



# eduniversal World Convention

## *Opening Session*

**Introduction to the issues related to the internationalization of Higher Education :  
Education as a universal fundamental right – from primary to higher education**

### **Jacques RAO**

#### *Chief of Executive Office of the UNESCO*

From India, Jacques RAO held the position of Executive Manager at the PNUD before joining the UNESCO. Very involved in the promotion of Education for all, he is in charge of international relations and partnerships at the UNESCO.

### **Pierre-Jean GIRE**

#### *Director of the European Office of the Academic Council of the United Nations System*

Graduated in Management at the University Aix-Marseille III, Pierre J. Gire has been an expert within international organizations for 15 years. He is in charge of the coordination of missions related to management control and organization of audits. He participates in the actions of the Department of Institutional Integrity of the World Bank. He mainly works in Africa and Eastern Europe. Pierre-Jean Gire also lectures Business Social Responsibility, the system of the United Nations, ethics and globalization, the NGO as new sources of standards, the corruption and the struggle against fraud at the Universities Paul Cézanne Aix-Marseille III and Créteil Val de Marne Paris XII. He has also written several papers for the review Scripta, Politica et Economica from the American University in Paris. Since 2006, Pierre J. Gire is the Official Representative of the Academic Council of the United Nations System in Europe.



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## *Opening Plenary*

**Higher Education, a common demand of universality  
Crossed Visions from Experts, a multicultural vision of  
Higher Education**

*Debate moderated by Constance KONOLD*

### *Consultant/Coach & Specialist in intercultural management*



After two years as a U.S. Peace Corps volunteer teacher in Cameroon, Constance G. Konold began her French career in the Personnel Department of Arthur Andersen & Cie, Paris, where she was groomed in recruitment techniques. As Chief of Staff to the President of Mumm Champagne, a French subsidiary of Seagram until 1999, she was responsible for personnel at the Parisian head office. Merging her international business experience and pedagogical skills as Manager of Executive Education for ESSEC-IMHI, she was then sought out to teach master level Strategic Human Resource Management & Managerial Communication – in Paris and London – for two schools in the Hospitality field. She is currently also teaching a Master's Project Management workshop and mentoring MBA students at ESSEC.

### Speakers, Members of the Eduniversal International Scientific Committee

 **M. Martial GUIETTE**

*CEO of Eduniversal*

Martial Guiette, 39, began his career in 1995 as Attaché de Direction within the Company E & M Development. Meanwhile, he decided in 1994 to create the firm SMBG, a specialized consultancy firm whose purpose is to advise students, schools and universities, as well as corporations regarding orientation, coaching, engineering education and recruitment. For many years, SMBG has also developed a strong Media & Edition Department that offers to students and corporations quality and reliable tools such as websites and free guidebooks of information. Historical leader in France, SMBG launched in 2007 its international product, EDUNIVERSAL, a project that identifies the 1,000 Best Business Schools Worldwide. SMBG-EDUNIVERSAL has been quoted on the Stock Exchange since March 2007 on the market of EURONEXT-PARIS.



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## Opening Plenary

### Higher Education, a common demand of universality

Speakers, Members of the Eduniversal International Scientific Committee

#### ☞ Prof. Aneeta MADHOK



#### *Member of the International Scientific Committee — Central Asia Zone*

Dr. Aneeta Madhok (PhD, CMC, GPHR) is Director at Open Spaces Consulting and has been the Dean (Center for Human Resources) at S.P. Jain Center of Management, Dubai and Singapore and Dean (School of Business) at NMIMS University in India. She is a member of the Executive Committee of the International Council of Management Consulting Institutes (ICMCI) and is a global expert on Management Education specially in the areas of Human Resources and Management Consulting.

#### ☞ Prof. Nehme AZOURY



#### *Member of the International Scientific Committee — Eurasia and Middle East Zone*

Prof. Nehme AZOURY holds the position of Dean of the faculty of management of Université Saint-Esprit de Kaslik (Lebanon). In addition, he is the Secretary General of the Arab Society of Faculties of Business Administration. Former consultant, he is the editor of the electronic magazine of USEK-AUF, the agency of French-speaking world universities, and has been the editor of the Arab Economic Business Journal. He also lectures in the fields of marketing and strategy.

