



体味黄河文明 感受西部魅力

EXPERIENCE THE CIVILIZATION OF
THE YELLOW RIVER,
ENJOY THE CHARM OF WESTERN CHINA

远自上古，黄河两岸的农业文明已经萌芽，大地湾见证8000年文明。

人文始祖伏羲诞生在这里，周人先祖发祥于这里，丝绸之路从这里经过，中外多民族的文化在这里交汇，留下蜚声中外的敦煌莫高窟、麦积山石窟……

Even in ancient times, agricultural civilization has already emerged along the Yellow River. While Gansu was host to a number of Neolithic cultures, the Dadiwan culture has witnessed an 8000 year civilization. Fuxi, the ancestor of Chinese humanity, was born here. Predecessors of Zhou were originated here. The Silk Road passed here. Multi-national cultures integrated here. Therefore, it is no wonder that the well-known Dunhuang Grottoes and Maiji Mountain Grottoes took root here.

文化之旅 / 自然之旅 / 神奇之旅 / 魅力之旅
CulturalTrip,NaturalTrip,AmazingTrip,FascinatingTrip



官方网站: www.mbarafting.com 电话/传真: 86-931-8172144 QQ: 2016600251 邮箱: mbarafting@qq.com 微博: <http://t.qq.com/mbarafting>
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2014 中国·兰州
国际MBA黄河漂流赛
2014 INTERNATIONAL MBA YELLOW RIVER RAFTING RACE
LANZHOU CHINA



主办单位：兰州大学、兰州市人民政府 承办单位：兰州大学管理学院 比赛时间：2014年8月9-10日 比赛地点：中国甘肃黄河水域兰州段



赛事背景 BACKGROUND

为体味黄河文化，展示MBA学子的活力与风采，倡导崇尚自然的人文精神与关注人类发展的责任意识，促进全球MBA教育的沟通融合，兰州大学与兰州市政府共同举办“2014中国·兰州国际MBA黄河漂流赛”。

在流淌着八千年文明的中华民族的母亲河上举办MBA漂流赛，具有独特的价值与意义，魅力非凡。赛事将成为全球MBA跨文化交流与展示自我的一个重要平台。届时，来自世界各地的MBA精英们将齐聚美丽的黄河之滨，一展风采，纵论天下，共襄盛事。

In order to experience the Yellow River culture, to display the vigor and glamour of MBA students, to highlight the humanist spirit of respecting the nature and the responsibility awareness to human development, and to promote the communication and fusion of global MBA education, Lanzhou University is going to co-hold, with Lanzhou Municipal Government, the 2014 International MBA Yellow River Rafting Race Lanzhou China.

It is of unique value, special significance and incomparable charm to organize such a MBA Rafting Race on the Yellow River, the Mother River of Chinese civilization with a history of 8000 years. The event will serve as an important platform for global MBAs' cross-cultural exchange and exposition. On the occasion, MBA elites from around the globe will assemble at scenic Yellow River side, to show their achievements, to express themselves on world affairs, and to enjoy the race.

主办单位	SPONSORS	兰州市人民政府、兰州大学	Lanzhou Municipal Government, Lanzhou University
赛事时间	RACE TIME	2014年8月9-10日	August 9 th -10 th , 2014
比赛路线	ROUTE	黄河水域兰州段	Lanzhou Section of the Yellow River



赛事赛制 RULE

采用自助漂流竞速赛的方式。团体4人艇漂流竞速赛（男女不限），每队上场参赛人数为4人。

由主办方统一提供符合国家标准 of 的无机械动力硬底漂流橡皮艇及配套器具。原则上每所院校限一队参赛。

This is a self-help rafting competition. 4 contestants (male or female) constitute a team for group competition.

The sponsors will provide qualified rubber inflatable drifting boat, as well as other necessary equipment, all in accordance with national standards.

Each school can have, in principal, only one team for the competition.

首届中国MBA黄河漂流赛回眸

REVIEW OF THE FIRST CHINA MBA YELLOW RIVER RAFTING RACE

为隆重纪念中国MBA教育发展20周年，在兰州大学管理学院的创意发起下，由全国MBA教指委支持、兰州大学与兰州市政府主办的首届中国MBA黄河漂流赛于2011年8月5-6日在兰州成功举办。包括清华大学、南京大学、天津大学、台湾大学等在内的海峡两岸33所知名高校的36支队伍、100多名MBA学子参加比赛。赛事将弘扬中华民族精神与传播现代商学教育理念有机地联结在一起，显示出非凡的意义和独特的价值。赛事得到了各参赛院校的高度评价，也吸引了包括新华社、中央电视台、人民日报、中国体育报、中新社、凤凰网、腾讯网以及省市主要媒体等在内的80多家媒体的关注与报道，互联网百度上关键字搜索的记录数一度超过200万条，表明了这一赛事活动的巨大成功和广泛影响力。

In order to celebrate the 20th anniversary of MBA education development in China, the first China MBA Yellow River Drifting Race was initiated by School of Management, Lanzhou University. With the support of National MBA Education Supervisory Committee, and sponsored by Lanzhou University and Lanzhou Municipal Government, the race was successfully held on Aug. 5th and 6th, 2011. 36 teams and over 100 athletes from 33 universities including Tsinghua University, Nanjing University, Tianjin University and National Taiwan University participated in the race. Integrating the promotion of Chinese traditional spirit and the dissemination of modern business educational concept, the race illustrated an remarkable significance and particular value of MBA. The event has received high praises from the participating schools. More than 80 media including Xinhua News, CCTV, People's Daily, China Sports Daily, Phoenix New Media, Tencent and some provincial media reported the race. The search record, from the search engine Baidu, was once over 2 million, showing the enormous success and extensive impact of the race.

具体报名及参赛办法另行通知。

Registration and other information will be communicated later.

