

| le savoir vivant |

CEFC ELITE EXECUTIVE EDUCATION PROGRAM

CEFC

formation continue | *Unil*
EPFL

Unil
UNIL | Université de Lausanne
HEC Lausanne



A Land of Excellence and Opportunity

Switzerland is at the top of league tables in innovation, business competitiveness, excellence of scientific research, quality of life and has the highest number of Nobel prizes and patents per capita in the world.

The secret of Swiss success is education

Education and continuing education are the core source of a country's competitiveness. The entire society's important scientific research investment and excellent education system benefit everyone in Switzerland. Hence this small Alpine nation always remains top in global competitiveness ranking.

Introduction of China Economics and Finance Center

China Economics and Finance Center (CEFC) was created by **HEC Lausanne** in 2018 in the **campus UNIL-EPFL**. Relying on the resources of academy, education, research and development, as well as the international influence of the two top Swiss universities — UNIL and EPFL, CEFC integrates the world's leading resources in the fields of finance, management, biotechnology, medical, pharmaceutical in Switzerland and Europe .



CEFC aims to build a platform for exchanges and cooperation between Chinese and Swiss universities and enterprises to learn from each other advanced international business management experience and innovative business models. Based on this platform, CEFC provides companies with tailored training programs about banking and finance, management, technology, start-up incubation and other professional competences to help Chinese and Swiss entrepreneurs achieve complementary advantages as well as sustainable innovation and development.

Meanwhile, CEFC also serves as an interdisciplinary research center at the forefront of research on Chinese economic development, political economy and business management of China, economic cooperation between Switzerland, European countries and China, in order to help Swiss and Chinese researchers carry out joint work in fields such as international economy, transnational management, financial services and innovation management. Besides, CEFC regularly holds seminars and conferences on Chinese economy and management topics.

Based at HEC Lausanne on the shores of Geneva Lake, CEFC supports the promotion of UNIL and EPFL internationally. Moreover, CEFC is seeking to create strong footings and physical offices in the sites of Chinese leading universities to enhance the cooperation.



Prof. Dr. Minyue Dong
Professor of Financial Accounting
Director of Department of Accounting and Control
Director of China Economics and Finance Center



According to the QS World University Rankings 2021, Switzerland has 7 universities in the top 200 in the world. As a model of high-quality public education in Switzerland, University of Lausanne (UNIL) and The École polytechnique fédérale de Lausanne (EPFL) form a vast university campus by Lake Geneva. This campus UNIL-EPFL has a leading role in Switzerland and in Europe in terms of scientific research and educational quality. The excellent learning and teaching environments attract outstanding students, professors and experts from all over the world.



Campus UNIL-EPFL

The University of Lausanne (UNIL) comprises seven faculties (Theology, Law, Art, Social & Political Sciences, Business & Economics, Geosciences & Environment, Biology & Medicine). University Hospital of the Canton of Vaud (CHUV) and The Swiss Graduate School of Public Administration (IDHEAP) are affiliated to University of Lausanne. Today, the university is composed of 15 868 students and about 3 900 research, teaching et technical staff. In 2017, The Nobel Prize for Chemistry was awarded to Professor Jacques Dubochet of UNIL.

Unil
UNIL | Université de Lausanne
HEC Lausanne

The École polytechnique fédérale de Lausanne (EPFL) is a research institute and university that specializes in natural sciences and engineering. EPFL is ranked 14th in the 2020/2021 QS World University Rankings. EPFL is composed of five schools and three colleges (Architecture, Civil and Environmental Engineering, Computer and Communication Sciences, Basic Sciences, Engineering, Life Sciences, Management of Technology, Humanities). As one of the two Swiss Federal Institutes of Technology, it has three main missions: education, research and technology transfer at the highest international level.

EPFL

Remarkable natural and business environment

Lausanne is located on the shore of Lake Lemman, with the beautiful snow-covered Alps as its back.



The unique geographical location and beautiful environment make this area

A cluster of multinational corporations and worldwide known enterprises

International Organisations in Switzerland

Switzerland is a global sports management center. More than 50 international sports organization headquarters are located in Lausanne and its surroundings.