#### ☞ Prof. Virginijus KUNDROTAS



#### *Member of the International Scientific Committee - Eastern Europe Zone*

Prof. Virginijus Kundrotas is a Founding President of ISM University of Management & Economics (Lithuania). After 9 years working in this position he is currently having a Sabatical year from July 1, 2008. Specialized in business ethics and leadership, he is also president of BMDA (Baltic Management Development Association), vice-president of CEEMAN (Central and East European Management Development Association), and member of the EQUIS accreditation committee.

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## Opening Plenary

### Higher Education, a common demand of universality

Speakers, Members of the Eduniversal International Scientific Committee

#### ☞ Prof Michel NEDZELA



##### *Member of the International Scientific Committee - Northern America Zone*

With a M.S. degree at Stanford University (U.S.A.) after an engineering degree at Ecole Centrale Paris (France), Prof. Michel Nedzela is an associate dean and associate professor of the Telfer School of Management at the University of Ottawa (Canada). Besides his involvement in different academic projects in the Maghreb, he is also an associate dean at Euromed Marseille (France), and the academic director of the Bucharest School of Management (Romania).

#### ☞ Prof. Sung Joo PARK



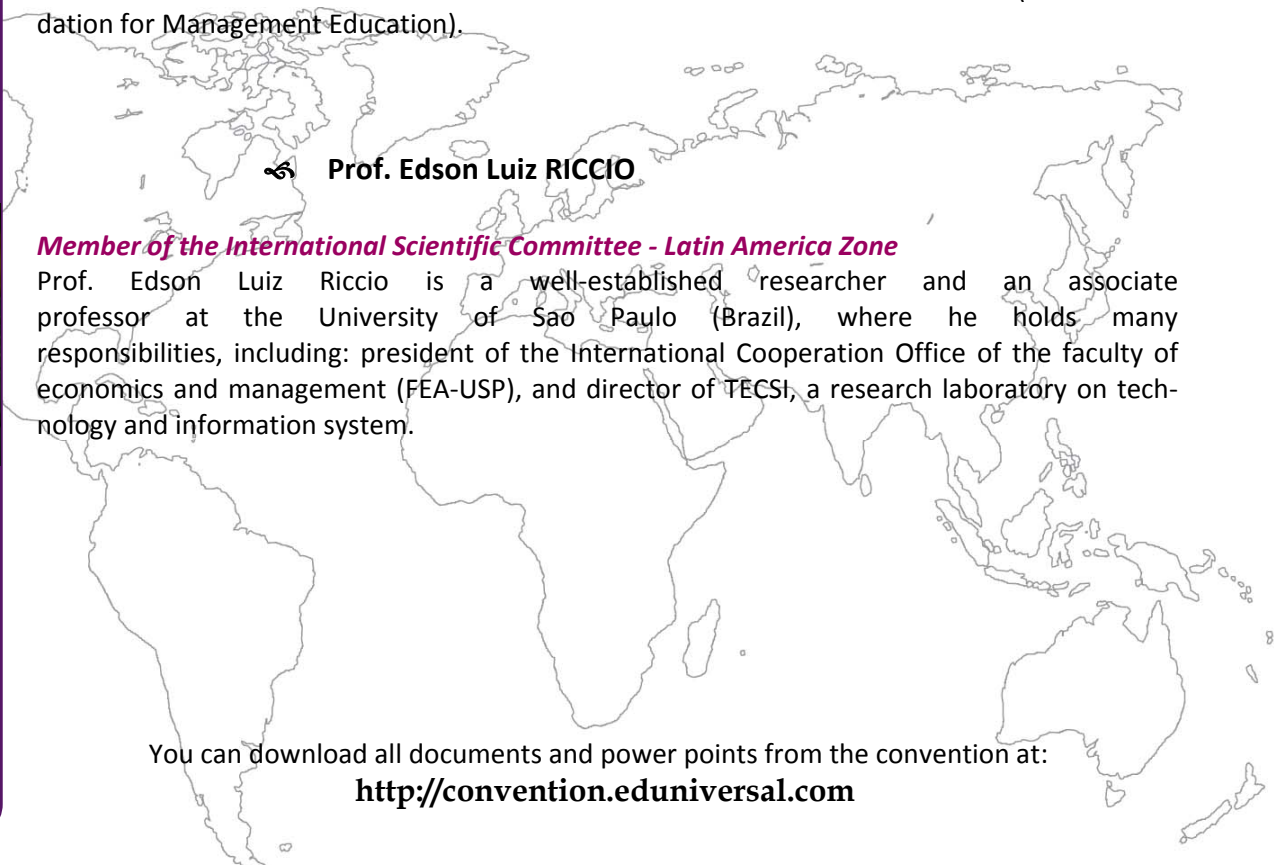
*Member of the International Scientific Committee - Far Eastern Asia Zone* Prof. Sung Joo Park is the former VP and dean of KAIST Graduate Management School (South Korea). He is currently a professor at the KAIST Business School. Holding a PhD from Michigan State University, he has also been the founding president of AAPBS (Association of Asia-Pacific Business Schools), and served as a board member of the AACSB and is a board member of the GFME (Global Foundation for Management Education).

