University of Pécs

International Centre

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

Preliminary Program

PÉCS SUMMER SCHOOL

June 21, Monday		June 23, Thursday	June 24, Friday	June 25, Saturday	June 26, Sunday
	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	Dr. Andrea Schmidt: Central and Eastern Europe and the Economic Transformation – Challenges of Geo-economics of the Visegrad Group • Scenarios of transformation • The evaluation of the DME (Dependent Market Economy system)	Dr. István Tarrósy: International Migration, Migration Policies, Securitization and Human Security in a Globalized World • Trends and tendencies of international migration • Examples of migration policies • The refugee crisis and the response/s of	10:00 - 12:00 Team Building and Sports Program	Day of Hungarian Traditions 10:00 - 12:00
-11:15 Arrival	anymore? External competitors, rivals on European soil? The US-EU relationship: Trump, Biden and the AUKUS	 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 	 the religible concept of security, the Securitization dilemma Development and dependency in an interdependent context The case of Hungary and the Visegrad Region 		Visit to the Flea Market
	Lunch	Lunch	Lunch		
00	17:00-18:00 Sightseeing by DOTTO			17:00-21:00	17:00-19:00 Visit to the Cathedral, the Cella Septichora and the
	Welcome Session and Dinner	Quiz Night about the European Union with Dinner	intercultural evening	University Museum	
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June 27, Monday	June 28, Tuesday	June 29, Wednesday	June 30, Thursday		
Dr. Gyöngyi Pozsgai: The Role of Place Branding in Global Europe. The European Capital of Culture	Dr. Iván Zádori: Current Economic and Social Challenges of the European Union	Dr. Kinga Gajda	10:00 - 12:00 Closing Session		
 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 	The United Fondea 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	"Quo vadis Central Europe?" (What is special and what is common in Central European societies, culture? What are the frameworks of Central European Cooperation?)			
Lunch	Lunch	Lunch			
Visit to Kodály Centre and the Zsolnay Cultural Quarter			Departure		
	June 27, Monday Dr. Gyöngyi Pozsgai: The Role of Place Branding in Global Europe. The European Capital of Culture Program • 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 Lunch Visit to Kodály Centre and the Zsolnay	Opening Ceremony 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? Arrival The US-EU relationship: Trump, Biden and the AUKUS 17:00-18:00 Sightseeing by DOTTO Unch Unch Unch Unch	Opening Ceremony Or. Andrea Schmidt: Commit Cransformation – Challenges of Goe-conomics of the Visegrad Group - Scenarios of transformation Arrival Dr. Zoltán Vörös: Word? Europe in the 21st Century The EU is not an attractive elite dub anymore? External competitors, rivals on European soil? The US-EU relationship: Trump, Biden and the AUKUS New Over a scenarios of transformation - The evaluation of the Visegrad - Scenarios of transformation - The evaluation of the DME (Dependent The US-EU relationship: Trump, Biden and the AUKUS June 27, Monday Intel Set Usin of an atomic European Sign The US-EU relationship: Trump, Biden and the AUKUS Ouiz Night about the European Union - Scenarios for regional integration with case studies June 27, Monday June 28, Tuesday June 29, Wednesday June 27, Monday June 28, Tuesday June 29, Wednesday • Basic theory of chy marketing – evolution, stagge of its development • Place identity, branding, brand measurements • Place communication strategies • The role of culture in place branding • The European Capital of Culture Progean • The Kinga Gajda Itagelionian University, Poland: * The UK Decision to Leave the EU • The Greece Crisis and the European • European societies, culture? What are the frameworks of Central European • European Societify Concerns • European Societify Concerns • European Societify Concerns • Usingean within the European Union • European societies, culture? What are the frameworks of Central European • Cooperation?) Visit to Koddiy Centre and the Zsolnay Lunch Lunch	Arrival Opening Caremony Dr. Andrea Schmidt: Central and Eastern Europe and the Construct Transformation - Challenges of Globalized World Construct Transformation - Challenges of Globalized World Construct Transformation - Challenges of Globalized World Central and Eastern Europe and the Globalized World The US EU relationship: Trump, Biden and the AUKUS Dr. Native Schmidt Central and Eastern Europe The US EU relationship: Trump, Biden and the AUKUS	Under Strategy Description Dr. Andre Schneid: Control and