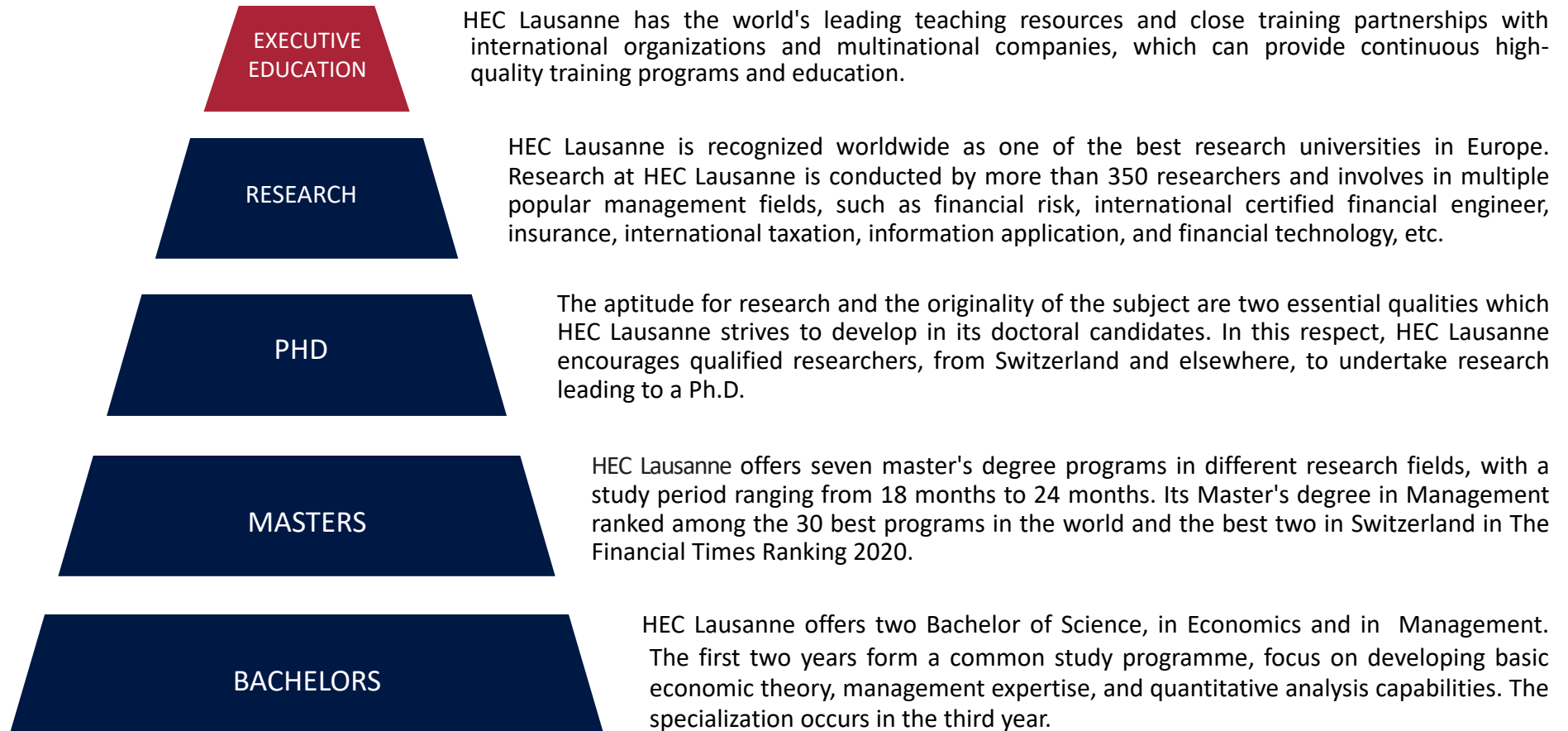
Switzerland is also the headquarters of many international organizations, which provides universities with a wealth of field study and visiting resources.

HEC LAUSANNE: SWISS QUALITY EDUCATION

- Founded in 1911, HEC Lausanne, the Faculty of Business and Economics of the University of Lausanne (UNIL) trains capable, responsible economic leaders and entrepreneurs and generates groundbreaking ideas.
- Located on the shore of Lake Lemman, HEC Lausanne is at the heart of a **vibrant business community** made up of multinationals and SMEs.
- The School is both **EQUIS** and **AMBA** accredited, and is one of the founding members of the **QTEM** Master's Network Program.



EDUCATING TODAY'S & TOMORROW'S LEADERS



CEFC ELITE EXECUTIVE EDUCATION PROGRAM

This program offers high-quality management training courses tailored to the **Chinese executive elites**. It aims to set up a bridge for mutual exchange and communication between Chinese business elites and Swiss banks, multinational corporations and small and medium-sized companies.

