

欢迎参加 | 首场 IGI 中欧创新研讨会即将举行!

Welcome To the 1st IGI Sino-Europe Innovation Workshop!

主题

德国隐形冠军：工业历史、工业文化和双元制职业培训

Topic

German Hidden Champions: industrial history, industrial culture and dual training as a resource

演讲嘉宾

德国曼海姆应用科技大学管理教授、曼海姆应用管理学研究所主任 温弗里德·韦伯教授

Speaker

Prof. Winfried W. Weber

Professor of Management, Mannheim University of Applied Sciences

Director, Mannheim Institute of Applied Management Research

主持人

清华经管领导力与组织管理系副教授 曲庆

Moderator

Prof. Qu Qing

Associate Professor, School of Economics and Management,

Tsinghua University

时间

2018年3月2日（周五）14:00-15:40

Time

14:00-15:40

Friday, 2018 March 2

日程

14:00-14:05 欢迎致辞

14:05-14:45 主旨演讲

14:45-15:10 问答环节

15:10-15:40 自由交流

Agenda

14:00-14:05 Welcome remarks

14:05-14:45 Presentation

14:45-15:10 Q&A

15:10-15:40 Networking

语言

英语

Language

English

主办方

清华大学全球产业 4.5 研究院

Organizer

Institute for Global Industry, Tsinghua University

协办方

ENRICH 欧盟研究与创新中心（中国）

Co-organizer

ENRICH (European Network of Research and Innovation of Centres and Hubs), China

地址

清华经管学院舜德楼 403A

Venue

Room 403A, Shunde building, School of Economics and Management,
Tsinghua University

背景介绍

在德国，大量的中小型企业是出口的主力军。它们努力走在创新前沿，寻找并定义某个利基市场，然后将产品销向国际。其中最为成功的那些企业在其所在领域的世界市场中成为了领军者，这些企业被称为“隐形冠军”。

这些通常是家族制的中小型企业，在某一领域深深扎根，精耕细作。它们是德国经济的支柱。作为全球第四大经济体，德国仅有 28 家企业进入了《财富》世界 500 强榜单，与英国和法国的数量相近；但要说到“隐形冠军”企业，德国却有 1307 家，是英法两国数量总和的 9 倍。

在演讲中，韦伯教授将从工业历史、工业文化和双元制职业培训等方面详述德国的“隐形冠军”，敬请期待。

About the Event

In Germany a lot of small and medium sized companies are doing exports from the beginning. They try to be in the forefront of innovation, and find and define a niche, and then sell on an international level. And the most successful ones are world market leaders in their niche sectors, which are "hidden champions".

Called the Mittelstand in German, this class of highly specialized, often family-owned businesses makes up the backbone of the German national economy. Germany is ranked fourth in the global economy, but it's home to only 28 companies in the Fortune 500. Great Britain and France each have similar amount of companies on the list. But when it comes to little-known leaders in their market, Germany has 1307 "hidden champions," nine times as many as those two countries combined.

In this event, Prof. Weber will talk about the German hidden champions with regard to industrial history, industrial culture and dual training.

嘉宾介绍



韦伯教授是任职于曼海姆应用科技大学的经济学家与社会科学家，并且任曼海姆应用管理学研究所主任。他于维藤－海德克大学取得经济学博士学位。

韦伯教授有着多重身份：讲师、顾问、作家及数个董事会成员，其有关管理与领导力的书与文章已被译为六种语言。

在任教之前，韦伯教授曾在数个中型公司（包括 Tom Peters Group, Roland Berger FI 等）任执行董事与管理顾问。

他是曼海姆彼得·德鲁克社团的创始人与主席。该社团是一个非营利组织，旨在与德国及亚洲工业部门的高管一同强化社会中的领导力与发展。

Speaker

Prof. Weber is an economist and social scientist at Mannheim University of Applied Sciences where he leads the Mannheim Institute of Applied Management Research (MiM). He was awarded a Ph.D. in economics at

University of WittenHerdecke/ Reinhard-Mohn-Chair for Corporate Governance, Business Ethics and Social Evolution.

Weber works as a lecturer, consultant, author and keynote speaker and is a member of various boards. His books and articles on management and leadership have been translated into six languages.

Before holding a university chair Weber has been an executive director in medium-sized companies and a management consultant (i.g. Tom Peters Group, Roland Berger FI) for many years.

He is founder and president of the Peter Drucker Society of Mannheim e.V., a nonprofit organization, which mission is to strengthen the leadership and development in society with German and Asian executives from the industrial sector.

关于 ENRICH

ENRICH（欧盟研究与创新中心）是一个旨在促进欧洲科技创新国际化的全球网络，由欧盟委员会“地平线 2020”框架计划资助。目前 ENRICH 已经开始提供服务，以将欧洲的研究、技术和商业机构与三个全球领先的创新市场（中国、巴西、美国）连接起来。

借助清华大学的创新生态体系，清华大学全球产业 4.5 研究院与八家欧洲机构及四家中国机构合力运营 ENRICH 项目。清华产研院致力于为在中国的欧洲科技创新机构提供支持，并促进中欧间的科技创新合作。

About ENRICH

ENRICH (European Network of Research and Innovation of Centres and Hubs) is a global network of centres and hubs that promotes the internationalisation of European science, technology and innovation (STI). Promoted by the European Commission through Horizon 2020, the ENRICH network currently offers services to connect European research, technology and business organisations with three global frontrunner innovation markets: China, Brazil and the USA.

Drawing upon the innovation ecosystem of Tsinghua University, Institute for Global Industry is working with eight European organisations and four Chinese organisations to enable the operation of ENRICH China. We are committed to support European science, technology and innovation organisations in China and promote Sino-Europe cooperation in STI.

关于清华产研院中欧创新研讨会

清华产研院中欧创新研讨会（IGI 中欧创新研讨会）由清华大学全球产业 4.5 研究院于 2018 年 2 月发起，与 ENRICH 欧盟研究与创新中心（中国）联合举办。清华产研院与八家欧洲机构及四家中国机构合力运营 ENRICH 项目，致力于为在中国的欧洲科技创新机构提供支持，并促进中欧间的科技创新合作。

About IGI Sino-Europe Innovation Workshop

IGI Sino-Europe Innovation Workshop is initiated in February 2018 by Institute for Global Industry, Tsinghua University (IGI). It is co-organized by ENRICH (European Network of Research and Innovation of Centres and Hubs) China, where IGI works with eight European organisations and four Chinese organisations under the framework of Horizon 2020 to support European science, technology and innovation organisations in China and promote Sino-Europe cooperation in STI.