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TMB (<http://tmb.bertelsmann.com.cn>)  
[hr@bertelsmann.com](mailto:hr@bertelsmann.com)

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### **Introduction**

Talent Meets Bertelsmann (TMB) is a business program and career event of incubating digital innovation and entrepreneurship initiated by Bertelsmann China Corporate Center (CCC). On May 28 - 29, 2014, 20

our CCC Office in Beijing.



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#### **TMB Workshop expects from you:**

- Creative ideas and solutions to demonstrate your entrepreneurship.
- Passion and perfect combination of business intelligence and digital innovation.
- Fantastic and unique talent show in the dinner party.

#### **Prizes**

##### **First prize A trip to Germany to attend global TMB Workshop in Berlin!**

The 2 top performing students will travel to Germany to attend global TMB Workshop in Berlin!

Global TMB Workshop (<http://www.talentmeetsbertelsmann.com>) is an international networking event for young talents. More than 60 students all over the world will gather and get the chance to know Bertelsmann from an inside-

#### **Other attractive prizes**

##### **- Full-time Job offers**

We are recruiting strong candidates for Entrepreneur Apprentice Program. It is a program we specially design to attract and nurture young high potentials to grow as an internal entrepreneur with Bertelsmann. The program is featured as follows:

- **3 rotations in 18 months** with business projects at Bertelsmann companies in China, including arvato, G+J, Bertelsmann Asia Investments (BAI), and portfolio companies of BAI.
- **1 on 1 mentoring** and feedback from a senior business leader as mentor during rotations to further strengthen business know-how, interpersonal skills and leadership.
- **Take a manager role** after successful completion of the program.

- **Internship opportunities** with various Bertelsmann businesses in mainland China, Hong Kong and Singapore.

#### **How to apply**

##### **Our requirements:**

- Undergraduate, graduate, postgraduate or MBA student with or without work experience.
- Major in Information Technology, Computer Science, Media, Business, Economics or Supply Chain Management is preferred.
- Strong analytical mindset, profit conscious and outstanding communication skills.
- Innovative and have entrepreneurial ideas and behaviors.
- Have work and/or extracurricular experiences that reflect your passion for TMT industry.

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- Proficient both in Chinese and English, oral and written.

## Your application materials should include:

1. Updated Resume highlighting your leadership abilities and working/internship experiences (required).
  2. ONE of the following two (a&b) assignments (preferred):
    - a. An essay with 500 words limits responding to ONE of the following two topics:
      - What is your decision making process/mindset for your latest career/academic/life choice?
      - If you have the capability to invest in anything, what will you invest with and invest in?
    - b. A business proposal on ONE of the following two topics in PowerPoint of no more than 15 slides with a clear structure:
      - Digital Transformation is identified as one of the strategic priorities of Bertelsmann. Going mobile, being one of the crucial steps of going digital, is a key movement Bertelsmann is undertaking to develop more business potential. Please think out of the box for new business ideas to integrate the existing businesses and/or investment portfolio of Bertelsmann Asia Investments (BAI):
        - WeChat (Weixin ecosystem)
        - Traditional industry transformation by internet/mobile
        - Enterprise service (e.g. Business Intelligence, Virtualization, Cloud Computing)
- You could refer to [www.bertelsmann.com](http://www.bertelsmann.com) and respective divisional websites for the information of
- Which wearable device company (early or growth stage) in the market do you think is promising to
  - Digital transformation has been one of the top priorities for G+J in China. With its rich contents and elite editor team, G+J China will continue to provide reader with interesting and useful content. According to your observation, what does digital transformation mean to the print media, how could G+J China continue its success in the digital transformation?

Please send your application materials to [HR@bertelsmann.com](mailto:HR@bertelsmann.com) by April 4th, 2014, and entitle your email as "**School\_Major\_Grade\_Name\_Internship Company**". We will review your application thoroughly and contact you as soon as possible!

## Program Schedule

Stage	Time
Application	2.24 4.4

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Phone interview	4.8	4.18
Face to face interview	4.21	4.25
On-site workshop	5.28	5.29

**More information and talk to us on**

**Wechat: bertelsmannchina**



**Renren page:**

TMB Family (<http://page.renren.com/601254787>)

**Weibo: @**