Thematic Conference
Bordeaux
March 29-30, 2010
COMMUNICATION: LET'S RE-DEFINE THE TERMS
Communication: let's re-define the terms

“Communication: let's re-define the terms“ is the theme of the second Erasmus Mundus Thematic Conference. Every year the Erasmus Mundus Association in cooperation with its university partners organizes an academic thematic conference targeted at Erasmus Mundus students and alumni. Such academic thematic conferences allow for students and graduates of a range of disciplines to come together to look at the announced topic from various perspectives.

The aim of the present conference is to provide a platform to hold a constructive dialogue on communication between people from all disciplines of academia; in other words to develop a healthy inter-communication and intra-communication mechanism between engineers, lawyers, medical doctors, journalists, environmentalists, economists, technologists, policy makers and researchers on the acute issues of communication in the framework of our present world and social system. Communication is interpreted differently in the framework of different disciplines, and thus after a joint plenary session, the participants choose the workshops according to their interests and relevant experience to address the issues of communication in a narrower sense. Erasmus Mundus students and graduates present their research or work results in one of the workshops to have a chance for peer review and international interdisciplinary discussion.

The idea of the theme and general organization of the conference is a result of volunteer work of Conferences and Events Team of Erasmus Mundus Association, which was then supported by the Agence Europe-Education-Formation France and the University of Bordeaux. Erasmus Mundus Association has conducted the call for applications among its members, which has lead to more than 140 students and graduates applying to present their research at the conference. The Conferences and Events Team has thoroughly examined all applications and performed the selection procedure. The University of Bordeaux and the Agence Europe-Education-Formation France have greatly supported the further organization of the event.

University of Bordeaux is one of the oldest and biggest institutions in France with multi-campus infrastructure and facilities for education and research on numerous disciplines of academia. The conference has also received support from the Agence Europe-Education-Formation France - the national institute of France, whose goals are to promote international mobility and international partnerships. This is the first time that an EMA Conference is being co-sponsored by such a prestigious university and a national agency and will hopefully lead to the continuation of cooperation with other institutions with mutual interests.

The City of Bordeaux and the Chamber of Commerce and Industry of Bordeaux sponsor the conference.
8:30-9:00 Welcome and registration at the University Victor Segalen Bordeaux 2
Place de la Victoire - Bordeaux

9:00-10:00 Opening session
- Alain Boudou, President of the University of Bordeaux
- Jean Bertsch, Director of Europe-Education-Formation France, french national agency
- Martine Dere, DG Education and Culture, Unit Cooperation and International Programmes
- Chunyu Liang, President of EMA - Erasmus Mundus Alumni Association
- Salman Khan, EMA Conferences and Events, Team Coordinator

10:00-11:30 Plenary sessions
- Dietrich Rometsch, European Commission, Deputy Head of Unit
  DG Education and Culture, Unit C3 Communication
  “Communicating education and culture in Europe – the challenge of reaching out to Citizens/Students”

- Guy Starkey, University of Sunderland, Professor of Radio and Journalism
  Head of the Department of Media and Cultural Studies
  “Balance and Bias in Journalism”

- Peter Stockinger, INALCO, National Institute for Oriental Languages and Civilizations
  Professor of Intercultural Communication
  Head of ESCoM research team, Fondation Maison des Sciences de l’Homme
  “Cultural diversity and intercultural communication. A general presentation”

11:30-13:00 Lunch at the University Victor Segalen Bordeaux 2

13:30-15:30 Parallel workshops
WORKSHOP 1
Communication and Science: Informing the Public of Scientific Progress
Moderators: Salman Khan, EMA Conferences and Events Team coordinator - Nina Cherenkova, EMA Internal Communication Team
- Scientists and Public Communication: a survey of popular science publishing across 15 countries
- Zero Emission Buildings and User Behaviours
- Cloud Computing for hosting scientific High Performance Computing (HPC) applications
- Communicating Science-within and outside
- Intercultural Communication in Olympics
- Using cell processors to accelerate Phylogenetic Inference
- Genetic gain in selected herds of Khari goats over generations in Nepal

