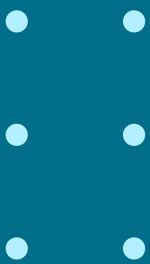


# May Newsletter

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Faculty of International Business and Economics





**FACULTATEA DE RELAȚII ECONOMICE INTERNAȚIONALE**  
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**Official Opening of International Week @REI**  
International Week @REI opened on May 4. This week-long event incorporated lectures, workshops, discussions, and other academic events with international guests, providing students with a plethora of opportunities and perspectives on technology, academia, research, and international business. The official opening ceremony was hosted by the Dean of our faculty, Assoc. Prof. Ioan-Radu Petrariu, and Prof. Constantin-Marius Profireoiu, the Vice-Dean for International Relations.

**Workshop: Advancing Research & Innovation: Ethics, Collaboration, and Global Impact**

Led by Francesco Schiavone, professor at Parthenope University in Naples, Italy and moderated by Assoc. Prof. Alina Popescu, this workshop offered a reflection on how research and innovation can generate academic and social impact when grounded in ethical principles and strong international collaborations.

The discussions focused on the connection between the researcher's responsibility, cooperation among institutions, and the increasing relevance of high-quality research. He also held a lecture to our International Business Management MA students.



**Lecture: Dragan Loncar (Session 1)**

Visiting professor Dragan Loncar, of the Faculty of Economics, Belgrade University held a lecture for our International Business Management MA students.



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**Lecture: Dragan Loncar (Session 2)**

On May 5, Prof. Dragan Loncar, Faculty of Economics of the University of Belgrade, Serbia, delivered a lecture to our 3rd year students on International Business in Services.



**Workshop: Building International Bridges through Erasmus+ Mobilities**

The workshop “Building international bridges through Erasmus+ mobilities”, held on Tuesday, May 5, featured Dragan Loncar, a professor at the Faculty of Economics at the University of Belgrade, Serbia, as guest speaker. In an open and interactive format, he spoke about his own international academic journey, the experiences that shaped his career, and the relevance of Erasmus+ mobilities for professional and personal development.

The discussion also included observations on international accreditation processes, as well as an exchange of experiences related to the Erasmus+ BIP intensive joint programs.

**Lecture: Muhammad Atif**

On the same day, Muhammad Atif, Head of the International Business Specialization at EMLV Business School Paris, held a lecture as part of the Global Business Strategy course to our first-year BA students in Economics and International Business.





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**Lecture: More Taxes, More Money?**

On Wednesday, May 6, Antoine Malézieux, associate professor at the Burgundy School of Business in Dijon, France, delivered a lecture titled “More Taxes, More Money? 35 Years of Laffer Curve Experiments.” The topic provided a framework for analyzing the relationship between tax rates, public revenues, and economic behavior, drawing on the debates sparked by the Laffer Curve and the experiments conducted over the past few decades.

The lecture invited participants to view fiscal policies not only through the lens of budgetary effects, but also through the lens of the reactions they produce at the level of individuals and markets.

**Workshop: Achieving Global Recognition: International Accreditation of Business Schools**

On Thursday, May 7, the workshop “Achieving global recognition: international accreditation of business schools” focused on the processes through which business schools enhance their visibility, credibility, and international recognition through academic accreditation. The discussions incorporated insights from Prof. Cyril Blondet-Vargas, Director of Programs at EMLV Paris, and Prof. Muhammad Atif, Head of the International Business Specialization at EMLV Business School Paris, alongside a contribution from Marian Nica of the Department of International Relations. The session, moderated by Assoc. Prof. Roxana Voicu-Dorobanțu, PhD, addressed quality standards, evaluation criteria, and the role of institutional cooperation.



**Lecture: Anamaria Berea**

Anamaria Berea, Associate Professor in the Department of Computational and Data Sciences, College of Science, George Mason University (USA), taught the course “Natural Language Processing and Large Language Models in Business and Economics” to second-year students in the English-taught Bachelor’s program in Economics and International Business (EAI). The session presented the applications of natural language processing and large language models in business and economics, with relevant examples for text analysis, data interpretation, and the automation of information-based decision-making processes.



