



CONFERENCE PROGRAMME

XI GENERAL ASSEMBLY AND X INTERNATIONAL SEMINAR OF THE CGBU
"GLOBAL UNIVERSITIES IN THE XXI CENTURY: CHARACTERISTICS, TRENDS AND MAIN CHALLENGES"
Budapest University of Technology and Economics, Hungary | 24 – 27 September 2018



MONDAY, 24 SEPTEMBER 2018

Venue: Budapest University of Technology and Economics [1111 Budapest, Műegyetem rakpart 3. Ceremony Hall]

MORNING	9:30 – 10:30	ORGANIZING COMMITTEE MEETING K.I.96.
	10:30 – 12:00	CGBU'S BOARD OF DIRECTORS & DEPUTY SECRETARIAT MEETING K.I.95
	12:00 – 14:00	LUNCH
AFTERNOON		XI GENERAL ASSEMBLY OF THE CGBU (Ceremony hall) <i>Restricted to Rectors from Universities associated to Coimbra Group of Brazilian Universities (CGBU) or their legal representatives.</i>
	14:00 – 17:30	Opening remarks by <ul style="list-style-type: none"> ❖ János Józsa Rector, Budapest University of Technology and Economics and President, Hungarian Rectors' Conference, Hungary ❖ José Arimatéia Dantas Lopes Rector, Universidade Federal do Piauí and President, CGBU, Brazil
EVENING	18:00 – 19:30	WELCOME COCKTAIL <i>Offered to all participants and guests by the Embassy of Brazil in Budapest.</i> Opening remarks by <ul style="list-style-type: none"> ❖ Maria Laura da Rocha Ambassador of Brazil to Hungary ❖ Rossana Valéria de Souza e Silva Executive Director, CGBU and General Coordinator of the XI General Assembly and X International Seminar of CGBU ❖ Iván Angelus Rector, Budapest Contemporary Dance Academy Intermezzo: a contemporary dance, site specific performance by the Budapest Contemporary Dance Academy

TUESDAY, 25 SEPTEMBER 2018

Venue: Budapest University of Technology and Economics [1111 Budapest, Műegyetem rakpart 3. Ceremony Hall]

MORNING	9:00 – 9:30	REGISTRATION
	9:30 – 11:00	<p>OPENING CEREMONY</p> <p>Opening speeches by</p> <ul style="list-style-type: none"> ❖ János Józsa Rector, Budapest University of Technology and Economics and President, Hungarian Rectors' Conference, Hungary ❖ Levente Magyar Vice-Minister, Ministry of Foreign Affairs and Trade, Hungary ❖ Katalin Nagy President, International Committee of the Hungarian Rectors' Conference, Hungary ❖ Maria Laura da Rocha Ambassador of Brazil to Hungary ❖ Gabriel Felipe da Fonseca Dizner International Advisor, and Representative of the Ministry of Education, Brazil ❖ José Ricardo de Santana Director of Institutional Cooperation, Conselho Nacional de Desenvolvimento Científico e Tecnológico - CNPq, and Representative of the Ministry of Science, Technology, Innovations and Communications, Brazil ❖ José Arimatéia Dantas Lopes Rector, Universidade Federal do Piauí and President, CGBU, Brazil ❖ Rossana Valéria de Souza e Silva Executive Director, CGBU and General Coordinator of the XI General Assembly and X International Seminar of CGBU, Brazil <p>Coordinator: Balázs Vince Nagy Vice-Rector for International Affairs, Budapest University of Technology and Economics, Hungary</p>
	11:00 – 11:10	GROUP PHOTO
	11:10 – 11:30	COFFEE BREAK
	11:30 – 13:00	<p>PLENARY SESSION 1: GLOBAL UNIVERSITIES IN THE XXI CENTURY: CHARACTERISTICS, TRENDS AND MAIN CHALLENGES</p> <p>Ádám Szigeti Deputy State Secretary, Ministry of Innovation and Technology, Hungary</p> <p>Péter Tordai Director, Tempus Public Foundation, Hungary</p> <p>Christopher Somogyi Co-founder and Chairman, BlueNalu, United States</p> <p>Naomar Almeida Filho Professor, Universidade Federal da Bahia and First Elected President of CGBU, Brazil (video message/lecture)</p> <p>Debater: Katalin Nagy President, International Committee of the Hungarian Rectors' Conference, Hungary</p> <p>Coordinator: László Kardoss Head of the Department, Rector's Office Secretariat, Budapest University of Technology and Economics, Hungary</p> <p>Questions & Answers</p>
AFTERNOON	13:00 – 14:00	LUNCH