WORKSHOP 2
Security and Ethics of Technology-Enabled Communication
Moderator: Hady Abi Nader, EMA Internal Communication Team coordinator
- Communication and Digital Identity
- Web Application Security using Artificial Immune System
- Privacy and SNS in China: the example of xiaonei.com
- Teaching and Learning enhancement strategies in joint degree programmes and the role of information and communication technology (ICT) from a teacher’s perspective
- Media ethics and the frenzy of stereotype: view from the Indian Sub-continent

WORKSHOP 3
Economic Crisis as a Breakdown of Communication
Moderator: Dominique Lacoue-Labarthe, Professor of Economics, University of Bordeaux
- Tackling the Crisis - a strategic response through communication
- Risky Business: Reporting of the Financial World
- Economic Crisis as a Breakdown of Communication, case of Lehman Brothers
- How can Communication heal Economic crisis’s wounds?
- Software Agent for Stock Market Trading
- Is the Communication important in Financial Markets: the case of longevity-linked securities
- Economic Crisis and Welfare State in Spain and Sweden

WORKSHOP 4
Intercultural Communication: Improving our Ways of Interaction and Understanding
Moderator: Natalia Spartakova, Intercultural Consultant, EU Project Management: Erasmus Mundus Association and OCEANS Network
- Intercultural Communication: Improving our ways of interaction and understanding
- Hannah Arendt - Communication, Plurality, Friendship
- Non Verbal Communication and International Business
ICTs in Education, Healthcare and Management: eLearning, Telemedicine and Virtual teams
Moderator: David Pucheu, Master Erasmus Mundus EUROMIME, University of Poitiers
- ICTs for Education in corporate settings
- Telemonitoring, adherence to treatment and behavioural change in CHD and HF patients
- The e-Learning Environments and Preferences in Malaysia
- ICT in Classes of English Language - Incorporating Computer-assisted Learning
- e-Learning for Art education
- e-Education: an approach to develop Science and Scientists in the developing countries
- Support System for Memory Impaired Subject

Green Communication: Discourses of Environment and Sustainability
Moderator: Chunyu Liang, President of EMA
- The Discursive Construction of a Green Economy
- Green Communication after COP15 – Fading to Black?
- Reporting Climate Change: attracting or distracting the audience?
- How do different media discursively construct China’s role in COP15?
- Using the Rights Discourse in the Discussion of Environmental Harms: Issues and Challenges
- Energy efficient buildings: eDiana Platform
- Green Cultural circuit territorial heritage in the city of Sao Carlos
- Aviation carbon footprint – cheap and clean biofuel solution for greener environment

Technology and Political Communication: Implication for Governance and Citizenship
Moderator: Masreshaw Demelash Bayleyegn, EMA Jobs Team
- EuYmast Forum, a tool designed to communicate the capacity building needs to policy-makers
- Politics and Entertainment: Marriage or an Affair?
- Challenges and prospects of the new media in enhancing civic engagement and political participation in emerging democracies: the case of Ethiopia
- Rhetoric and Communication
- Maps and citizenship
- Globe without Governors
- Communication between Project Strategy and Parent Strategy: the position-driven alignment approach
Evidence-based Public Policy: Informing decision-Making through Rigorous Research
Moderator: Claude Lacour, Professor of Economics, University of Bordeaux
- “Regional Languages” in France: linguistic research and promotion in status
- Looking at Public Policy through anthropological and sociocultural perspectives
- Using an evidence-based approach to guide public policy in healthcare
- The use of scientific information in environmental decision making
- Regulation or Control: a case study of electronic media regulation in Pakistan
- A special report on the graduate labour market
- Cultural european construction in the 21st century

15:30–16:00 Coffee Break

16:00–17.45 Parallel Workshops (continued)

18:00–19:30 Forum “Internationalisation challenge: tailored European programmes”

This forum is designed as an information and feedback of experience place, about diploma and pro-grammes internationalisation challenges, and student mobility. Testimonials and talks will illustrate how higher education stakeholders in Europe answer to these new major challenges of industry and research, within the frame of innovating programmes such as Erasmus Mundus ones.

