequently, Central and Eastern Europe, an important part of Europe, and China will cooperate more closely. *"An important question, which could not be neglected in the global economy, is definitely: How will Europe adapt to the emergence of Chinese global leadership and how will China adapt to its new role,"* stresses Prof. **Danica Purg**, Founding President of IEDC-Bled School of Management, Slovenia, and the President of CEEMAN, located in Slovenia, the largest trade partner of China from the former-Yugoslavia.

Forty years ago, China and CEE officially established diplomatic relations. China-EU relations have been elevated to a comprehensive strategic partnership, and are moving toward a partnership for peace, growth, reform, and progress of civilisations. China is the world's

largest developing country, while Central and Eastern Europe is home to many of Europe's emerging market economies. *"By working together in the same direction, we will be able to create better, more connected world. Our closer cooperation will bring benefits not only to our countries, but to also the rest of the world,"* stresses Prof. **Danica Purg**.

This year, she was elected as a member of the International Advisory Board of the **School of Management, Zhejiang University**, a leading academic institution focusing on innovation and entrepreneurship in China, led by Dean Prof. **Wu Xiaobo**. She was invited to the board with the aim to advise the school on enhancing global positioning and increase global exposure. On the occasion of the meeting of the International Advisory Board which took place on May 10th, she shared her experiences of founding and leading IEDC and CEEMAN for 30 years. Especially CEEMAN, an international management development association with 210 members from 55 countries, serves as a role model and a platform for networking and internationalising of activities. Yesterday, School of Management, Zhejiang University, became the **new CEEMAN member** – the first one from China.

Prof. Danica Purg is the only representative of CEE Europe and the only woman in the board (on the photo), which consists of 23 influential business and academic representatives from China, USA, Japan, Europe and Australia. Among them are Mr. **Zong Qinghou**, Chairman and CEO Wahaha Group, China's largest beverage enterprise; Mr. **Zhang Xinsheng**, Former Vice Minister of Education in China; Mr. **Wang Jianzhou**, the former Chairman, President of China Mobile Communications Corporation, and Chairman and CEO of China Mobile Limited; Mr. **Masataka Ota**, Former Vice President, WASEDA University, Japan; Mr. **Zhou Chengjian**, Chairman of Shanghai Metersbonwe Fashion and Accessories Co., Ltd. - a leading name in the Chinese domestic leisurewear market.

Prof. Purg attended the meeting of the board, which took place May 10, in Hangzhou, an fast-growing industrial metropolis and an economic centre of and export base for east-central China, where in September the eleventh G-20 meeting is going to take place (Hangzhou is the first China city to host the G20 meeting in September 2016!). In Hangzhou, also the famous Chinese e-commerce company Alibaba Group Holding Limited is headquartered. On that occasion, Prof. Purg also contributed her views during the roundtable titled '**New Economy, New Challenge**', led by the Dean of School of Management, Zhejiang University, Prof. **Wu Xiaobo**, and attended by 300 students of Zhejiang University. As a result of this cooperation, IEDC-Bled School of Management is preparing **an exchange program for Executive MBA students** of School of Management, Zhejiang University and of the IEDC-Bled School of Management, Slovenia. School of Management, Zhejiang University, is one of China's first universities for Executive MBA education approved in 2002 by the Chinese government. Their MBA Program was launched in 1994 and was accredited by Association of MBAs (AMBA) in 2006 (as the first one in mainland China), in 2012 it was awarded with EQUIS accreditation and in 2015 with AACSB accreditation. Executive MBA of IEDC was awarded by Association of MBAs (AMBA) as one of the four most innovative MBA programs in the world, among 700 MBA programs, accredited by AMBA, from business schools in over 75 different countries. *"I believe the outcome of combining such great programs, will be of great interest and very beneficial to our executive MBA students,"* stresses Prof. Purg.

However, the history of cooperation between IEDC-Bled School of Management and China has deeper roots. In 2014, IEDC hosted and co-organized the 2nd High Level Symposium of Think Tanks of China and Central and Eastern European Countries (16+1). In 2015, IEDC organized together with The Embassy of the People's Republic of China in Slovenia, the conference 'China & Europe: Leadership in 21st Century Globalisation'. Last year, Prof. Purg was also an invited speaker at the 3rd High-level Symposium of Think tanks of China and CEE countries in Beijing.

Additional information

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About IEDC-Bled School of Management, Slovenia, Europe

Established in 1986 as the first business school of its type in Central and Eastern Europe, the IEDC-Bled School of Management is one of the most prominent international management development institutions in Europe. Some of the world's well-known professors and consultants teach here, and participants attend from all over the world. Since the establishment of the IEDC there have been over 77.000 participants from 80 countries.



About CEEMAN, Slovenia, Europe

CEEMAN, International Association for Management Development in Dynamic Societies, is an international management development association established in 1993 with the aim of accelerating the growth in quality of management development in central and Eastern Europe. Now it is a global network of management development institutions interested in quality of education and innovations in this field, as well as in the broad area of subjects related to change, with more than 210 institutional and individual members from 55 countries in Europe, North America, Latin America, Africa, and Asia. [More](#)



About Professor Danica Purg

She is the President of the IEDC-Bled School of Management, Slovenia, and the President of CEEMAN. She is also leading the European Leadership Centre (ELC). Prof. Purg is professor of leadership and effective management at the IEDC-Bled School of Management. Her special field of interest is looking for inspirations for managers from art and other professions. In 2010 prof. Purg received the 2010 International Educator of the Year Award by the Academy of International Business (AIB) for her outstanding achievements in international business education. In 2013 Prof. Danica Purg was nominated Chair of PRME (Principles of Responsible Management Education) Steering Committee, the initiative started by UN Global Compact. One of the world's leading management thinkers Prof. Henry Mintzberg, says that Prof. Purg, put Slovenia on the world map of managers' education! [More](#)