Within 3 to 15 days, our tailored Elite Executive Education Program provides participants an international, rich and independent-thinking learning experience which contains five modules:

Executive Education taught by world-class professors

Lectures and case studies given by industry experts

Discovery of renowned international organizations

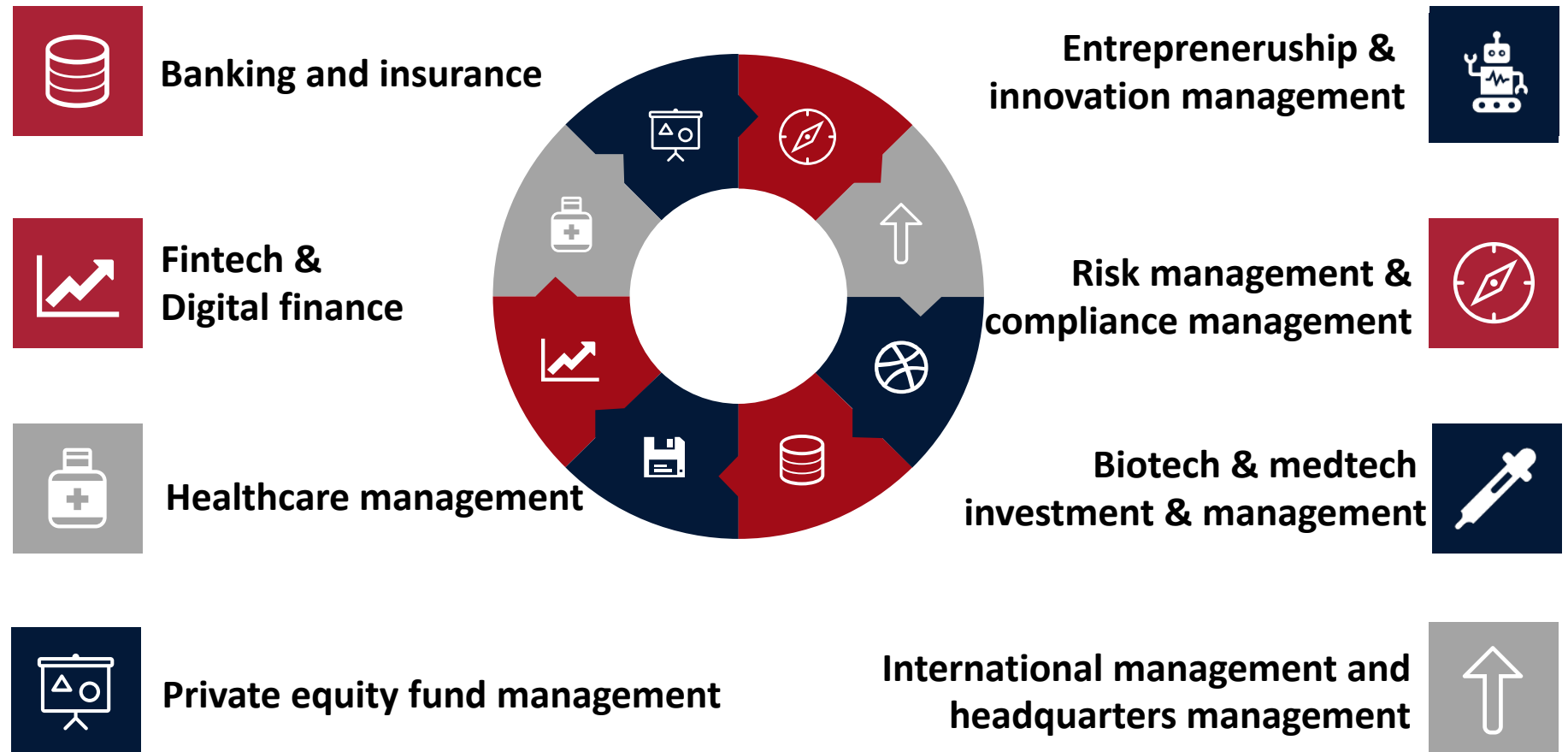
Visit of Swiss multinationals and startups

