

ORGANIZATION:



XI GENERAL ASSEMBLY AND X INTERNATIONAL SEMINAR OF THE COIMBRA GROUP OF BRAZILIAN UNIVERSITIES (CGBU)

“GLOBAL UNIVERSITIES IN THE XXI CENTURY: CHARACTERISTICS, TRENDS AND MAIN CHALLENGES”

September 24 - 27, 2018

Budapest, Hungary
Budapest University of
Technology and Economics (BME)

NEWSLETTER #8

August 31st, 2018



10 YEARS OF CGBU



PARALLEL SESSIONS

25 and 26 September 2018 at the Budapest University of Technology and Economics (BME), in Budapest, Hungary.

The Coimbra Group of Brazilian Universities (CGBU) and the Hungarian Rectors' Conference (HRC) are honored to invite you to participate in the **Parallel Sessions of the X International Seminar of the Coimbra Group of Brazilian Universities (CGBU)!**

1

Each Parallel Session has a central theme and the discussions will take place simultaneously in two rooms, each one about a subtheme.

2

After the simultaneous discussions, all the participants will meet in the main room to present what has been previously discussed.

In case you are interested in participating as a speaker or audience in the Parallel Sessions, we kindly ask you to fill out the information about your participation **until September 10th in the following form: <https://form.jotformz.com/82353469802663>.**

**CHECK BELOW THE PROGRAM OF
THE PARALLEL SESSIONS**

PARALLEL SESSIONS

25 and 26 September 2018 at the Budapest University of Technology and Economics (BME), in Budapest, Hungary.

TUESDAY - SEPTEMBER 25th, 2018

16:00 - 17:30

PARALLEL SESSION 1: Models and Strategies of XXI Century Global Universities.

Open to all participants of the event.

Speakers:

Vice Rectors, Pro-Rectors, Directors, Coordinators,
and International Relations Advisors.

Room 1: 16:00 – 16:45

**Sustainable campus
and partnership development.**

Room 2: 16:00 – 16:45

**Collaboration between universities
and companies in different regions.**

Main Room: 16:45 – 17:30

*The two moderators of the rooms will be responsible to
present the summary of what was discussed to the
audience.*

**Open Questions & Answers' session
(30 minutes).**

PARALLEL SESSIONS

25 and 26 September 2018 at the Budapest University of Technology and Economics (BME), in Budapest, Hungary.

14:00 - 15:30

PARALLEL SESSION 2: Innovative Experiences for XXI Century Global Universities

Open to all participants of the event.

Speakers:

Rectors, Vice Rectors and Pro-Rectors.

Room 1: 14:00 – 14:45

**Artificial Intelligence – Retransforming
universities to the Information Age.**

Room 2: 14:00 – 14:45

**Branding and marketing strategies of an
international university in the
new Media era.**

Main Room: 14:45 – 15:30

*The two moderators of the rooms will be responsible for
presenting the summary of what was discussed to the
audience.*

**Open Questions & Answers' session
(30 minutes).**

WEDNESDAY- SEPTEMBER 26th, 2018