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**Discussion: AI Policies (Anamaria Berea)**

The meeting for REI faculty members, held on Thursday, May 7, focused on the theme “Artificial Intelligence Policies in Contemporary Higher Education, at the Undergraduate, Master’s, and Doctoral Levels” and was led by Anamaria BEREA, Associate Professor in the Department of Computational and Data Sciences, College of Science, George Mason University (USA). The discussion provided a framework for reflection on the integration of artificial intelligence into teaching and research, on academic responsibility in the use of these tools, and on the need for clear institutional policies tailored to each level of study.

**Workshop: EHEA 2030: Building a Resilient, Green, and Connected European Higher Education Area**

Closing off International Week @REI, the workshop “EHEA 2030: Building a Resilient, Green, and Connected European Higher Education Area” was organised on Friday, May 8. It focused discussions on the future development of the European Higher Education Area with a view to 2030.

The theme allowed for the discussion of priorities such as the resilience of higher education institutions, the green transition, academic connectivity, and the ability of European universities to respond to social, technological, and economic transformations.



**International Week @REI (Closing Events)**

We continued the events under the auspices of International Week@REI with distinguished guests from the international academic community: Cornel Ban (Copenhagen Business School), Elena Rodica Stănescu (Research Scientist, University of Luxembourg, REI alumna), and Anca Micu (Senior Associate Dean and Professor, Fairfield University). We were delighted to transform REI, for a few days, into a space for international dialogue, the exchange of ideas, and authentic academic connections. We conclude this edition with the joy of a community that has experienced internationalization not only as a topic of discussion, but also as a real-life experience, shared day by day. We thank all the professors, students, and partners who made this edition a success.





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**Athens Erasmus+ mobility**

From April 27 to May 1, 2026, a group of 36 students from the Faculty of International Business and Economics participated in a short-term Erasmus exchange program organized at Harokopio University of Athens, Greece. For the young participants, this experience provided a real opportunity to reflect on one of the most pressing global challenges: sustainable development.

Under the central theme “Sustainability research and economics”, the program combined theory with debate. Professors from the host university offered students valuable insights through applied courses on food waste management, access to clean water and sanitation, as well as the integration of the Sustainable Development Goals (SDGs) into macro- and microeconomic decisions.

The REI delegation included students from the Bachelor’s program in Economics and International Business (taught in English), master’s students from the programs in International Business Management (taught in English), International Financial Risk Management, and Diplomacy in International Economics, as well as two doctoral students from the Doctoral School of Economics and International Business. They worked in mixed teams, combining not only the specializations within ASE but also their ideas with the perspectives of the Greek students with whom they collaborated closely.

Under the coordination of two faculty members from REI, the Vice Dean, Prof. Anca Ilie, Ph.D., and Prof. Alexandra Horobeț, Ph.D., the activities were carried out in an organized manner. The practical component of the mobility program was the field application, conducted in the city of Nafplio. This field trip gave students the opportunity to analyze on-site the applicability of sustainability concepts within the local economic and social reality.



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**REI Students Bridge Academics and Culture in Japan**

A recent international mobility was undertaken by our students. A group of REI scholars participated in a short-duration Erasmus+ program at Nagasaki University, an experience focused on academic development, intercultural exchange, and practical application. Over the course of two weeks, the mobility provided the students with an active look into Japan's socio-economic landscape and contemporary international finance.

The first week challenged the students to apply their analytical skills in the field. Guided by local experts, they conducted studies on urban and demographic indicators relevant to international economics, such as infrastructure development and the economic implications of an aging population. Additionally, they collaborated with Japanese peers on "The Nagasaki Consultant" project, a practical exercise designed to develop cross-cultural communication and global teamwork skills.