Dip into Swiss and European culture

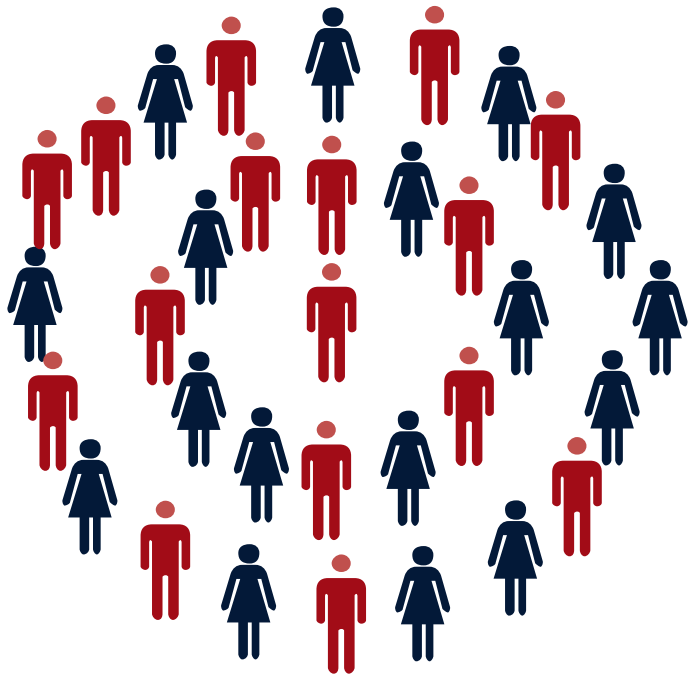


CEFC ELITE EXECUTIVE EDUCATION PROGRAM

In response to the needs of the internationalization of Chinese enterprises, we have developed a number of training programs, covering the main professional research domains of HEC Lausanne, including :



CEFC ELITE EXECUTIVE EDUCATION PROGRAM



- Declined to **3 to 15** days event.
- Built and based on participants' **needs and constraints**.
- Proposed to **Chinese executive elites**.
- Providing a combination of **courses, round tables, visits, field trips and meeting the experts of the sector**.
- Offering an **official Certificate of Attendance** from HEC Lausanne and the FCUE (Formation Continue UNIL-EPFL)

WE DRAW OUR EXPERTISE FROM HEC LAUSANNE'S ACADEMIC INSTITUTES

Prof. Dr.

Michael Rockinger



- **Department of Finance**
- Full Professor of Finance at HEC Lausanne and a member of the Swiss Finance Institute. He holds a Ph.D. in Economics at Harvard University. His current research focuses on financial stability and portfolio management.

Prof. Dr.

Pierre-Marie Glauser



- **Department of Business Law and Taxation**
- Tax law professor at HEC Lausanne. His teaching and research topics cover corporate tax matters, particularly in the field of mergers & acquisitions, financing and general tax matters pertaining to the company and its shareholders, as well as VAT.

Prof. Dr.

Eric Jondeau



- **Department of Finance**
- Professor of Finance at the University of Lausanne, Switzerland. He graduated from the French National School of Statistics and Economics (ENSAE, Paris) and holds a PhD in Economics from the University of Paris-Dauphine. He is also fellow of the French Actuaries Institute.

Prof. Dr.

Felicitas Morhart



- **Department of Marketing**
- Professor of Marketing and Vice-Dean at HEC Lausanne. She holds a Ph.D. in Marketing and Leadership at University of St. Gallen. Her central work focuses on communication, organizational psychology, high-end customer consumer psychology, and media law.

Prof. Dr.

Joël Wagner



- **Department of Actuarial Science**
- Full Professor at HEC Lausanne and a member of the Swiss Finance Institute. He is also invited lecturer at EPFL and has been awarded the degree of Privatdozent at the University of St. Gallen (HSG). His research focuses on current topics in risk management and insurance.

WE DRAW OUR EXPERTISE FROM TOP EXTERNAL EXPERTS



Manuel Leuthold

Manuel Leuthold spent 27 years with UBS where he held several positions, among others Head of Corporate and Institutional Clients Switzerland and Member of the Swiss Executive Committee. He also spent 4 years as Chief Administrative Officer of the Edmond de Rothschild Group. He is now Chairman of the Board of compenswiss (Swiss Social Security Funds) and has other board memberships in various banks, companies and institutions.



Cyrille Reynard

Cyrille Reynard is Managing Director and risk manager at a Swiss bank. He heads risk management department, internal control processes as well as the credit department. He is Vice Chairman of the Risk Committee, ALM committee, the Credit Committee. He has over 17 years of experience in the field of enterprise risk management. He is the President of the Operational Risk Observatory, a Swiss association, of which he is the co-founder.



Adrien Treccani

Founder and CEO at Metaco SA, a leading company in the field of blockchain and cryptocurrencies backed by Swisscom and Swiss Post. He earned a Ph.D. in mathematical finance at the Swiss Finance Institute and is a Lecturer at Ecole Polytechnique Fédérale de Lausanne and at Université de Lausanne in distributed ledger technology.



Jean-Daniel Debons

Jean-Daniel Debons has more than 20 years of experience as a private banking executive. He served as the Head of the private banking, Director of the ultra-high net worth customers at Credit Suisse and UBS. Since 2019, he has been appointed as Associate Partner of Zwei Wealth Group.





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and Finance Center

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