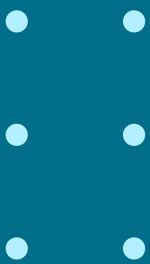


March Newsletter

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**



REI Master's Students at the Heart of the EU

A group of 24 students from the International Economic Diplomacy and International Economy and European Affairs Master's programs, accompanied by Prof. Cristina Drăgoi, recently completed an academic mission to Brussels.

The highlight of the trip was a visit to the European Parliament, where students:

- Explored the mechanics of EU decision-making.
- Interacted directly with the institutional environment.
- Bridged the gap between academic theory and professional practice.

This hands-on experience is a vital step in shaping the next generation of experts in European and international affairs. The future of Europe is built through understanding!



Agence Universitaire de la Francophonie

Celebrating Francophone Literature: "Lecture en fête"
 On March 19, the AUF Romania and the "Carol I" Central University Library hosted the event "Lecture en fête", a celebration of reading and cultural diversity. We are proud to congratulate REI student Daniel-David Pațilea-Tănase (3rd year) for his participation and compelling presentation of Claudie Hunzinger's book, "Un chien à ma table". Congratulations, Daniel, for your involvement and for championing Francophone literature!



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REI Updates



Francophone Week at REI

Our students celebrated Francophone Week by blending language and art through creative calligrams. Inspired by the theme "The worlds of the future," these works transformed words into powerful visual sketches of tomorrow. Beyond the art, the Modern Languages and Business Communication Department hosted several creative workshops, offering a unique, interactive way to celebrate the French language and imagination. Language, creativity, and reflection all in one!

LMA REI Caravan

The faculty actively promoted its academic opportunities to prospective students. Delegations from REI and LMA visited the IOANID School, "Octav Onicescu" National College, "Hermes" Economic College, "Emil Racoviță" National College, "Iulia Hasdeu" National College, and "G. Călinescu" Theoretical High School.





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REI Updates



Building Excellence through Dialogue

The REI Faculty recently visited 11th and 12th-grade students at IOANID School.

Accompanied by Assoc. Prof. Dr. Ana Marinoiu and Assist. Prof. Dr. Andra Mecu, we discussed the academic opportunities at ASE and the path to a successful international career.

Thank you to our hosts for the warm welcome! We look forward to seeing these bright, promising students in our lecture halls soon.

FRANÇAIS PRO : ACTION !
 Découvrir le monde professionnel à travers les films
SOIRÉE CINÉMA
 3e édition

- 😊 Visionnage
- 😊 Discussion
- 😊 Échanges

18 MARS 2026, 17H30-19H00 en ligne

ANIMATRICES
 MONICA ALINA TOMA
 OLIVIA RUSU

Departamentul de limbi moderne și comunicare în afaceri | Limbi Moderne Aplicate | REI | Centre de reușite universitare (CRU) | RUF | ASE

The LMA Workshop series hosted a special "Soirée Cinéma" on March 18, giving students a relaxed, culturally enriching evening.

S-a afișat
 programarea examenelor din semestrul al II-lea!

rei.ase.ro/student-rei/programare-examene

The Examination Schedule for the second semester has been officially published for all students.

Fête de la Francophonie 2026

MA CHANSON FRANCOPHONE PRÉFÉRÉE
 SOIRÉE MUSICALE FRANCOPHONIE EN LIGNE
 5^e édition
 25 MARS 2026, 17H30-19H30

ANIMATRICES
 MONICA ALINA TOMA
 OLIVIA RUSU

Departamentul de limbi moderne și comunicare în afaceri | Limbi Moderne Aplicate | REI | Centre de reușite universitare (CRU) | RUF | ASE

LMA Celebrates Francophonie Day Online

The LMA celebrated Francophonie Day with the online event Ma Chanson Francophone Préférée - Soirée Musicale Francophonie en Ligne.



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 **Internationalisation and academic cooperation**



Erasmus+ BIP Season Opening

The Erasmus+ BIP season officially launched between March 2-6 with the "Bridging Cultures & Markets" and "Language in Action" projects, offering students the chance to explore intercultural business communication. REI has partnered with Hradec Králové University, Czech Republic, SSML Internazionale Benevento University, Italy, Comenius University of Bratislava, Slovakia, and Telematic University „Giustino Fortunato”, Italy, in order to provide valuable and meaningful international opportunities for our students.



REI at the "Data & AI" Program in Eindhoven

Assoc. Prof. Cosmin Joldeș, PhD, and six REI students were present during March at Fontys University of Applied Sciences for the "Data & AI" Blended Intensive Program. The team is diving into multicultural teamwork and hands-on projects in Data Science and Artificial Intelligence. For our students, it's a prime opportunity to gain practical skills in cutting-edge tech, while for our faculty, it fosters vital academic exchange and new research approaches. We are proud of our team for embracing the international experiences that shape future-ready professionals!



