

# PUTTING THE BALTIC SEA REGION ON THE MAP

TOWARDS A GLOBAL PROMOTION STRATEGY FOR HIGHER EDUCATION  
IN NORTHERN EUROPE

Humboldt University of Berlin, November 16–17, 2006  
Hegelplatz 2, Berlin-Mitte  
Fritz-Reuter-Saal

## AGENDA

*Thursday, 16<sup>th</sup> November 2006*

13.00–14.00      Registration

14.00–14.30      Opening

14.30–16.00

**Bologna in the process: country reports**

*Germany:* Johanna Witte, Centre for Higher Education  
Development, Gütersloh

*Denmark:* Uta Bielfeldt, University of Potsdam

*Sweden:* Aija Sadurskis, Högskoleverket

*Norway:* Uta Bielfeldt, University of Potsdam

*Finland:* Jussi Välimaa, University of Jyväskylä

*Estonia:* Siret Rutiku, University of Tartu

*Latvia:* Juris Dzelme, Higher Education Quality Evaluation  
Centre, Riga

*Lithuania:* Palmira Juceviciene, Institute of Educational Studies,  
Kaunas (tbc)

*Poland:* Anna Kietrys-Tusk, University of Gdansk

*Russia:* Irina Arzhanova, National Training Foundation, Moscow

16.00–16.30      Coffee Break

16.30–18.00

**Panel discussion:**

**The Baltic Sea Region – an integrated area of higher education?**

*(speakers from first panel, chair)*

**Conference Dinner**

*Friday, 17<sup>th</sup> November 2006*

9.00–10.30      **Global perceptions of higher education in the Baltic Sea Region**

*Erasmus Mundus at work: Lessons from the BalticStudyNet project*  
Katrin Hecker, Humboldt University of Berlin

*»Mare Europaeum« – How to explain the Baltic Sea Region outside Europe*  
Jan-Mark vanderLeest, Canada  
Malini Bhattacharjee, India  
Anton Kotenko, Ukraine

10.30–11.00      Coffee Break

11.00–13.00      **Towards a global promotion strategy for higher education in Northern Europe**

*How third country students perceive European higher education*  
Carsten Schymik, Humboldt University of Berlin

*Branding the Baltic Sea Region*  
Ulrich Meyer-Höllings, Red Associates, Copenhagen

*Tales of a Baltic Ulysses – 1000 years of history as an international media-production.*

Robert Thayenthal, flying cranes – media production, Berlin

*Positioning European universities in a global context–the German example*  
Olaf Köndgen, German Academic Exchange Service, Bonn

13.00–14.00      Lunch and end of conference

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### **CONTACT/REGISTRATION**

*Please register before November 10, 2006.*

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