



Europe in the Global Arena – 2022
June 21 - June 30, 2022, University of Pécs, Hungary
Preliminary Program



	June 21, Monday	June 22, Tuesday	June 23, Thursday	June 24, Friday	June 25, Saturday	June 26, Sunday	
8:30-9:00	Arrival	Opening Ceremony					
9:00-9:45		<p>Dr. Zoltán Vörös: New Global Order - What about Europe in that World? Europe in the 21st Century The EU is not an attractive elite club anymore? External competitors, rivals on European soil? The US-EU relationship: Trump, Biden and the AUKUS</p>	<p>Dr. Andrea Schmidt: Central and Eastern Europe and the Economic Transformation – Challenges of Geo-economics of the Visegrad Group</p> <ul style="list-style-type: none"> • Scenarios of transformation • The evaluation of the DME (Dependent Market Economy system) • Regional integrations at a glance • The importance of geo-economics in the V4 region • The political side of geo-economics in the V4 regions • Scenarios for regional integration with case studies 	<p>Dr. Gyöngyi Pozsgai: The Role of Place Branding in Global Europe. The European Capital of Culture Program</p> <ul style="list-style-type: none"> • Basic theory of city marketing – evolution, stages of its development • Place identity, branding, brand measurements • Place communication strategies • The role of culture in place branding • The European Capital of Culture program 	<p>10:00 - 12:00 Team Building and Sports Program</p>	<p>Day of Hungarian Traditions 10:00 - 12:00 Visit to the Flea Market</p>	
9:45-10:30							
10:30-11:15							
11:15-12:00							
12:00-13:00		Lunch	Lunch	Lunch			
13:00-15:00							
15:00-18:00			<p>17:00-18:00 Sightseeing by DOTTO</p>			<p>17:00-21:00 Intercultural Evening</p>	<p>17:00-19:00 Visit to the Cathedral, the Cella Septichora and the University Museum</p>
18:00-20:00		<p>Welcome Session and Dinner</p>	<p>Quiz Night about the European Union with Dinner</p>				

	June 27, Monday	June 28, Tuesday	June 29, Wednesday	June 30, Thursday
9:00-9:45	<p>Dr. István Tarrósy: International Migration, Migration Policies, Securitization and Human Security in a Globalized World</p> <ul style="list-style-type: none"> • Trends and tendencies of international migration • Examples of migration policies • The refugee crisis and the response/s of the EU • Broadening of the concept of security, the securitization dilemma • Development and dependency in an interdependent context • The case of Hungary and the Visegrad Region 	<p>Dr. Iván Zádori: Current Economic and Social Challenges of the European Union</p> <ul style="list-style-type: none"> • The Current Political and Economic Context • The UK Decision to Leave the EU • The Greece Crisis and the Eurozone • European Security Concerns • Hungary within the European Union • Social challenges: ageing, unemployment, emigration, ethnic tensions 	<p>Dr. Kinga Gajda Jagiellonian University, Poland: "Quo vadis Central Europe?" (What is special and what is common in Central European societies, culture? What are the frameworks of Central European Cooperation?)</p>	<p>10:00 - 12:00 Closing Session</p>
9:45-10:30				
10:30-11:15				
11:15-12:00				
12:00-13:00	Lunch	Lunch	Lunch	
13:00-15:00				
16:00-18:00	<p>Visit to Kodály Centre and the Zsolnay Cultural Quarter</p>			<p>Departure</p>
18:00-21:00	<p>Treasure Hunt about the European Union</p>		<p>Farewell Dinner</p>	