During the second week, the focus shifted toward integrating into the host university's academic environment. The students attended international economics and finance classes alongside Japanese students, allowing them to observe different approaches to global markets. This academic exchange was complemented by a visit to the historic trading hub of Dejima, offering valuable historical context regarding the roots of Japan's international commerce. Throughout the week, participants also engaged in workshops and finalized their individual socio-economic research projects.

Before returning to Romania, the cohort spent time exploring Tokyo. Transitioning from the regional economy of Nagasaki to the highly developed urban center of Tokyo provided the students with a comparative perspective on macroeconomic diversity in Japan. This Erasmus+ mobility successfully offered REI students a valuable opportunity for academic growth, professional development, and practical experience in the field of international relations.



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**REI hosted an Erasmus+ Blended Intensive Programme on resilient international business**

As part of the Erasmus+ Blended Intensive Programme (BIP) "Navigating Geopolitical Turbulence: Resilient Strategies for International Trade and Business – Insights from Eastern Europe", REI welcomed international students and professors for a unique learning experience. The programme brought together 36 Bachelor's and Master's students from Leonard de Vinci Business School (France), the University of the Peloponnese (Greece), ISFFEL – Institut Supérieur de Formation (France), and REI, fostering intercultural exchange and collaboration on contemporary challenges in international business.



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**Career Week @REI (Day 1)**

The first day of Career Week@REI brought inspiration, real-world insights, and professional development to our students! We extend our gratitude to our guest speakers for sharing their journeys, challenges, and lessons learned: Cătălina Soare (Operations Manager Payroll), Irina Dobre (Deputy Operations Manager Payroll), Adelina Sivu (Operations Manager), Maria Mocanu (Recruitment Specialist), and Marian Mihai Moșteanu (Team Lead) – all from Cegedim Service Center – alongside Bogdan Ciobanu (Operations Director, NN Pensii SAFRAP) and

Andreea Sahleanu (Supply Chain Professional, SLB). Beyond their personal career stories, guests offered students a closer look at their companies' cultures, work environments, and growth opportunities.

**Career Week @REI (Day 2)**

As Career Week@REI continued, students attended presentations on leadership and communication, sessions on AI, banking, recruitment, and consulting, as well as personality tests and activities designed to help them identify the professional field best suited to their individual profiles. Interactive quizzes and discussions with corporate guests provided valuable insights into the job market, career development, and the skills needed in a competitive professional environment. Among the guests were Diana Dumitrescu (Product Owner Data & AI, Data Management, NN), Alina Vlăgea (Applied Advisory Director, Genpact), Livia Badea (Global AI Innovation Center Lead, Genpact), and Luiza Codreanu (Recruitment Team Leader, Genpact), and other industry specialists.





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**Career Week @REI (Day 3)**

Career Week@REI reached its third day, bringing guest speakers from fields such as communication, leadership, recruitment, and organizational management to share their professional experiences and insights on building a career in a dynamic and competitive environment. Notable guests include Ana-Daniela Moroșanu (Senior Unit Manager, Metropolitan Life & founding member of the MDRT Center for Field Leadership), Raisa Dobrin (Senior Recruiter & Employer Branding Specialist, KPMG Romania), and Andrei Bănățeanu (People & Culture Director, Bimbo Romania – Vel Pitar).

Special thanks to the guests for their insights and for their support in connecting students with the real world of business.

**Career Week @REI (Day 4)**

Career Week@REI continued with its fourth day, offering students new opportunities to engage with professionals in fields such as consulting, employer branding, marketing, and organizational management. Among the guests who joined REI students to share their professional experiences were Florentina Bănescu (Senior Associate, Employer Branding, EY Romania), Andra Moacă (Senior Consultant, Transfer Pricing, EY Romania), Ana-Cristiana Borsaru (Senior Brand Manager, KitKat Romania), and Andrei Bănățeanu (Director of People & Culture, Bimbo Romania – Vel Pitar). During the meetings, students had the opportunity to learn more about career development in international companies, recruitment processes and employer branding, and the challenges and opportunities in today's corporate environment.