Three subjects will be tackle:

**Erasmus Mundus: challenges and opportunities**
Martine Dere, DG Education and Culture, Unit Cooperation and International Programmes
Jean Bertsch, Director of Europe-Education-Formation France, French national agency

**Experiences and testimonies for the valorisation of international degrees**
Chunyu Liang, President of EMA
Erasmus Mundus Students and Alumni

**European and international policy of the University of Bordeaux**
Manuel Tunon de Lara, vice-president of the University of Bordeaux

Facilitator of discussion: Rodolphe Gouin, director of University of Bordeaux Foundation

20:00: Dinner at the City Hall of Bordeaux (place Pey-Berland)
March 30, 2010

9.30–11:00: Parallel Workshops (continued)

11.00–11.30: Coffee Break

11.30–12.30: Parallel Workshops (continued)

13.00–14.00: Lunch at the Chamber of Commerce and Industry of Bordeaux (12 place de la Bourse)

14.00–15.00: Conclusions of Parallel Workshops and Final Discussion

15.00–15.40: Awarding of participation certificates

16:00: City Tour (optional)
PLENARY SESSION: KEYNOTE SPEAKERS

**Dr Dietrich Rometsch – Communicating education and culture in Europe, the challenge of reaching out to citizens**

Dr Dietrich Rometsch has studied and conducted research on political science and European administration in Paris, Berlin, Bloomington (USA), Bruges and Tubingen. During his student years he was actively involved with Association des États Généraux des Étudiants de l'Europe (AEGEE). His career began with the post of a research assistant at the Institute for European Politics in Bonn. Later he joined the Bank for Social Economy in Cologne/Brussels as an EU affairs officer. Since 2001 he has been working at the European Commission, and is now the Deputy Head of Unit 'Communication and Valorisation' of the Directorate-General for Education and Culture.

**Dr Guy Starkey – Balance and bias in journalism**

Dr Guy Starkey is Professor of Radio and Journalism at the University of Sunderland in the United Kingdom, where he is also Head of the Department of Media and Cultural Studies. A former radio producer and presenter, he has worked in media education since 1991 and his research interests include balance and bias in journalism, digital migration, media political economies and radio histories. He is Chair of the Radio Research Section of the European Communication Research and Education Association (ECREA) and his most recent publications include ‘Balance and Bias in Journalism: Representation, Regulation and Democracy’ (Palgrave Macmillan) and ‘Radio Journalism’ (Sage, with Professor Andrew Crisell).

**Dr Peter Stockinger – Cultural diversity and intercultural communication. A general presentation**

Dr Peter Stockinger is full professor of cognitive semiotics, new media studies and intercultural communication at INALCO (Institut National des Langues et Civilisations Orientales) and head of the ESCoM research lab at the Fondation Maison des Sciences de l'Homme in Paris. He is working in the fields of cognitive processing of digital audiovisual archives in a multicultural and multilingual context, (new) media semiotics and cross-cultural communication. In 2001, he has created the “Audiovisual Research Archives” (ARA) program – one of the leading French online video-libraries diffusing some 6000 hours of videos in social and human sciences produced by an international community of more than 2400 authors coming from 85 different countries (http://www.archivesaudiovisuelles.fr/EN/). His most recent publications include monographs on web site semiotics, cognitive analysis of audiovisual corpora or again digital information processing.
**Chunyu Liang** comes from China and is the President of Erasmus Mundus Association. Chunyu graduated from the Erasmus Mundus MSc in Environmental Sciences, Policy and Management (MESPOM). He has been involved with EMA since its launch in 2006, and has successfully coordinated the organization of the first Erasmus Mundus Thematic Conference on Climate Change in Budapest in 2009 as the Coordinator of the Conference & Events Team of EMA. Chunyu currently works as an Associate Programme Officer with the Clean Development Mechanism (CDM) Sub-Programme under the United Nations Climate Change (UNFCCC) secretariat.

