

# February Newsletter

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Faculty of International Business and Economics





**FACULTATEA DE RELAȚII ECONOMICE INTERNAȚIONALE**  
**FACULTY OF INTERNATIONAL BUSINESS AND ECONOMICS**  
*The International Business School in Romania*



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 **REI Updates**



On January 20th, Assoc. prof. Dr. Ioan-Radu Petrariu, Dean of the Faculty of International Economic Relations, attended the conference 'Partnership for Reconstruction: Establishment of the Trilateral Chamber of Commerce Romania-Ukraine-Republic of Moldova (CCTRUM)'.  
 The event took place in Chișinău, Republic of Moldova, and was organized under the auspices of the Alliance of Eastern European MEPs for the Reconstruction of Ukraine (AMEERU) and Digital Park.

Associate prof. Roxana Voicu-Dorobanțu, along with a delegation from ASE, has represented our faculty at 2026 EFMD Deans Conference. This top event brings together business school leaders from around the world. Furthermore, we have started the preparation for the international accreditation process of our International Business and Economics in English BA and International Business Management MA.



Associate prof. Magdalena Ciubancan, PhD, and associate prof. Angela Dragan, PhD, have represented our university at the reception hosted by the Embassy of Japan, to honor His Majesty Emperor Naruhito's 66th birthday.



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 **REI Updates**



**Visit by HE Ricardo Guerra de Araújo, Brazil Ambassador**

We were honored to receive His Excellency Mr. Ricardo Guerra de Araújo, Extraordinary and Plenipotentiary Ambassador of the Federative Republic of Brazil to Romania, as a guest of our university.

 **Internationalisation and academic cooperation**

**NAVIGATING OUR FUTURE, TOGETHER**  
 A TALK BY **AMBASSADOR NOEL SERVIGON** ON THE PHILIPPINE CHAIRSHIP OF THE ASSOCIATION OF SOUTHEAST ASIAN NATIONS (ASEAN)  
 TUESDAY, 24 FEBRUARY 2026  
 14:00-16:00  
 AULA MAGNA, ION ANGELESCU BUILDING

**Visit by HE Noel Servigon, Republic of Philippines Ambassador**

Our faculty hosted an event dedicated to the Republic of Philippines' assumption of the presidency of the Association of South-East Asian Nations (ASEAN). His Excellency the Ambassador of the Republic of Philippines, Noel Servigon, delivered a speech, and at the same time, during the event, a study prepared by the Faculty of International Business and Economics entitled “Boosting Romania’s Bilateral Economic Relations with Strategic Partners in Asia” was launched and presented. The main findings of the research were introduced by Professor Alexandra-Lavinia Horobeț, PhD, and Associate Professor Oana-Cristina Popovici, PhD. The discussions highlighted the importance of regional dialogue and the strengthening of international cooperation in the current global geopolitical and economic context.



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**APAIE 2026, City University of Hong Kong**

Our university has joined APAIE 2026 - a conference and a perfect opportunity for enhancing the reach of our university. As part of its participation in APAIE 2026, our University's delegation, which included Lecturer Cătălin Ploae, professor at the REI faculty who also serves the Directorate of International Relations, visited the City University of Hong Kong. This has opened new avenues for international collaboration, such as the signing of an Erasmus agreement and the participation in future conferences.



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**ASE Internationally Integrated University**

The project "ASE - Internationally Integrated University" has been officially launched! Associate prof. Ioan Radu Petrariu, the Dean of our faculty, has been one of the main speakers for the project launch conference.



**Bridging Cultures and Markets Intercultural and Business Communication virtual mobility Erasmus + BIP**

DLMCA has hosted "Bridging Cultures and Markets: Intercultural and Business Communication", an Erasmus+ BIP program. This virtual mobility has brought together students and professors from the Bucharest University of Economic Studies, University of Hradec Králové of the Czech Republic, SSML Internazionale of Benevento, Italy, Comenius University of Bratislava, Slovakia, and Telematic "Giustino Fortunato" University, Italy. This has been an opportunity for academic exchange, collaboration, and international business communication skill acquisition for everyone involved.



**Language in Action Intercultural Competence in Business Communication Erasmus+ BIP**

DLMCA has hosted "Language in Action. Intercultural Competence in Business Communication", an Erasmus+ BIP program. This program brought together students and professors from our university, as well as from University of Artois, France, Charles University, Czech Republic, and University of Lisbon, Portugal. This has been a valuable opportunity for academic dialogue and exchange of best practices in business communication.