#### ☞ Prof. Edson Luiz RICCIO



##### *Member of the International Scientific Committee - Latin America Zone*

Prof. Edson Luiz Riccio is a well-established researcher and an associate professor at the University of Sao Paulo (Brazil), where he holds many responsibilities, including: president of the International Cooperation Office of the faculty of economics and management (FEA-USP), and director of TECSI, a research laboratory on technology and information system.



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## Opening Plenary

### Higher Education, a common demand of universality

Speakers, Members of the Eduniversal International Scientific Committee

#### ↪ M. Axel SCHUMACHER



#### *Member of the International Scientific Committee — Western Europe Zone*

Axel Schumacher is associate dean for international relations of the European Business School, International University Schloss Reichartshausen (EBS) in Oestrich-Winkel / Wiesbaden (Germany). Previously, he was director international programmes of WHU, Otto Beisheim School of Management (Germany). Axel is working in the field of international relations since 18 years and created more than 170 business school co-operations in 40 countries around the globe, including 30 dual degree agreements on the undergraduate and graduate levels.

#### ↪ Prof. Eon SMIT



#### *Member of the International Scientific Committee - Africa Zone*

Prof. Eon Smit is director of the University of Stellenbosch business school (South Africa). He is also former president of SABSA (South African Business School Association), founding member of AABS (Association of African Business Schools), and member of the advisory board of Hull University Business School (U.K.).

#### ↪ Prof. Michael WOOD



#### *Member of the International Scientific Committee - Oceania Zone*

Prof. Michael Wood just retired after eight years as executive dean of Curtin Business School (Australia) which became under his mandate the first Australian business school to receive international accreditations (EQUIS, 2001). Holding a PhD from University of Western Australia, he has specialized in the field of management in the public sector and has a 17 years experience in teaching and research in several business schools and 4 Australian universities.

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# eduniversal World Convention

## Conference

Developing the international recognition of Universities and Schools towards and with students, companies and academic Institutions :  
Actors' experiences and efficient initiatives

Debate moderated by Constance KONOLD

### International academic cooperation and the construction of a global governance founded on the participation of Higher Education Institutions

☞ M. Fouad SOUAK,

#### *Chief of Bureau, ACUNS Europe*

Graduated from the University Paris II Panthéon Assas in International Finance, Fouad Souak also has a Master degree in International Relations from the Centre of International and Strategic Studies of Paris. He is the co-author, with Pierre-Jean Gire, of the Universal Charter of Higher Education, he organized many international conferences, notably with the ACUNS.



### Student perspectives & expectations on Education System

☞ Melle Lucy SYMONS,

#### *Communication & Network Manager – AIESEC International*

Lucy Symons is the Chief Communication and Networks Officer for AIESEC International. From Australia with an academic background in the Arts, Lucy has taken up leadership opportunities in Nigeria, Thailand and Turkey. Lucy is pleased to represent AIESEC, the world's largest student-run leadership organisation with over 60 years of expertise as a champion of informal learning.