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 **Internationalisation and academic cooperation**



REI Participates in the Romanian Culture Days at the Bialystok University of Technology, Poland
 Between March 25-26, 2026, Assoc. Prof. Silviu Mihăilă from the Department of Modern Languages and Business Communication participated in the “Romanian Culture Days”, an academic event organized by the Bialystok University of Technology, Poland. The partners of the event included the Romanian Cultural Institute in Warsaw and the Honorary Consulate of Romania in Bialystok. The extensive series of cultural activities aimed to promote Romanian culture through a variety of unique initiatives, including a photography exhibition, Romanian language workshops, documentary film screenings, lectures, and a general knowledge competition about Romania.



REI Double Book Launch at Gaudeamus Fair
 REI was present at the Gaudeamus Radio Romania Book Fair, held on March 12, in Craiova. Professor Valentin Cojanu, PhD joined Ion Militaru, PhD, scientific researcher of the "C.S. Nicolăescu-Plopșor" Institute for Research in Social Studies and Humanities, in a double book launch under the aegis of the ASE Publishing House.

The two volumes presented to the public, "Reason and the Self. A Collection of Philosophical Enquiries in Economic Science" and "Economic and Philosophical Views of the Environmental Discourse. A Paper Anthology of the Journal of Philosophical Economics", offer a unique perspective positioned at the crossroads between philosophical reasoning and economics.



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Connection with practice



Bridging the Gap: DSV Experts at the Faculty of International Business and Economics

On March 25th, the "International Negotiation" course hosted two special guests from DSV: Natalia Tănăsescu (Head of Procurement Eastern Europe) and Corina Marin (P&O Business Partner Lead).

Moving beyond theory, our first-year students explored the strategic reality of global negotiations. The session highlighted the vital role of preparation, the mechanics of BATNA, and the impact of cultural nuances in a multinational environment.

Through real-world examples from DSV's operations, students gained a clear perspective on how sustainable solutions are built in today's dynamic business climate.

A huge thank you to Natalia and Corina for their openness and for bringing such valuable professional insights into the classroom!



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Connection with practice



Insights on Customs & Logistics

Bridging Expertise: International Logistics Master’s Seminar

On March 13, the International Logistics Master’s Program hosted a special guest session during the "Customs Clearance" seminar, coordinated by Assoc. Prof. Ramona Dieaconescu. We were honored to welcome back Mihai Sava, Business Development Manager at Airborne Global Services and a proud alumnus of the program. He shared vital practical insights on:

- Customs operations in global business.
- The challenges and benefits of digitalization.
- Internship opportunities at Airborne Global Services.

It is a great joy to see our graduates return as mentors, providing our students with current, real-world perspectives.

Notre invité d'aujourd'hui:
Sébastien Demichelis
 directeur général adjoint chez Groupama

Groupama Dialogue

Sébastien Demichelis, Deputy General Manager at Groupama, engaged in a discussion with LMA students regarding the challenges of the future and how to apply theoretical knowledge to professional realities.



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Digitalization



AI & Digital Ecosystems: Shaping the Global Economy

The REI Faculty, in collaboration with experts from ICI Bucharest, recently hosted a high-impact workshop on Artificial Intelligence and Digital Ecosystems.

Led by guests Elena-Anca Paraschiv and Emil Logofătu, the session explored the frontier of technological change, focusing on:

- Global Labor Markets: The impact of automation and AI.
- Ethics & Regulation: Responsible AI use in research and EU digital policy.
- Trade & Logistics: Practical AI applications in international business.
- Security: Cybersecurity risks and the fundamentals of Machine Learning.

By bridging economic education with technological reality, we continue to drive the modernization of academic life. The future of global trade is digital!



Activities & opportunities for students

European Commission Opportunities

The European Commission has reopened its competition for AD5 entry-level positions for the first time since 2019. This represents a major opportunity for university graduates from any field looking for an international career.

Vrei să lucrezi pentru UE?

S-au deschis aplicațiile pentru

Concursul pentru absolvenți
de studii superioare (AD5)

Termen limită: 10 martie 2026
12:00 (după-amiaza), ora Bruxelles-ului



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 **Visiting lecturers & business professionals**



Global Business Strategy Masterclass – “Enhancing Competitiveness through Innovation”

On March 3, the REI Faculty hosted the masterclass “Enhancing Competitiveness through Innovation,” an event dedicated to the evolving dynamics of global markets.

Opened by Dean Ioan Radu Petrariu, the session featured high-level perspectives from:

- Prof. Liviu Voinea, PhD (Former World Bank Deputy Executive Director)
- Giorgio Presidente (Bocconi University & Oxford University)
- Simon Commander (Altura Partners & IE Business School)

The discussion highlighted how innovation and structural policy are key to global success. Thank you to our guests for bringing world-class expertise to our students!



Special Guest Lecture: Exploring International Trade

Our students had the opportunity to take part in a special lecture, on March 30, about "International Trade Operational Techniques". Our guest, Assistant Professor Daniela Carmen Cristian, PhD, from Bayes Business School, City St. George's University of London, shared her valuable insights on international trade.



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END

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.