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 **Activities & opportunities for students**



**STUDY ABROAD OPPORTUNITY  
 - ONE SEMESTER IN THE USA!**

We are pleased to announce an exciting opportunity for two REI students to participate in the Bachelor of Business Administration (BBA) in Business Economics program for one semester at the University of the Incarnate Word (UIW), located in San Antonio, USA.

**Why apply?**

- ✔ Experience American university life in Texas
- ✔ Study in a dynamic international academic community
- ✔ Strengthen your global business perspective
- ✔ Enhance your CV with valuable international academic experience

Interested students should contact the REI Vice-Deans' Office (Room 1412) for nomination procedures and application details by March 15, 2026.



**BBA in Business Economics, USA**

Two REI students can receive the opportunity to study in the USA for one semester, as part of the Bachelor of Business Administration in Business Economics at the University of the Incarnate Word of San Antonio, Texas, USA. This Incoming Student Exchange Program is a once-in-a-lifetime opportunity. Applications are open!

**Insurance Academy**

UNSAR and ISF have begun accepting applications for the 5th edition of Insurance Academy, a program dedicated to students that want to learn directly from labor market professionals.

**ÎNSCRIERE LUCRĂRI**   
**SESIUNEA ȘTIINȚIFICĂ STUDENȚEASCĂ**

Te invităm și în acest an să participi la **Sesiunea Științifică Studențească REI** (faza locală a Olimpiadei Naționale a Economiștilor în Formare) în perioada 1-2 aprilie 2026.

**De ce să participi?**

- Poți câștiga premii
- Ai șansa publicării în jurnalele academice afiliate facultății
- Primești feedback valoros de la cadre didactice
- Exersezi prezentarea lucrării de licență/disertație fără presiune
- Îți consolidezi CV-ul cu o experiență academică relevantă
- Intri în contact cu alți studenți pasionați și cu profesori coordonatori



<https://rei.ase.ro/student-rei/cercetare-studenti/sesiunea-de-comunicari-stiintifice/>

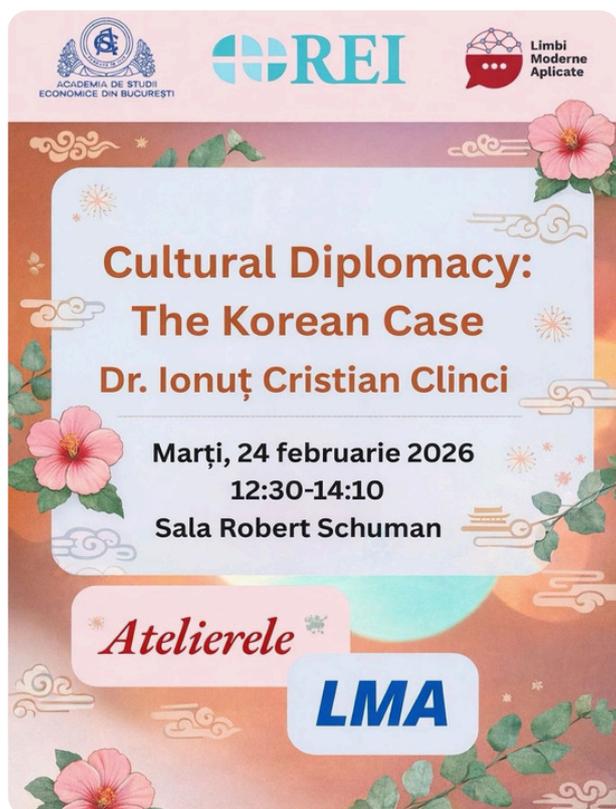
**2026 REI Student Scientific Session**

This year's REI Student Scientific Session will take place between 1 and 2 April. The sections and registration steps are available on the official website.



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**LMA Workshops, the Korean Case with dr. Ionuț Cristian Cinci**

The latest LMA Workshop, "Cultural Diplomacy: The Korean Case" brought dr. Ionuț Cristian Cinci in the spotlight, an experienced professional in the field of Asian academia. This event shed light on the exciting world of diplomacy and interculturalism.



**MoonShotX Explorers x REI**

REI hosted MoonShotX Explorers Students Supporting European Companies through Market Research. This event, brought to reality by our faculty, together with InnovX and Raiffeisen Bank, included keynote speeches, presentations, and Q&As for students willing to apply theoretical knowledge to real-life business projects.