### Federation of Chambers of Commerce : an endorsement and accompanying network for the international development of Universities and Schools.

Actions of FEDECOM (Europe) and FECECA (America), China, Hong Kong and Australia

☞ M. Francisco QUEIRUGA

#### *Secretary General, COCEF (Official Spanish Chamber of Commerce in France). Economist / Community Law Expert*

With a Master's degree in Economics from the University of Santiago de Compostela (1984) and a Master's degree in Community Law from the University Robert Schumann of Strasbourg (1990), Francisco Queiruga has been, since 1995, Secretary General at the COCEF (Official Spanish Chamber of Commerce in Paris). He is also teaching Comparative Law and Economics at the University Paris 1 – Panthéon Sorbonne; he is a member of the Scientific Committee at the ESC Pau and a member of the Board Administration of the IAE Paris.



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# eduniversal World Convention

## Conference

Actors' experiences and efficient initiatives

Debate moderated by Constance KONOLD

### Development of Higher Education in Romania. Involvement of administrative and political institutions

✎ Mme Domnica GOROVE

#### *Attachée at the Romanian Embassy in France*

Domnica Gorovei is a Diplomat at the Romanian Ministry of Foreign Affairs. She holds the position of Counselor for Culture, Education and French-speaking World at the Embassy of Romania in France.



### Conveying the entrepreneurship spirit, JADE a constructive cooperation between students, schools & universities and companies around the world." Illustration by "Junior-enterprises" actions in different continents

✎ Ricardo PONCE

#### *International Manager of CNJE, Representative of JADE European Confederation of Junior Enterprises*

JADE was founded in 1992, as an international non-profit and non-political organization to promote entrepreneurship within Europe. It helps to set up new organisations and furthers the exchange of knowledge and management skills between its members. JADE has the mission to foster the development of the Junior Enterprises in Europe by implementing European projects and by providing the framework for cross-border co-operation on multinational studies.



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# eduniversal World Convention

## Workshops

**How to use the Web to develop your Business School's visibility**

**Developing and strengthening your reputation and your network with students, alumni and other academic actors. Key elements to success on the Web**

↪ **Andrew CRISP**

***Director – CARRINGTON CRISP Consultancy***

Andrew Crisp has led the development of The Business of Branding and Web Works market research tools from survey creation through to data analysis and interpretation. He has considerable research and communication experience having worked in a number of branding agencies, and was the Employment Correspondent for The European newspaper as well as Marketing Director for an internet business. Clients have included London Business School (research and revitalising the brand), Citibank (advertising) and Andersen Consulting. Andrew Crisp has also spoken at industry events organised by The Economist, The Design Council, the Association of Business Schools (ABS), the European Foundation for Management Development (EFMD) and the European Association for International Education (EAIE).



↪ **Veselina TZANKOVA**

***Partnership Manager, Eduniversal***

Graduated in European Community Law, Veselina Tzankova gave lectures of Law for 5 years at the University Paul Cézanne in Aix-en-Provence and at the University Pierre Mendès-France in Grenoble, France.

Within the EDUNIVERSAL team, she is in charge of the relations with European and Central Asian Universities by optimizing their actions of communication on the website [www.eduniversal.com](http://www.eduniversal.com).



↪ **Julien PASCUAL**

***Multimedia Coordinator***

Julien PASCUAL is the head of the multimedia department of SMBG / Eduniversal.

After a bachelor in Literature, Julien studied a master in communication and multimedia at the Iscom Paris.

Finishing his studies, he created his company, reseaucampus.com which became the 1st student social network in France after only 2 years.

He's now working on increasing the traffic on the Eduniversal websites and leading all the multimedia projects of the company.