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**Career Week @REI (Final day)**

Over the course of 5 days, students of the Faculty of International Business and Economics had the opportunity to participate in 16 events, alongside 12 companies and 26 speakers from diverse fields, who shared professional experiences, career perspectives, and valuable insights into the business environment.

On the final day of the event, students met with representatives of Generali România and KPMG România: Alexandru Ivan (Unit Manager, Generali România), Ionela Soare (Director Agenție, Generali România), Liviu Dumitru (Agency Director, Generali România), Gabriela Cucută (Audit Manager, Generali România), Dragoș Morman (Generali România), and Raisa Dobrin (Senior Recruiter & Employer Branding Specialist, KPMG România).

Career Week@REI proved to be a valuable experience bridging the academic environment and the job market, offering students inspiration, motivation, and useful tools for the start of their careers.



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**Business Week @REI (Day 1)**

The first day of Business Week@REI brought together guests from diverse fields, offering students a broad and applied perspective on the international business environment: Marcelo Castellanos (Senior Country Manager Southeastern Europe, International Finance Corporation | World Bank Group), Güven Güngör (Romania Representative & Vice-President, Turkish Romanian Business Council of DEIK), Daniel Stancu (Executive Director, DSV Contract Logistics Romania), Tatian Diaconu (TD Real Estate Consultancy), and Alina Bîrsan, Iulia Feldorean & Anne-Marie Cuțăr (AB Language Solutions). We thank all our guests for their openness, their willingness to share their experiences, and the energy they invested in shaping the next generation of business professionals.

**Business Week @REI (Day 2)**

The second day of Business Week @REI brought guest speakers from various fields – banking, finance, energy, media and advertising, technology, logistics, and business development – to offer students real-world, practical perspectives on the current economic landscape. Among the guests were Ștefan Ivan (Senior Human Resources Consultant, Recruitment and Selection, Banca Transilvania), Andrei Bumbacea (Director of Wealth & Trading, Banca Transilvania), Andreea Sahleanu (Supply Chain Professional), Alina Necula (Managing Director, Regional Developments of AG Capital Group; Country Manager Romania, Lion's Head), and Ancuța-Carolina Stanciu (Founding Member).





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**Business Week @REI (Day 3)**

Business Week@REI continued with its third day, bringing guest speakers from fields such as human resources, leadership, European affairs, legal consulting, digital media, strategic communication, negotiation, and insurance, all offering practical insights into the professional and international business environment. Among the distinguished guests were Mihaela Raluca Nicolae (Senior Manager, Payroll Services & HR, RSM), Corina Iancu (HR Generalist, Otto Broker), Ana-Daniela Moroșanu (Senior Unit Manager, Metropolitan Life & Founding Member of the MDRT Center for Field Leadership), Caroline-Raluca Ghețu (Level I Expert, Research Department at the European Institute of Romania & Editor-in-Chief of the Romanian Journal of European Affairs), and other business leaders.





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**Business Week @REI (Day 4)**

Business Week@REI continued with its fourth day, introducing students to professionals from fields such as human resources, consulting, sustainability, international trade, auditing, finance, and management. Among the guests who joined the REI community to share their professional experiences were Oana-Mihaela Constantinescu (P&O Business Partner II People & Organization Europe, P&O South & East Europe, EDP Romania), Mădălina Uceanu (Managing Partner & Career Advisor), Valentin Negoită (President, ECOTIC), Corina Iancu (HR Generalist, Otto Broker), Mihai Peia (Group Manager, OVB Allfinanz), Diana Paun (Deputy Senior Team Leader, Deloitte), Ciprian Stoian (Sr. Key Account Manager, Lactalis), Cristina Cățoiu (Jr. International Key Account Assistant, Lactalis), and Cristina Mărioara (HR Manager, Lactalis). Through these meetings, students had the opportunity to discover practical perspectives on the business environment, professional development opportunities, and real-world experiences from international companies and organizations.