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 **Activities & opportunities for students**



 **2<sup>nd</sup> SLICE Summer School**  
Stories of Linguistic and Cultural Encounters  
From 29 June to 10 July 2026  
Trento, Italy

2-week interdisciplinary Summer school for sharing, discussing and understanding stories on the encounters between languages and cultures.



   **2<sup>nd</sup> NEMESI Summer School**  
Futuristic Spaces and ArchiLectures:  
Depero scenarios for Trento  
From 29 June to 10 July 2026  
Trento, Italy

2-week interdisciplinary Summer school for Futuristic ArchiLectures in Trento's public spaces.



**SLICE & NEMESI summer schools**

Two summer schools will take place at UniTrento this summer, from June 29 to July 10, 2026. Summer School SLICE II - Stories of Linguistic and Cultural Encounters, 2nd edition, and Summer School NEMESI II - Futuristic Spaces and ArchiLectures: Depero scenarios for Trento, 2nd edition, are officially open to receive applications from Bachelor's (who have finished their 2nd year) and Master's students.

 **Our students' achievements**

Congratulations to Marta-Ioana Belehuzi, Master's student at the Faculty of International Economic Relations, on assuming the role of President of USASE and Student Representative on the ASE Board of Trustees! We are confident that she will represent the student community with profound dedication and excellence. We wish her a highly successful and rewarding new chapter!

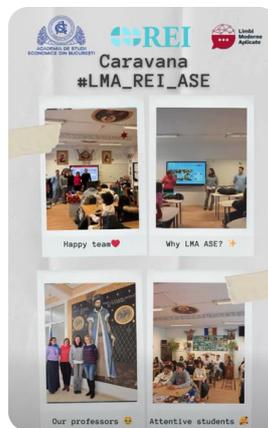
REI students were part of the over 150 participants, representing over 30 institutions across 20 countries, that took part in the February 2026 Global Sustainability Project Bootcamp, organized by How to Change the World in collaboration with GBSN. Participants presented contextualized solutions for sustainability challenges in Gaithersburg (USA) and Sao Paulo (Brazil).



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 **LMA REI Caravan**

The REI LMA Caravan has visited "Constantin Brancoveanu" National College, "Eugen Lovinescu" Theoretical Highschool, the European Bilingual Highschool, "Ion Barbu" Theoretical Highschool, "Grigore MoisiI" National College, "Matei Basarab" National College, "Emil Racovita" National College, and the Romanian-Finnish Highschool of Bucharest, promoting our Applied Modern Languages Bachelor's program and its opportunities.





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 **REI in National Economics Competition for high school students**

**10th National Economics Competition: "Students of Today, Professionals of Tomorrow"**

The Faculty of International Economic Relations (REI) invites 10th, 11th, and 12th-grade students to participate in the REI section of this multidisciplinary competition.

**2026 Theme: "Romania in the Global Business Game"**

**The Challenge:** Students are encouraged to analyze Romania's economic and geostrategic role in the contemporary global economy, exploring topics such as international trade, foreign investments, energy, and diplomacy.

**Requirements:** A maximum 1,500-word essay (in English or Romanian) and a visual poster for a 10-minute online presentation.

**Key Dates:**

Registration: February 23 – March 10, 2026 - [LINK](#)

Project Submission: March 11 – 16, 2026

Online Presentations: March 30 – April 1, 2026

We would be delighted if you shared your achievements with us throughout the month. To help us highlight the vibrant work of our community, please use the dedicated links below whenever you have new activities or accomplishments to report:

- For academic staff: use [this link](#).
- For students: use [this link](#).

Please use your institutional email address when submitting information.

Your contributions ensure that each edition of our newsletter reflects the energy, creativity, and progress of our REI community.



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**In memoriam**

*We sadly announce that Prof. Ion Iosif Jurconi has passed away on February 16, 2026. He will be remembered as a careful mentor and developer of the Romanian school of applied linguistics. May he rest in peace!*



*The Department of Modern Languages and Business Communication announces the sad news of the passing of Mihaela Dumitrescu, a beloved colleague and professor.*

*Her teaching work within the Department was complemented by her work at 'Enciclopedic' Publishing House (1991-1995) and 'Univers' Publishing House (1995-1998) as book editor and translator from/into English and Spanish.*

*She was a model of moral integrity and attention to detail, a dedicated professor who cared deeply about academic standards, but also had a great deal of interest for her students. Distinctive traits of her personality were her discretion, and all round character elegance.*