**Salman M. Khan** is originally from Pakistan and is a Steering Committee member and the Coordinator of Conferences and Events advisory team of Erasmus Mundus Association. Salman has been involved with EMA since 2007 and is the head of EMA organizing committee of the 2nd Erasmus Mundus Thematic Conference. Salman is an Electrical Engineer by profession with specialization in Information and Communication Technologies. He graduated from Erasmus Mundus MERIT double master degree programme attending Universitat Politecnica De Catalunya, Barcelona Spain attaining an MSc. in Information and Communication Technologies and Politecnico Di Torino, Turin, Italy attaining an MSc. in Electronics Engineering. Previously, Salman has received his engineering degree in telecommunications with minors in computer sciences from National University of Computer and Emerging Sciences, Pakistan. He completed his master’s thesis at the Fraunhofer Technology Development Group and University of Stuttgart, Stuttgart, Germany. Currently Salman is pursuing his PhD. Degree in Electrical and Computer Engineering from Ottawa, Canada.

**Natalia Spartakova** is a Project Manager of the Erasmus Mundus Students and Alumni Association and works for ICUnet.AG – a Service Provider of the EMA. She is originally from St.-Petersburg, Russia, where she obtained her degree in International Relations. Natalia then graduated from EUROCULTURE Erasmus Mundus Master Programme, attending the universities in the Netherlands and in Germany.
<table>
<thead>
<tr>
<th>Name</th>
<th>Program</th>
<th>Email</th>
</tr>
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<tbody>
<tr>
<td>Abdullah Sharafuddin</td>
<td>Euroculture</td>
<td><a href="mailto:abdullasharaf@yahoo.com">abdullasharaf@yahoo.com</a></td>
</tr>
<tr>
<td>Ahmad Hassan</td>
<td>Network and e-Business Centred Computing</td>
<td><a href="mailto:ahmad.hassan@gmail.com">ahmad.hassan@gmail.com</a></td>
</tr>
<tr>
<td>Alexander Belyakov</td>
<td>Journalism and Media within Globalisation</td>
<td><a href="mailto:byelyakov@yahoo.com">byelyakov@yahoo.com</a></td>
</tr>
<tr>
<td>Alexander Bunten</td>
<td>Euroculture</td>
<td><a href="mailto:al.bunten@gmail.com">al.bunten@gmail.com</a></td>
</tr>
<tr>
<td>Andrea Piehl Harms</td>
<td>Water and Costal Management</td>
<td><a href="mailto:andreapiehl@hotmail.com">andreapiehl@hotmail.com</a></td>
</tr>
<tr>
<td>Andrija Stamenovic</td>
<td>PhoenixEM Dynamics of Health and Welfare</td>
<td><a href="mailto:andrija.stamenovic@gmail.com">andrija.stamenovic@gmail.com</a></td>
</tr>
<tr>
<td>Azmat Rasul</td>
<td>Journalism and Media within Globalisation</td>
<td><a href="mailto:azmatrasul@gmail.com">azmatrasul@gmail.com</a></td>
</tr>
<tr>
<td>Buga Berkovic</td>
<td>Marine Biodiversity and Conservation</td>
<td><a href="mailto:buga.berkovic@gmail.com">buga.berkovic@gmail.com</a></td>
</tr>
<tr>
<td>Caroline d’Essen</td>
<td>Journalism and Media within Globalisation</td>
<td><a href="mailto:caroldessen@yahoo.com.br">caroldessen@yahoo.com.br</a></td>
</tr>
<tr>
