



Prime Business Destinations: Innovative Aspects of the University City Development

**XV Annual Gathering
of the Academic Union,
Oxford**

15 December, Oxford City Hall, Oxford, UK
Supported by: Academic Union, Oxford

Destination:

Oxford, home to the oldest University in the English speaking world, Oxford is known as the world's scientific centre, the perfect location to celebrate the worlds academic and business elite. Oxford has a broad economic base to match its highly acclaimed academic structure and offers a vibrant cultural experience for all those who visit this inspired city.

Venue:

The Oxford Town Hall's foundation stone was laid in 1893 by the Mayor Thomas Lucas and has been the hub of business and educational activities alike since this time. The hall plays host to history of many kinds, displaying prestigious art work in its elaborate rooms and Oxford Museum within its walls. The building has played a prominent part in the history of the City and is still a well-known location in the city today.

TITLE AWARDS



**International Prize
'Best Enterprise' and
'Best University'**

for professional
achievements in
educational activities



**International
Award
'Name in Science'**

in the field of
scientific researches

AGENDA

15 December, Tuesday

Annual Gathering of the Academic Union, Oxford

09:00–10:00

Assembly Room, Oxford Town Hall

Participants REGISTRATION

10:00–12:00

Main Hall, Oxford Town Hall

Plenary session.

Moderators:

- **Prof. John Netting**, Director General, Europe Business Assembly;
- **Dr. Vincenzo Costigliola**, President of the Oxford Academic Union.

Key note speaker:

- **Dr Martin Ruhs**, Department for Continuing Education, Oxford University, Oxford, UK

Dr. Ruhs is Associate Professor of Political Economy at Oxford University, where he is also Director of Studies in Economics at the Department for Continuing Education; Senior Researcher at the Centre on Migration, Policy and Society; Research Associate at the Department of Social Policy and Intervention and the Department of Economics; Associate Faculty at the Blavatnik School of Government; and a Fellow of Kellogg College.

An open discussion on the interaction of universities and cities will allow the development of an optimal model to increase the investment attractiveness of university centers.

Presentation of the Prime Business Destinations investment attractiveness mark to the University Cities.

12:00–13:00

Old Library, Oxford Town Hall

Lunch and networking opportunities

13:00–16:00

Main Hall, Oxford Town Hall

Academic working session.

Moderator: **Dr. Andrew McCulloch**, President, Picker Institute Europe, UK

- **Nicola Paravati**, Director of International Affairs, International Telematic University UNINETTUNO, Italy:

Presentation: 'Partnership between traditional and online Universities, UNINETTUNO model'

Debates: What is the destiny of classic education? Can traditional and distance educational establishment coexist to create a lasting change and more assessable education system?'

- **Sarah Fleming**, Executive Secretary of The Academic Union, UK:

Presentation: 'The Academic Union projects': EBA Speakers' Bureau, Socrates Almanac, EBA Publishing, EBA Design, EBA Education, Rectors' Lounge, professional competitions: 'Science and Education', 'Stars of Medical Tourism', 'Quality Standard';



AGENDA

- Master class from of the author programme 'Global Business for a Successful Manager' delivered by the Smart Education Platform speakers;
- Master class on e-debates, e-seminars and online courses arrangement from the Academic Lounge, Oxford, using brand new state of the art equipment specifically for online broadcasting (attendance by special invitation for Smart Education Platform partners);
- Presentations and speeches from the conference guests and participants (the list of speakers is being updated);
- Discussion and networking opportunity;
- **Admission of new members** to the Academic Union (AU) and the Club of Rectors (CRE);
- **Announcement of the results** and the presentation of certificates for the competition 'Science and Education'

13:00–15:00

Assembly Room, Oxford Town Hall

Working session of investment companies with the participation of Thames Valley Chamber of Commerce, UK

Moderator: **Prof Glauco De Vita**, Professor of International Business Economics, Teaching Fellow, Department of Business and Management, Oxford Brookes University, UK

- **Christina Briggs**, International Relations Department Head, Thames Valley Chamber of Commerce, UK
- Presentations and speeches from the conference guests and participants (the list of speakers is being updated);
- Discussion and networking opportunity;

Announcement of the results and the presentation of the certificates for the competitions 'Stars of Medical Tourism' and 'EBA Quality Standard'

15 December, Tuesday

Socrates Award Ceremony

19:00–20:00

Assembly Room, Oxford Town Hall

Welcome drinks. Photo session

20:00–21:30

Main Hall, Oxford Town Hall

Socrates Award Ceremony: EBA Socrates Committee international awards presentation to rectors of educational institutions, scientists and managers of innovative companies

Master of the Ceremony: **Peter Thompson**

21:30–23:00

Main Hall, Oxford Town Hall

Gala evening, banquet, traditional musical entertainment

Dress code: Men - business suit, dinner jacket or tail coat, women - evening/cocktail dress, jewellery