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# eduniversal World Convention

## Workshops

📍 **Marie-José Sueiro**



### **Partnership Director, Eduniversal**

Graduated with a degree in International Business at the French-Spanish Chamber of Commerce, Marie-José Sueiro has a 10-year experience in Management and Business Development within a huge international corporation in Fashion Design. She began her career at Eduniversal as International Partnership Director. In this framework, she coordinates the team of Development and manages the actions of communications for the Spanish-speaking countries, Portuguese-speaking countries and French-speaking countries over the different zones of Eduniversal.com

**Developing students' leadership within Universities and Schools.**

***Challenges in developing students' leadership, discussions around the main problems faced by the Schools and share of experiences. Recommendations on the implementation of innovative exchange programs***

📍 **Vincent JORIS**



### **Communications Manager, Western Europe & North America AIESEC**

Graduated from the Solvay Business School in Marketing & Management, Vincent Joris also pursued studies at the Université Libre in Brussels and at the Syddansk Universitet (International Marketing and Applied Strategy) through an Erasmus Program. Within the AIESEC, he held the position of coordinator for an AIESEC mission in Rwanda, before managing the external relations of AIESEC Belgium. Today, he is in charge of the Communications for AIESEC Western Europe and North America. Within this frame, he coordinates the actions over more than 20 countries, he is also in charge of the Brand and the Development of exchanges with key organizations and institutions. Present in more than 1,100 schools and universities over 100 countries, the AIESEC is the largest student-run association. In partnership with companies and Higher Education, the AIESEC has more than 60 years of experience in the development of Entrepreneurship spirit with the students.

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## Workshops

### Interculturalism and Higher Education: new dynamics, new actors and new partnerships

↪ **Constance KONOLD,**

#### *Consultant/Coach & Specialist in intercultural management*

After two years as a U.S. Peace Corps volunteer teacher in Cameroon, Constance G. Konold began her French career in the Personnel Department of Arthur Andersen & Cie, Paris, where she was groomed in recruitment techniques. As Chief of Staff to the President of Mumm Champagne, a French subsidiary of Seagram until 1999, she was responsible for personnel at the Parisian head office. Merging her international business experience and pedagogical skills as Manager of Executive Education for ESSEC-IMHI, she was then sought out to teach master level Strategic Human Resource Management & Managerial Communication – in Paris and London – for two schools in the Hospitality field. She is currently also teaching a Master's Project Management workshop and mentoring MBA students at ESSEC.



↪ **Mohan KUMAR,**

#### *Deputy Chief of Mission, Embassy of India in France*

Starting his career at the Indian Foreign Service, Mr. Mohan Kumar has been for more than 27 years a high-ranked Indian diplomat. During the 80s and 90s, he was in charge of several diplomatic missions in Switzerland, Morocco, Congo, former Yugoslavia and Sri Lanka. He also worked for the Ministry of Foreign Affairs in New Delhi between 1990 and 1992 and between 2005 and 2007. In 1992, he worked with the WTO (World Trade Organization) on the cycle of trade negotiations "Uruguay Round". In August 2007, Mr. Mohan Kumar took his functions as Deputy Chief of Mission at the Embassy of India in Paris.