AFTERNOON	14:00 – 15:30	<p>PLENARY SESSION 2: GLOBAL GEOPOLITICAL CHANGES AND CHALLENGES FOR THE INTERNATIONALIZATION OF UNIVERSITIES</p> <p>João Sebastião Teta Director, Centro de Estudo e Investigação Científica UniNet, Universidade Agostinho Neto, Angola Ru-Jer Wang President, National Taichung University of Education and President, Taiwan Higher Education Society, Taiwan (R.O.C.) Robert Redhammer Vice-President of the Slovak Rectors' Conference and Rector, Slovak University of Technology in Bratislava, Slovakia Attila Brungs Vice-Chancellor and President, University of Technology Sydney, Australia Maria José Lemaitre, Executive Director, Development Center, Chile (video message/lecture)</p> <p>Debater: Violet Barriteau, Pro Vice-Chancellor and Principal, The University of the West Indies Cave Hill Campus, Barbados Coordinator: Márk Honti, Senior Research Fellow, Hungarian Academy of Sciences – Budapest University of Technology and Economics, Water Research Group, Hungary</p> <p>Questions & Answers</p>
	15:30 – 16:00	COFFEE BREAK
AFTERNOON	16:00 – 17:30	<p>PARALLEL SESSIONS 1: MODELS AND STRATEGIES OF XXI CENTURY GLOBAL UNIVERSITIES</p> <p><i>Note: Vice-Rectors, Pro-Rectors, Directors, Coordinators and International Relations Advisors will present models and strategies of XXI Century Global Universities. The sessions will happen simultaneously in 2 different rooms. Open to all participants of the event.</i></p> <p>K.I.95.: 16:00 – 16:45 Sustainable campus and partnership development Rapporteur: Ladislav Suhányi Vice-Rector, University of Presov, Slovakia Speakers ❖ Carlos Enrique Vecino Arenas Director Relaciones Exteriores, Universidad Industrial de Santander (Colombia) ❖ Cláudio Eduardo Rodrigues Vice-Reitor, Universidade Federal dos Vales do Jequitinhonha e Mucuri (Brazil) ❖ Liviu Matei Provost, Central European University (Hungary) ❖ Olgamir Ferreira Pro-reitora, Universidade de Brasília (Brazil) ❖ Rita Maia International Advisor, Universidade Federal Rural de Pernambuco (Brazil)</p> <p>K.I.97.: 16:00 – 16:45 Collaboration between universities and companies in different regions Rapporteur: Piroska Ailer Rector, John von Neumann University, Hungary Speakers ❖ Danilo Giroldo Vice Reitor Universidade Federal de Rio Grande (Brazil) ❖ Ticiano Grecco Zanon Moura Professora, Universidade Estadual de Santa Cruz (Brazil)</p> <p>Ceremony Hall: 16:45 – 17:30 The two rapporteurs will be responsible for presenting the summary of what was discussed to the audience. Coordinator: Jamisse Taimo President, Instituto de Governação, Paz e Liderança, Mozambique</p> <p>Open Questions & Answers' session</p>

EVENING	19:30	<p>GALA DINNER AT THE HUNGARIAN ACADEMY OF SCIENCES Venue: H-1051 Budapest, Széchenyi István tér 9.</p> <p>Opening speeches by</p> <ul style="list-style-type: none"> ❖ Zoltán Dubécz Secretary General, Hungarian Rectors' Conference and General Coordinator, "Global Universities in the XXI Century" Conference, Hungary ❖ José Arimatéia Dantas Lopes Rector, Universidade Federal do Piauí and President, CGBU, Brazil ❖ Péter Tordai Director, Tempus Public Foundation, Hungary
----------------	--------------	---

WEDNESDAY, 26 SEPTEMBER 2018

Venue: Budapest University of Technology and Economics [1111 Budapest, Műegyetem rakpart 3. Ceremony Hall]

MORNING	9:00 – 10:30	<p>PLENARY SESSION 3: SOCIAL ACCOUNTABILITY, INNOVATION AND ENTREPRENEURSHIP AT THE XXI CENTURY UNIVERSITY</p> <p>Evilázio Francisco Borges Teixeira Rector, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil Tibor Dóry Director, Knowledge Management Center, Széchenyi István University, Hungary Mohamed Saleh Owlia President, Yazd University, Iran</p> <p>Debater: István Vilmos Kovács, Director, International Relations and Innovation, Corvinus University of Budapest, Hungary Coordinator: Marco Tullio de Castro Vasconcelos, Vice-Rector, Universidade Presbiteriana Mackenzie, Brazil</p> <p>Questions & Answers</p>
	10:30 – 11:00	COFFEE BREAK
	11:00 – 12:30	<p>PLENARY SESSION 4: THE DIFFERENCES BETWEEN STRUCTURES, VALIDATION OF CREDITS AND DIPLOMAS IN BACHELOR'S, MASTER'S AND PHD'S DEGREES</p> <p>Martha del Carmen Mesa Valenciano First Vice Minister of Higher Education, Cuba Koen DePryck Representative, International Institute of Education for Development and Professor, Vrije Universiteit Brussel, Belgium András Derényi Department for Knowledge Management, Hungarian Institute for Educational Research and Development, Hungary</p> <p>Debater: Alberto Spisni University of Parma, Italy Coordinator: Sándor Gyula Nagy Deputy Director for Academic Affairs, Institute for Foreign Affairs and Trade (IFAT), Hungary</p> <p>Questions & Answers</p>
	12:30 – 14:00	LUNCH