<td>Dashell Yancha</td>
<td>Human Rights Practice</td>
<td><a href="mailto:mdcy@yahoo.com">mdcy@yahoo.com</a></td>
</tr>
<tr>
<td>Dima Hamze</td>
<td>Models and Methods of Quantitative Economics</td>
<td><a href="mailto:dima_hamzah@hotmail.com">dima_hamzah@hotmail.com</a></td>
</tr>
<tr>
<td>Djohan Wahyudi</td>
<td>Network and e-Business Centred Computing</td>
<td><a href="mailto:djohan_w_id@yahoo.com">djohan_w_id@yahoo.com</a></td>
</tr>
<tr>
<td>Emma Godfrey</td>
<td>Journalism and Media within Globalisation</td>
<td><a href="mailto:emmadcg@gmail.com">emmadcg@gmail.com</a></td>
</tr>
<tr>
<td>Erum Jamil</td>
<td>OpSciTech (Optics in Science &amp; Technology)</td>
<td><a href="mailto:ejmallal@gmail.com">ejmallal@gmail.com</a></td>
</tr>
<tr>
<td>Fabienne Zwagemakers</td>
<td>Euroculture</td>
<td><a href="mailto:aclmzwagemakers@gmail.com">aclmzwagemakers@gmail.com</a></td>
</tr>
<tr>
<td>Francisco Osvaldino</td>
<td>Monteiro - Euroculture</td>
<td><a href="mailto:osvaldino@hotmail.com">osvaldino@hotmail.com</a></td>
</tr>
<tr>
<td>Gudeta Seifu Tura</td>
<td>Comundus - European Master of Arts in Media</td>
<td><a href="mailto:gudetaseifu@gmail.com">gudetaseifu@gmail.com</a></td>
</tr>
<tr>
<td>Hazariah Mohd Noh</td>
<td>European Masters Course in Aeronautics and Space Technology</td>
<td><a href="mailto:kurtdxplane@yahoo.com">kurtdxplane@yahoo.com</a></td>
</tr>
<tr>
<td>Irida Vospi</td>
<td>Global Studies</td>
<td><a href="mailto:iridina@gmail.com">iridina@gmail.com</a></td>
</tr>
<tr>
<td>Javad Zakeri Dana</td>
<td>Transnational Trade Law and Maritime Law</td>
<td><a href="mailto:jzdana@gmail.com">jzdana@gmail.com</a></td>
</tr>
<tr>
<td>Jean Bosco Siborurema</td>
<td>Transnational Trade Law and Maritime Law</td>
<td><a href="mailto:sbonta@gmail.com">sbonta@gmail.com</a></td>
</tr>
<tr>
<td>Jie Zhang</td>
<td>Economics of International Trade and European Integration</td>
<td><a href="mailto:j.zheng@uvt.nl">j.zheng@uvt.nl</a></td>
</tr>
<tr>
<td>Jin Peng</td>
<td>Comundus - European Master of Arts in Media, Communication and Cultural Studies</td>
<td><a href="mailto:85dream@163.com">85dream@163.com</a></td>
</tr>
<tr>
<td>Julien S. Bourrelle</td>
<td>Aeronautics and Space Science</td>
<td><a href="mailto:julien.bourrelle@ntnu.no">julien.bourrelle@ntnu.no</a></td>
</tr>
<tr>
<td>Kateryna Putiienko</td>
<td>Network and e-Business Centred Computing</td>
<td><a href="mailto:kateryna.putiienko@gmail.com">kateryna.putiienko@gmail.com</a></td>
</tr>
<tr>
<td>Kseniya Oksamytina</td>
<td>Journalism and Media within Globalization</td>
<td><a href="mailto:oksamitnaya@mail.ru">oksamitnaya@mail.ru</a></td>
</tr>
<tr>
<td>Leo Mirani</td>
<td>Journalism, Media within Globlization</td>
<td><a href="mailto:leomirani@gmail.com">leomirani@gmail.com</a></td>
</tr>
<tr>
<td>Ling Chen</td>
<td>Comundus - European Master of Arts in Media, Communication and Cultural Studies</td>
<td><a href="mailto:caling97@hotmail.com">caling97@hotmail.com</a></td>
</tr>
<tr>
<td>Maisa Fonseca de Almeida</td>
<td>Etudes Urbaines en Régions Méditerranéennes (EURmed)</td>
