

INTERNATIONAL WEEK 2024

FINAL PROGRAM

16.09.2024. - 20.09.2024

MON-FRI

📍 VALMIERA, LATVIA

SHAPING MINDS: THE INTERSECTION OF DEEP TECH AND MODERN EDUCATION

Vidzeme University of Applied Sciences is excited to welcome you to **International Week 2024**, taking place from **September 16-20** in **Valmiera, Latvia**. This year's theme, "Shaping Minds: The Intersection of Modern Education and Deep Tech," will bring together **educators, researchers, and professionals** from around the world to explore how **emerging technologies** are reshaping **education, business, and society**.

Over the course of the week, you will have the opportunity to participate in **keynote presentations, panel discussions, workshops, and networking events**. The program is designed to foster **international collaboration**, showcase **cutting-edge research**, and provide insights into the intersection of **modern education** and **deep technologies**.

Below you can find the program of the event. Please note that this program provides an **overview** of the week's activities and is **subject to change**. Should any changes occur, participants will be promptly informed.

We look forward to welcoming you to an inspiring week of **learning, innovation, and collaboration**. Safe travels, and see you in Valmiera!

INFORMATION:

TIME

OVERLAPPING
EVENTS

PLACE

FORMAT OF THE EVENT

NAME OF THE EVENT

KEY-PERSONS OF THE EVENT

ADDITIONAL
INFORMATION
& FEES

DAY 1 WELCOME

FINAL PROGRAM

16.09.2024.

MONDAY



12:00-12:55

REGISTRATION

ARRIVAL

C229

International Coordinator in staff mobility **Katrina Grigorjeva**

13:00-13:50

PRESENTATION

WELCOME TO VIA

C229

Rector **Agnese Dāvidsone**, Vice-rector for Development **Iveta Putniņa**

14:00-14:50

KEY-NOTE

LEARNING FROM FUTURE

C229

Member of ViA Council **Inese Ebele**

15:00-15:25

FREE TIME & NETWORKING

COFFEE BREAK

C230

N/A

15:30-15:50

PRESENTATION

WELCOME TO VALMIERA

C229

External relations organizer at Valmiera county, ViA PhD student **Māra Grinberga-Šilaua**

16:00-16:50

SEMINAR

COLLABORATION IN DOCTORAL STUDY PROGRAMS

C229

Professor **Agita Liviņa**

19:00-22:00

NETWORKING DINNER & QUIZ NIGHT

WELCOME DINNER

ViA members & IntWeek guests

HOTEL
"WOLMAR"
CONFERENCE ROOM
"TĀLAVA"
TĒRBĀTAS IELA 16A,
VALMIERA, LV-4201



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DAY 2 TECHNOLOGIES AND BUSINESS

FINAL PROGRAM

17.09.2024.

TUESDAY



9:00-10:00

WALKING TOUR + PRESENTATION

EXCURSION AROUND VIA CESU STREET BUILDING

CESU
STREET 4

Head of Vidzeme Open Innovation Hub **Santa Vitola**

10:30-11:30

WALKING TOUR + PRESENTATION

EXCURSION AROUND VIA TERBATAS STREET BUILDING

TERBATAS
STREET 10

Head of IT study direction **Inese Birzniece**

11:30-13:50

FREE TIME & NETWORKING

COFFEE BREAK & FREE TIME

N/A

N/A

14:00-14:50

PANEL DISCUSSION

ETHICAL IMPLICATIONS OF EMERGING TECHNOLOGIES IN BUSINESS: BALANCING INNOVATION AND RESPONSIBILITY

C229

Moderator: Assistant professor **Irēna Liepiņa**

Speakers: Head of ViA study program "Cybersecurity engineering" **Kristaps Felzenbergs** (Latvia), Professor at Politechnica University of Timisoara **Eugenia Grecu** (Romania), Teaching assistant at Ain-Shams University **Ahmed El Tohamy** (Egypt)

15:00-16:20

WORKSHOP

JOINT DEGREE STUDY PROGRAMS

C229

Vice-rector for Academic and Scientific work **Kārlis Krēsliņš**

16:30-17:30

SEMINAR

BUSINESS MODELLING FOR MANAGING SUSTAINABILITY IN A CIRCULAR AND CLIMATE NEUTRAL ECONOMY: CREATING OPPORTUNITIES FOR SMART AND SUSTAINABLE REGIONS

C229

Lecturer, Research assistant **Aigars Andersons**



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DAY 3 TECHNOLOGIES AND CREATIVE INDUSTRIES

FINAL PROGRAM

18.09.2024.

WEDNESDAY



10:00-11:50

C229

WORKSHOP & NETWORKING

E³UDRES² BREAKFAST: OPPORTUNITIES AND CHALLENGES OF DIVERSITY IN EUROPEAN UNIVERSITY E³UDRES²

E³UDRES² ViA team, representatives from other Latvian universities, representatives from Ministry of Education and Science in Latvia

12:00-13:00

PARALLEL
SESSION

C229

SEMINAR

EMERGING TECHNOLOGIES OF EXPERIENCE DESIGN IN ARTS & CULTURE

Head of research projects **Ieva Gintere**

12:15-13:00

PARALLEL
SESSION IN
LATVIAN

C230

ROUND TABLE DISCUSSION

OPPORTUNITIES OF EUROPEAN UNIVERSITIES AND LATVIAN HIGHER EDUCATION

Vice-rector for development **Iveta Putniņa**, Vice-rector for Academic and Scientific work **Kārlis Krēsliņš**, Director of the Institute of Sociotechnical Systems Engineering **Oskars Java**, Head of Vidzeme Open Innovation Hub **Santa Vitola**