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**Business Week @REI (Final day)**

Students and master's students of the Faculty of International Business and Economics had the opportunity to attend presentations held by professionals from diverse fields, who shared real-world experiences, applied perspectives, and valuable insights into the international business environment.

On the final day of the event, students met with Andreea Stoica (Associate Manager, KPMG România), who delivered an applied presentation on customs clearance – a topic of great relevance for the faculty's master's students.

Throughout the event, Business Week@REI brought companies and professionals from fields such as European affairs, leadership, human resources, banking and finance, strategic communication, negotiation, insurance, energy, media and advertising, technology, and logistics into the classroom, offering students a broad and applied perspective on the current economic landscape.

Business Week@REI proved to be a valuable experience bridging the academic environment and the realities of the market, offering students inspiration, motivation, and useful tools for their future careers.



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**ASE Job & Internship Fair**

The Faculty of International Business and Economics was proud to host the opening of the 13th edition of the ASE Job & Internship Fair, held on Tuesday, May 19, 2026, at the Bucharest University of Economic Studies.

This event was organized with the support of our faculty and dedicated to strengthening the connection between students and the professional environment.

We were honored by the presence of His Excellency Mr. Nicolas Warnery, Ambassador of the French Republic to Romania, who joined us for this special occasion.



Following the opening session, students had the opportunity to attend the "Global Business Strategy" Masterclass and interact with representatives of leading companies and organizations: Adriana Reccord (Executive Director, CCIFER), Elena Pap (CCF / UP Romania), Magali Voisin-Ratelle (Business France Director for Romania), JérémY de France (French Tech Romania), Flavia Popa (Secretary General, BRD Groupe Société Générale), Judith Kis (Human Resources, Logistics and Business Continuity Director, Groupama Asigurări), Alexandra Smedoiu (Partner, Deloitte Romania), Adela Ciucioi (Partner, KPMG Romania), and Corina Lovering (Corporate Communication Director, Alexandrion Group). The event brought together inspiring discussions on career development, leadership, strategy, and opportunities within the international business environment.



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 **REI Updates**



**Lisbon mobility, RostUL11 International Conference**

The Faculty of International Business and Economics was represented at the 11th edition of the International Conference on Romanian Studies (RostUL 11), held from May 28–30, 2026, in Lisbon, Portugal, at the University of Lisbon. The conference, themed "The Romanian in the World – Language, Culture, Identity," brought together researchers from various scientific fields to explore diverse perspectives on the Romanian language and culture, both within Romania and beyond its borders.

The Dean of the Faculty of International Business and Economics, Associate Professor Ioan-Radu Petrariu, PhD, participated in the opening ceremony as an invited address speaker. The REI delegation also included Prof. habil. Roxana-Elisabeta Marinescu, PhD, who chaired Session 8 on migration literature, identity, and diaspora, and presented her paper "Migration Narratives from a Gender Perspective"; Prof. habil. Lucia-Mihaela Grosu-Rădulescu, PhD, who chaired Session 3 on cultural capital and pedagogical programmes, and presented her paper "Shared Irony, Shared Identity: Romanian Memes and the Politics of Belonging"; Assoc. Prof. Raluca Nicoleta Șerban, PhD, who chaired the keynote speech session on Day 1 and co-presented the paper "Why Learn Romanian as a Foreign Language? A Qualitative Study of APLR Students' Motivation to Learn Romanian"; Assoc. Prof. Mihai Șerban, PhD, who co-presented the same paper alongside Assoc. Prof. Raluca Nicoleta Șerban; and Assoc. Prof. Anca-Teodora Șerban-Oprescu, PhD (Head of the Department of Modern Languages and Business Communication), who co-delivered the keynote speech "Romanian as Cultural Capital: Leveraging Language for International Engagement" together with Assoc. Prof. Irina David, PhD.