↪ **Agnieszka LESNIEWSKA,**

#### *Head of International Development, Kozminski Academy of Entrepreneurship and Management, Poland*

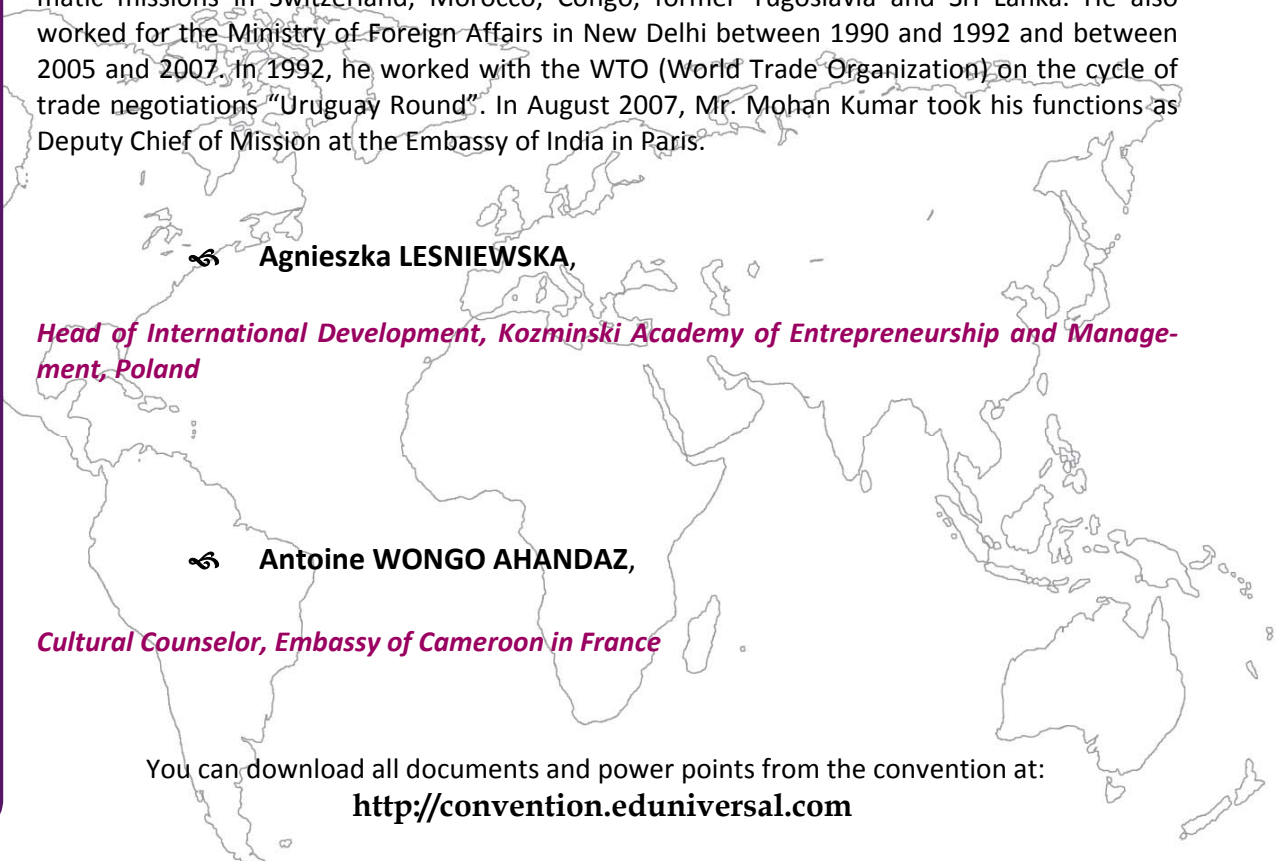


↪ **Antoine WONGO AHANDAZ,**

#### *Cultural Counselor, Embassy of Cameroon in France*

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## Workshops

**Development of linguistic and cultural skills: key to a successful internationalization. Accompanying students in their international mobility**

*Workshop led by Francisco QUEIRUGA*

***Secretary General, COCEF (Official Spanish Chamber of Commerce in France). Economist / Community Law Expert***

With a Master's degree in Economics from the University of Santiago de Compostela (1984) and a Master's degree in Community Law from the University Robert Schumann of Strasbourg (1990), Francisco Queiruga has been, since 1995, Secretary General at the COCEF (Official Spanish Chamber of Commerce in Paris). He is also teaching Comparative Law and Economics at the University Paris 1 – Panthéon Sorbonne; he is a member of the Scientific Committee at the ESC Pau and a member of the Board Administration of the IAE Paris.



### **Joys, fears and expectations regarding students' professional mobility and internship in a foreign country**

**Jenny BA,**

***Project Manager, AQUARIUS ABROAD***

Graduated with a Degree in Foreign Languages applied to Trade and Business and with a Master's degree specialized in Management of European Projects at the University Picardie Jules Verne in Amiens, Jenny BA worked 9 months in the Department of International Relations at the University of Northampton (Great Britain) before becoming Project Manager for Aquarius Abroad.

AQUARIUS ABROAD, it is more than 400 young men and women per year who go abroad and more than 300 students and young professionals per year (Europeans, Americans, Canadians, Australians, New Zealanders and Russians) who discover France with the help of Aquarius. The purposes of Aquarius are to optimize the international mobility of students, recent graduates and professionals, to offer new methods and new programs that reply to the demand and to the social and economic context; and to simplify the administrative process related to international educational trips.



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