<td><a href="mailto:maisafonseca@gmail.com">maisafonseca@gmail.com</a></td>
</tr>
<tr>
<td>Medha Medha</td>
<td>Journalism and Media within Globalisation</td>
<td><a href="mailto:medha23@gmail.com">medha23@gmail.com</a></td>
</tr>
<tr>
<td>Mei Ching Wan</td>
<td>Strategic Project Management</td>
<td><a href="mailto:fwmching@gmail.com">fwmching@gmail.com</a></td>
</tr>
<tr>
<td>Mohammad Rezwan Khan</td>
<td>Materials and Sensors Systems for Environmental Technologies</td>
<td><a href="mailto:rezwankhn@gmail.com">rezwankhn@gmail.com</a></td>
</tr>
<tr>
<td>Mohammed Tareq Ul Islam</td>
<td>International Master in Materials and Sensors Systems for Environmental Technologies</td>
<td><a href="mailto:tareqsasifxyz@gmail.com">tareqsasifxyz@gmail.com</a></td>
</tr>
<tr>
<td>Muhammad Anjum Nawaz</td>
<td>European Masters in Engineering Rheology</td>
<td><a href="mailto:anjiman2001@gmail.com">anjiman2001@gmail.com</a></td>
</tr>
<tr>
<td>Muhammad Rehan Shaukat</td>
<td>Network and e-Business Centred Computing</td>
<td><a href="mailto:rehan.shaukat@gmail.com">rehan.shaukat@gmail.com</a></td>
</tr>
<tr>
<td>Natalya Bichurina</td>
<td>Crossways in European Humanities</td>
<td><a href="mailto:natalya_bichurina@yahoo.com">natalya_bichurina@yahoo.com</a></td>
</tr>
</tbody>
</table>
- Ogunbanwo Saheed Adebayo - Agris mundus - muhsaeed07@yahoo.com
- Oluwabunmi Adewoyin - Network and e-Business Centred Computing - o.f.adewoyin@student.reading.ac.uk
- Ondrej Polišenský - Euroculture - ondrapolisensky@yahoo.es
- Panteha Pedram - European Master in Higher Education - pantehap@gmail.com
- Paras Mehta - Network and e-Business Centred Computing - pmehhta.eu@googlemail.com
- Peshal Khanal - Master in Lifelong Learning - peshalk@gmail.com
- Peter Bentley - European Master in Higher Education - bentleypeterj@gmail.com
- Petrus Prasetyo Anggono - Advanced Robotics - prasetyo_anggono@yahoo.co.uk
- Rashmi Vasudeva - Journalism and Media within Globalisation - sidrush@gmail.com
- Rupak Khadka - European Master in Animal Breeding and Genetics - rupak.khadka99@hotmail.com
- Sara Al Mojaddidi - Journalism and Media within Globalisation - mojaddidi@gmail.com
- Shen Jung Pai - Network and e-Business Centred Computing - cpdeism@hotmail.com
- Snezana Nanevska - Network and e-Business Centred Computing - s.nanevska@student.reading.ac.uk
- Sulabh Krunanidhi - Erasmus Mundus MA Special Education Needs - sulabha_sk@yahoo.co.in
- Tarang Sharma - European Public Health Master - tarang@gmail.com
- Tijana Grujic - PhoenixEM Dynamics of Health and Welfare - grujic.tijana@gmail.com
- Torsten Müller - Journalism and Media within Globalisation - torsten.markus.mueller@web.de
- Vijita Singh - Master in Lifelong Learning - vijitaaggarwal@yahoo.com
- Xavier Bériault - German and French Philosophy in European Context - icixavier@gmail.com
- Yan Cheng - Comundus - European Master of Arts in Media, Communication and Cultural Studies - chengyan612@gmail.com
- Yuan Zheng - Erasmus Mundus Course on Sustainable Forestry - zy198692413@gmail.com