On the sidelines of the conference, a joint academic delegation of the Romanian Language Institute and the Bucharest University of Economic Studies met with the Dean of the Faculty of Letters of the University of Lisbon to explore opportunities for strengthening inter-university cooperation in the period ahead.

During the same period, 11 REI students participated at the University of Lisbon in the Erasmus+ Blended Intensive Programme (BIP) entitled "Bridging Romance: Intercomprehension and Intercultural Dialogue in the European Linguistic Space".



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 **Social Engagement**



**Brazil–Romania Forum on Creative Economy, Innovation and Technology 2026**

The Embassy of Brazil in Bucharest and the Faculty of International Business and Economics (REI) hosted the Brazil–Romania Forum on Creative Economy, Innovation and Technology 2026, held on Tuesday, 19 May 2026, at the Aula Magna, Bucharest University of Economic Studies (ASE).

The forum brought together representatives from academia, business, government, diplomacy, and the creative industries to discuss the connections between the creative economy, technological innovation, and Brazil–Romania bilateral cooperation.

 **Visiting lecturers & business professionals**



**Prof. Emerita Mariana Nicolae**

Professor Emerita Mariana Nicolae joined Assoc. Prof. Antonia Cristiana Enache's lecture on Theory and Practice of Interpretation, on May 8, providing our Modern Languages and International Business Communication (LICOM) MA students with the opportunity to discuss and learn about interpretation and cultural mediation as international professions.

Professor Emerita Mariana Nicolae shared stories on her extensive academic and professional experience. Our students had the opportunity to learn about real-life business and academic practices, about the palpable realities of research and interpretation, and about their professional perspectives and potential as foreign language experts.

 **Engagement with industry and practice**

**Visiting METRO**

A team of REI students, accompanied by Lecturer Cătălin Ploae, PhD, participated in an Open Day held at the METRO Romania headquarters, where they had the opportunity to see firsthand how one of the leading companies in the retail and wholesale sector operates.





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 **Connection with practice**



**CCSS REI - Student Scientific Research Group**

The last two meetings of the REI Student Scientific Research Group took place on May 20 and 27. We were joined by Ms. Marcela Filip, of Data Analysis Module.

**Workshop on How to Build an Online Presence in 2026**

Our faculty hosted the workshop "How to Build an Online Presence in 2026," featuring a dialogue with three of Romania's most prominent content creators: Antonio Mihai (260,000+ followers), specialist in street interviews with over 100 million cumulative views, former TikTok Creative at Global Records and Social Media Manager for Beach Please! Festival; Dizo (900,000+ followers), the face of Beach Please! Festival and the young voice of Global Records; and Stefu (300,000+ followers), a FABIZ student at ASE Bucharest and one of Romania's most experienced creators in audience retention.

Together, they have built communities of over 1.5 million people through strategy, discipline, and a deep understanding of algorithms and audience psychology.





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 **Connection with practice**



**“Admis la ASE” (Accepted at ASE) Fair**

Our faculty was present at the "Admis la ASE" (Accepted at ASE) fair, providing potential and future students with real discussions and inside perspectives from REI students and professors.

**International exhibition “Black Sea Defense & Aerospace”**

From May 13 to May 15, our faculty participated in the 2026 edition of the BSDA (Black Sea Defense & Aerospace) international exhibition, at the OPIA (Employers' Organization "Defense Industry") booth. The event represented an important opportunity to strengthen relationships with existing partners, develop new connections, and interact with representatives from the business, institutional, and academic communities. Participating in BSDA also provided an opportunity to discover the latest and most advanced products and technologies in the aerospace and defense sectors. We thank all the faculty and students involved for their professionalism and contributions throughout the event.



 **Our students' achievements**



**Mot à Monde Translation Contest**

Alina Boka, a REI student, has won the university phase of the Mot à Monde translation contest, organized by our Department of Modern Languages and Business Communication.



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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.