

**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	<b>Arrival</b>	Opening Ceremony										
9:00-9:45		<b>Dr. Zoltán Vörös:</b> 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	<b>Dr. Andrea Schmidt:</b> Central and Eastern Europe and the Economic Transformation – Challenges of Geo-economics of the Visegrad Group <ul style="list-style-type: none"> <li>• Scenarios of transformation</li> <li>• The evaluation of the DME (Dependent Market Economy system)</li> <li>• Regional integrations at a glance</li> <li>• The importance of geo-economics in the V4 region</li> <li>• The political side of geo-economics in the V4 regions</li> <li>• Scenarios for regional integration with case studies</li> </ul>	<b>Dr. István Tarrósy:</b> International Migration, Migration Policies, Securization and Human Security in a Globalized World <ul style="list-style-type: none"> <li>• Trends and tendencies of international migration</li> <li>• Examples of migration policies</li> <li>• The refugee crisis and the response/s of the EU</li> <li>• Broadening of the concept of security, the securitization dilemma</li> <li>• Development and dependency in an interdependent context</li> <li>• The case of Hungary and the Visegrad Region</li> </ul>	<b>10:00 - 12:00</b> Team Building and Sports Program	Day of Hungarian Traditions <b>10:00 - 12:00</b> Visit to the Flea Market						
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							<b>17:00-18:00</b> Sightseeing by DOTTO					
18:00-20:00							<b>Welcome Session and Dinner</b>	<b>Quiz Night about the European Union with Dinner</b>			<b>17:00-21:00</b> Intercultural Evening	<b>17:00-19:00</b> Visit to the Cathedral, the Cella Septichora and the University Museum

	June 27, Monday	June 28, Tuesday	June 29, Wednesday	June 30, Thursday			
9:00-9:45	<b>Dr. Gyöngyi Pozsgai:</b> The Role of Place Branding in Global Europe. The European Capital of Culture Program <ul style="list-style-type: none"> <li>• Basic theory of city marketing – evolution, stages of its development</li> <li>• Place identity, branding, brand measurements</li> <li>• Place communication strategies</li> <li>• The role of culture in place branding</li> <li>• The European Capital of Culture program</li> </ul>	<b>Dr. Iván Zádori:</b> Current Economic and Social Challenges of the European Union <ul style="list-style-type: none"> <li>• The Current Political and Economic Context</li> <li>• The UK Decision to Leave the EU</li> <li>• The Greece Crisis and the Eurozone</li> <li>• European Security Concerns</li> <li>• Hungary within the European Union</li> <li>• Social challenges: ageing, unemployment, emigration, ethnic tensions</li> </ul>	<b>Dr. Kinga Gajda</b> <b>Jagiellonian University, Poland:</b> "Quo vadis Central Europe?" (What is special and what is common in Central European societies, culture? What are the frameworks of Central European Cooperation?)	<b>10:00 - 12:00</b> Closing Session			
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				Visit to Kodály Centre and the Zsolnay Cultural Quarter			<b>Departure</b>
18:00-21:00				Treasure Hunt about the European Union		Farewell Dinner	