* Members of Erasmus Mundus Association, taking part in the conference: first name, last name, Erasmus Mundus Master Course, e-mail address
Erasmus Mundus is a comprehensive cooperation and mobility programme of the European Union. Its goal is to promote the attractiveness of European higher education throughout the world, and to establish Europe as a setting “par excellence” for higher education.

**Erasmus Mundus stands for...**

- **116 international Masters programmes and 13 PhDs programmes**
  
  Intercultural competence, foreign language skills, and the ability to think in networks and across disciplines are indispensable in today’s everyday and professional life. The Erasmus Mundus Masters courses and doctorates programmes were created for both European and non-European students and researchers, to promote these skills in addition to academic excellence.

- **Joint programmes** of outstanding academic quality, designed and implemented by a consortium of European universities from at least three different countries. Consortia may also include universities from other parts of the world as full partners, and socio-economic partners as associated members.

  Interdisciplinary, innovative study or research programmes that respond to job market challenges

  Students, researchers attend courses and do research in at least two countries.

  Students, researchers not only learn the language and customs of their host countries but get to know their international peers as well.

- **More than 10 000 students from over 145 countries**

  Graduates receive diplomas from each of the universities involved, aimed at creating excellent chances on the international job market.

  Universities' International offices offer support to students, researchers and academics looking for accommodation, applying for visas, acquiring new language skills, and assist in the social integration to their host countries.

  Students and graduates gathered in a unique global and interdisciplinary student and alumni network: the Erasmus Mundus Association.

- **More than 280 participating universities from over 75 countries**

  Scholarships open to students, researchers and academics throughout the world.

The Erasmus Mundus Students and Alumni Association (EMA) is a network for students and alumni of all Erasmus Mundus Masters Course (EMMC) programmes. Since its establishment through an initiative of the European Commission in June of 2006, EMA has been working constantly to advance the Erasmus Mundus programme, and to offer a platform where students and alumni can exchange information and experiences. All EMA activities are performed by members on a voluntary basis, and in cooperation with the European Commission.

The mission of the Association is to serve the interests of Erasmus Mundus Students and Alumni, notably by providing a forum for networking, communication and collaboration and by promoting Erasmus Mundus as a European programme of excellence in international education.

The EMA's goals:

- Contribute to the successful internationalisation of higher education
- Create a representative network for Erasmus Mundus graduates from Europe and third countries
- Establish a channel of communication for students, alumni, their universities, and the European Commission

- Provide students with academic advice based on the experience of previous generations
- The EMA General Assembly, which is made up of master courses representatives, convenes once a year. The assembly sets guidelines for all EMA activities and elects both the EMA president and its Steering Committee.

The president, EMA’s highest representative, is elected by members of the General Assembly for a two-year term.

Publicity for, and the actual coordination of EMA activities is carried out by service teams. These teams consist of dedicated students and alumni, and are led by the team coordinators who jointly form the EMA Steering Committee. At the moment there are seven service teams with the following tasks:

- Promotion
- Internal Communication
- Magazine
- Conferences and events
- Information technology
- Jobs for alumni and students
- EMA Policy

www.em-a.eu
The University of Bordeaux federates 7 founding members and 8 associated members to develop a common policy among Bordeaux Higher Education institutions, to enhance the national, European and international visibility and attractiveness of Bordeaux’s higher education and research, and to provide students with the best opportunities to join job markets.

We offer a wide range of curricula, as:

■ **Bordeaux 1 Sciences and Technologies**
  *Mathematics and computer sciences, physics, chemistry, biological sciences, marine and earth sciences*

■ **Victor Segalen Bordeaux 2**
  *Human sciences, health sciences, social sciences*

■ **Michel de Montaigne Bordeaux 3**
  *Literature, languages, arts, communication, humanities*

■ **Montesquieu – Bordeaux IV**
  *Law, economics and social sciences, management*

■ **IPB - Polytechnic institute**

■ **ENITAB**
  *Life sciences, agronomic sciences and technologies*

■ **Sciences Po Bordeaux**
  *Political sciences*

**Major activities for internationalisation:**

■ provide incoming public with the best hosting (Euraxess Mobility centre for foreign scientists; resident card facilitation; etc.)

■ facilitate Outgoing students mobility (Aquimob grants, and a unique website dedicated to all grants applications)

■ enhance higher education Europeans programmes (help for projects managers, expertise networks)

■ develop strategic cooperation agreements dealing with excellence research, joint diplomas and e-learning (as with University Laval, Canada)

■ strengthen trans-boarder cooperation with Spain (Navarra and Euskadi).