SESSION FOR
INVITED LATVIAN
REPRESENTATIVES

13:00-13:55

N/A

FREE TIME & NETWORKING

FREE TIME

N/A

14:00-14:50

C229

PANEL DISCUSSION

SHAPING TOMORROW: THE INTERSECTION OF CREATIVE INDUSTRIES, EMERGING TECHNOLOGIES, AND ARTIFICIAL INTELLIGENCE

Moderator: Head of Communication and Media Study programs **Māra Arāja**

Speakers: Assistant professor at Kharkiv State Academy of Culture **Nataliia Cherkasova** (Ukraine), Lecturer at University College Leuven-Limburg **Fleur Deboutte** (Belgium), Director of Riga Technical University Culture Centre **Ieva Ose** (Latvia)

15:00-16:00

C229

WORKSHOP

MICROCREDENTIALS

Vice-rector for Academic and Scientific work **Kārlis Krēsliņš**

16:30-17:30

C129

ESCAPE GAME

MEDIA LITERACY

Head of Communication and Media Study programs **Māra Arāja**

19:00-22:00

VALMIERMUIŽA
BREWERY
DZIRNAVU IELA 2,
VALMIERMUIŽA,
VALMIERAS PAGASTS,
VALMIERAS NOVADS,
LV-4219

EXCURSION & NETWORKING DINNER

VISITING LOCAL BREWERY & NETWORKING DINNER

ViA members & IntWeek guests

SELF-PAID
ACTIVITY:
50 EUR



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DAY 4 TECHNOLOGIES AND TOURISM | SUPPORT TO UKRAINE

FINAL PROGRAM

19.09.2024

THURSDAY



8:30-9:45

Bruninieku iela 1,
Valmiera, Valmieras
novads, LV-4201

WALKING TOUR

GUIDED MORNING WALK AROUND VALMIERA

Guided by **Valmiera Tourism Information Centre**

10:15-11:20

C229

WORKSHOP

ERASMUS+ PROJECT IMPACT ON REGIONS

International project manager **Māriete Balaņuka**

11:30-13:00

PARALLEL
SESSION
C230

ROUND TABLE DISCUSSION

RESILIENCE THROUGH HEI - MAKING IMPOSSIBLE - POSSIBLE

Rector **Agnese Dāvidsone**

SESSION FOR INVITED
PARTICIPANTS FROM
UKRAINE

11:30-11:55

PARALLEL
SESSION
STUDENT
CORNER

FREE TIME & NETWORKING

COFFEE BREAK

N/A

12:00-12:45

PARALLEL
SESSION
C229

PANEL DISCUSSION

TECHNOLOGIES FOR SUSTAINABLE TOURISM

Moderator: Professor, Leading researcher **Agita Liviņa**

Speakers: Associate professor at Prague University of Economics and Business **Tomaš Moravec** (Czech Republic), Lecturer of Economics at Canadian Institute of Technologies **Edmira Cakrani** (Albania), Assistant Professor at National Institute of Tourism & Hospitality Management **Mahender Gavinolla** (India)

12:45-14:25

N/A

FREE TIME & NETWORKING

FREE TIME

N/A

14:30-15:50

C229

WORKSHOP

HOW TO WRITE A WINNING PROJECT PROPOSAL

Senior administrator of Studies and Lifelong learning group **Renāte Fridvalde**, International Grant Advisor at SAXION University of Applied Sciences **Jos Tomassen** (Netherlands)

16:00-16:30

C229

PRESENTATION & DISCUSSION

WELCOME TO LATVIA

State Education and Development Agency "Study in Latvia" unit Senior Expert **Elīna Rubīna**

17:00-19:00

CESU STREET
4

EDUCATIONAL FAIR & NETWORKING & DISCUSSION

WORLD CAFE

International coordinator in student mobilities **Beāte Velpe**, Marketing specialist **Vera Grāvīte-Lapere**



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DAY 5 DEEP TECH & CLOSING

FINAL PROGRAM

20.09.2024.

FRIDAY



10:00-11:20

C229

LECTURE

LATVIAN LANGUAGE & CULTURE "WHAT DID YOU UNDERSTAND ABOUT LATVIANS DURING THIS WEEK?"

Lecturer **Baiba Pāvule-Malnača**

11:30-11:50

C229

CASE STUDIES OF INTERSECTION

DEEP TECH & SCIENCE

Researcher **Linda Lancere**

12:00-12:50

C229

PANEL DISCUSSION

DIGITALISATION PROJECTS FOR ACADEMIA AND COOPERATION WITH THE INDUSTRY

Moderator: Head of Study program "Virtual Reality and Smart Technologies" **Edmunds Jansons**

Speakers: Lecturer at Cherkasy State Business College **Stanislav Marchenko** (Ukraine), Head of ViA study program "Cybersecurity engineering" **Kristaps Felzenbergs** (Latvia), Leading researcher at Institute of Sociotechnical Systems Engineering at ViA **Kaspars Osis** (Latvia), Lecturer at ViA **Alvis Sokolovs** (Latvia)

13:00-14:00

C229

CLOSING SESSION

WRAP UP & CLOSING

Vice-rector for development **Iveta Putniņa**, International Coordinator in staff mobility **Katrina Grigorjeva**



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