AFTERNOON	14:00 – 15:30	<p>PARALLEL SESSIONS 2: INNOVATIVE EXPERIENCES FOR XXI CENTURY GLOBAL UNIVERSITIES</p> <p><i>Note: Rectors, Vice-Rectors and Pro-Rectors from several countries and continents present innovative experiences for XXI Century global universities. The sessions will happen simultaneously and arranged in 2 different rooms. Open to all participants of the event.</i></p> <p>K.I.95.: 14:00 – 14:45 Artificial Intelligence – Retransforming universities to the Information Age Rapporteur: János Botzheim Associate Professor, Budapest University of Technology and Economics, Hungary</p> <p>K.I.97.: 14:00 – 14:45 Branding and marketing strategies of an international university in the new Media era Rapporteur: Gyula Vastag Director, Doctoral Program in Management, Széchenyi István University, Hungary</p> <p>Ceremony Hall: 14:45 – 15:30 The two rapporteurs will be responsible to present the summary of what was discussed to the audience. Coordinator: Petra Perényi European and International Secretary, Hungarian Rectors' Conference, Hungary</p> <p>Open Questions & Answers' session</p>
	15:30 – 16:00	COFFEE BREAK
	15:45 – 17:00	<p>TECHNICAL AND CULTURAL VISITS Campus tour at the Budapest University of Technology and Economics</p>

THURSDAY, 27 SEPTEMBER 2018

Venue: Budapest University of Technology and Economics [1111 Budapest, Műegyetem rakpart 3. Ceremony Hall]

MORNING	9:00 – 10:30	<p>PLENARY SESSION 5: START-UPS, SPIN-OFFS, TECHNOLOGY TRANSFER AND INCUBATION: DIFFERENT REGIONAL APPROACHES</p> <p>José Ricardo de Santana Director of Institutional Cooperation, Conselho Nacional de Desenvolvimento Científico e Tecnológico - CNPq, and Representative of the Ministry of Science, Technology, Innovations and Communications, Brazil Nedeljko Milosavljevic Director, Center for Technology Transfer, University of Belgrade, Serbia Péter Földesi Rector, Széchenyi István University, Hungary</p> <p>Debater: Barnabás Kovács Consul General, Hungarian Consulate General in Barcelona Coordinator: Danilo Giroldo Vice-Rector, Universidade Federal do Rio Grande, Brazil</p> <p>Questions & Answers</p>
	10:30 – 11:00	COFFEE BREAK
	11:00 – 12:30	<p>PLENARY SESSION 6: THE UNIVERSITY AND ITS URBAN ENVIRONMENT – OPPORTUNITIES, COLLABORATIONS AND REGIONAL IMPACT</p> <p>Márcia Abrahão Moura Rector, Universidade de Brasília, Brazil Gauri Shankar Gupta Former Ambassador and High Commissioner of India, India Bálint Bachmann Vice-Rector, Budapest Metropolitan University, Hungary</p> <p>Debater: David Nájera Ambassador of Mexico in Hungary Coordinator: Cláudio Eduardo Rodrigues Vice-Rector, Universidade Federal dos Vales do Jequitinhonha e Mucuri, Brazil</p> <p>Questions & Answers</p>
	12:30 – 13:00	<p>CLOSING CEREMONY</p> <ul style="list-style-type: none"> ❖ Closing remarks ❖ Folk dance performance by the dancers of Hungarian Dance Academy
AFTERNOON	13:00 – 13:30	LUNCH
	13:30 – 14:30	<p>WINE-TASTING WITH FOLK MUSIC</p> <ul style="list-style-type: none"> ❖ Degustation from Hungarian Universities wine selection ❖ Folk music by citera artist Ms Zita Debreczeni-Kis, Liszt Ferenc Academy of Music, Hungary
FRIDAY, 28 SEPTEMBER 2018		
	9:30	<p>TECHNICAL AND CULTURAL VISITS <i>Will be organized upon sufficient interest (registration during the conference).</i></p> <p>Visit to the Budapest Metropolitan University Sightseeing tour in Budapest</p>



Hungarian Rectors' Conference



MINISTRY OF FOREIGN AFFAIRS AND TRADE OF HUNGARY



CAMPUS MUNDI



MINISTRY OF HUMAN CAPACITIES



UNIVERSITY of DEBRECEN



HUNGARIAN UNIVERSITY OF FINE ARTS



DUNAÚJVÁROSI EGYETEM
UNIVERSITY OF DUNAÚJVÁROS



BGE



LISZT ACADEMY
FOUNDED 1875



BUDAPEST METROPOLITAN UNIVERSITY



ESZTERHÁZY KÁROLY UNIVERSITY



PÉCSI TUDOMÁNYEGYETEM
UNIVERSITY OF PÉCS

BUDAPEST CONTEMPORARY DANCE ACADEMY



Hungarian Dance Academy



We extend our sincere appreciation to our sponsors and partners, without whom our work would not be possible.