**Key figures for Erasmus Mundus programme:**

■ 3 Erasmus Mundus Masters:
  - **ALGANT** – Algebra, Geometry & Number Theory
    *www.algant.eu*
  - **FAME** – Functionalised Advanced Materials & Engineering
    *www.fame-master.com*
  - **TROPED** – International Health
    *erasmusmundus.troped.org*

■ 3 Erasmus Mundus Joint Doctorates:
  - **ALGANT-DOC** – Algebra, Geometry & Number Theory
    *www.algant.eu*
  - **IDS-FunMat** – Functional Materials for Energy, Information Technology & Health
    *www.ids-funmat.org*
  - **ENC NETWORK** – Neurosciences
    *www.enc-network.eu*

■ 5 Erasmus Mundus partnerships External cooperation Windows:
  *eacea.ec.europa.eu/extcoop/call/2008/index_en.htm*

www.univ-bordeaux.fr
The agency is responsible for the promotion, implementation and management of the European life-long learning programme (LLP) in France. Throughout Europe, this programme offers life-long access for all to a dynamic and innovative way of learning. It is divided into 4 programmes (Comenius, Leonardo da Vinci, Erasmus, Grundtvig) and the European Label for languages.

The agency is also the national point of contact for the promotion of and advice on the Erasmus Mundus and Tempus programmes as well as the national centre for Europass and Euroguidance. Located in Bordeaux, south-western France, there are 87 people working at the agency. Their common mission: enhance international and European mobility for all and spread the mobility spirit nationwide.

Major activities in 2010: two national conferences:
in Bordeaux on June 28 and 29 about “Mobility: added-value, recognition and development”;
in Paris in November about “Combating illiteracy and school dropping-out”, in the framework of the 2010 European year against poverty and social exclusion.

Four sub-programmes for all ages in Europe
- **Comenius**: school education
- **Leonardo da Vinci**: vocational education and training
- **Erasmus**: higher education
- **Grundtvig**: adult education

Two distinct programmes to take higher education beyond European borders
- **Erasmus Mundus**
- **Tempus**

[www.2e2f.fr](http://www.2e2f.fr)
EMA ORGANIZERS AND MODERATORS

- Chunyu Liang - President of EMA - president@em-a.eu
- Salman Khan - Coordinator of Conferences and Events Team - conferences@em-a.eu
- Hady Abi Nader - Coordinator of EMA Internal Communication Team - internal.communication@em-a.eu
- Sayalee Karkare - Magazine Team - sayalee.karkare@members.em-a.eu
- Natalia Spartakova - ICUnet - EMA Service Provider - service@em-a.eu
- Nina Cherenkova - EMA Internal Communication Team - nina.cherenkova@members.em-a.eu
- Josephine Lau - ICUnet - EMA Service Provider - josephine.lau@icunet.ag
- Masreshaw Demelash Bayleyegn - EMA Jobs Team - masreshaw.bayleyegn@members.em-a.eu

FRENCH ORGANIZERS

Steering committee:

- For the Agence Europe-Education-Formation France
  Pr Jean Bertsch, Director
  
  and his team, especially Maritxu Skawinski, Emmanuelle Gardan, Dominique Ardiller, Marie-Geneviève Picart, Julia Robisco, Lydie Lagouarde

- For the University of Bordeaux
  Pr Alain Boudou, President
  Vice-Presidents in charge of international affairs: Pr Vincent Dousset, Coordinator of the steering committee, Pr Michel Bauderon, Pr Christian Bouquet and Pr Christian Grellois
  
  and their team, especially Véronique Beghain, Catherine Dupouy, Philippe Leicht, Pedro Santiago, Anne Seyrafián, Paul Bensamoun, Marianne Eloï and Donato Lorubio.

The City of Bordeaux and the Chamber of Commerce and Industry of Bordeaux sponsor the conference.
Contacts

Erasmus Mundus Students and Alumni Association
ICUnet.AG
Rindermarkt 4
D-94032 Passau
Germany
www.em-a.eu

Université de Bordeaux
166 cours de l'Argonne
33000 Bordeaux
France
T 33 (0)5 56 33 80 80
www.univ-bordeaux.fr

Agence Europe-Education-Formation France
25 quai des Chartrons
33080 Bordeaux Cedex
France
T 33 (0)5 56 00 94 00
www.2e2f.fr