

RESEARCH FORUM 2019

TRUST IN INSTITUTIONAL INTERACTIONS

Bridging the Gap: Partnership,
Resources and Innovation

Wednesday, October 16th 2019
FER, 98, rue de Saint-Jean, 1201 Geneva



“Without trust we don’t truly collaborate; we merely coordinate, or, at best, cooperate. It is trust that transforms a group of people into a team.”

Stephen M.R. Covey



Welcome to the Research Forum - flagship research-outreach event of EU Business School

EU Business School, through ON Research - its research platform - invites experts, leaders and shapers from academia, businesses, governments, international organizations, think tanks, and NGOs to once again discuss and deliberate on some of the most pressing issues of today under the auspices of its annual Research Forum.

Now in its second year, the Forum intends to generate new ideas for research and partnerships, while providing thought leadership and direction in shaping our common and shared future.

Building on the lessons learned and successes of last year, where we discussed the modalities of public-private collaborations in humanizing development, we realized that one of the key human components of collaboration at all levels was trust.

Hence, this year we will focus on the essentials of trust in bridging the gap between ideas and solutions.

Trust: Bridging the Gap

Today, we arguably live in the most free, prosperous, progressive, inclusive, and innovative epoch in human history. Human progress, aided by technology, has meant that erstwhile physical and mental barriers are slowly being eroded. When you think about it, we do in fact live in a borderless world. While we keep pushing our boundaries with infinite innovative potential, our progress has also come at a large cost – a cost so gargantuan, that we need to rethink our narrative on progress and development. Despite our advancement, our world today is equally vulnerable to financial booms and busts, climate change, protracted conflicts, resource depletion, global pandemics, and natural disasters.

In today's borderless, interdependent and interconnected world that we live in, no single agency or entity, state or private, will have the wherewithal to tackle the complex challenges we face. In fact, if we aspire to set the narrative of a "shared and common future," the burden of facing the challenges has to be shared universally by everyone. This principle is one of the cornerstones of the 2030 Agenda for Sustainable Development. While the Sustainable Development Goals call for universality of action, it is contingent upon whether we can forge strong partnerships, devise innovative solutions and mobilize the adequate resources to sustain them.

Sustainable solutions to our many challenges can only emerge when everyone acts responsibly together. And for this, trust is the key asset in building effective and sustained partnerships. It is by far the cheapest and most effective asset that can be deployed to solve a problem. Thus, trust in all our interactions should be seen as a core-foundational value. However, in the current global scenario trust in governments, institutions and businesses is on a decline in most parts of the world. The lack of common political will, hubristic domestic policies, the proliferation of misinformation and disinformation, and the lack of accountability of our institutions and leaders further impede our goals of a sustainable future. What we need is global leadership and good governance to bridge the gap, and for that, trust will be vital.

Partnerships as Key Driver

Last year, we discussed the various modalities of public-private collaborations in the delivery of global public goods and finding effective solutions to complex challenges. Such a multiparty stakeholder approach enshrines the universality principle, and has the possibility for unlocking innovative potentials through cross-cutting capacities. Yet, one of the major bottlenecks in such collaborative frameworks remains the question of trust. The lack of trust not only hinders

collaborations, but magnifies the differences and reluctance between different sectors by creating a prevailing sense of inequity in desired capabilities, objectives and outcomes. This year, we will try to reflect on the elemental aspect of trust in creating win-win partnerships.

Mobilizing Resources

Resource mobilization is an essential component in financing innovative solutions to our many challenges. Still, the lack of trust in our international system inhibits access to vital resources by both businesses and states. The rise of populism, fake-news, the lack of transparency, protectionism, and trade-wars – just to name a few –, restrict the mobilization of vital resources. Furthermore, the paralysis and the “loss of trustworthiness” of many global institutions further exacerbate the issue. What is missing is strong global governance that will provide an impetus to both businesses and governments to mobilize the necessary financing required to achieve the 2030 Agenda. We intend to look at not just the challenges of resource mobilization, but also deliberate on which models of resource mobilization are more effective.

Innovation that Influences Change

Innovation is the process through which we bring about change and improvement in our world. Yet, to truly unlock our innovative capacities, we require a certain set of prerequisites. First, we should not restrict our understanding of innovation as an “end,” but as a “means” or “process.” Second, most innovations occur in collaborative environments. In both cases, trust is the hinge that holds any innovative process together by allowing the necessary collaborations and resources to be accessed and freed up. In this section, we will discuss both the successes and obstacles faced by businesses, states and institutions in their quest for innovative solutions. We will highlight how better synergies and collaborative processes based on trust can foster innovation.

Our Role

Through its Research Forum, EU Business School provides thought leadership and creates a platform for discussions between different stakeholders under a common agenda. The discussions and consultations during the Research Forum help generate new ideas for our research ventures and also drive future collaborations with our various partners.

AGENDA

09.00 - 09.30 **Coffee & Registration**

Morning Plenary Session

09.30 - 09.40 **WELCOME ADDRESS**
Dirk Craen, [President, EU Business School](#)

09.40 - 10.00 **SPECIAL ADDRESS: The socio political dimension of trust – A brief look**
H.E. Nasir Ahmad Andisha, [Ambassador Extraordinary and Plenipotentiary Permanent Representative of Afghanistan to the United Nations Office and other International Organizations in Geneva](#)

10.00 - 10.15 **Trust as a Key Asset for Institutional Interactions**
Suddha Chakravarti, [Head of Research, EU Business School](#)

Session 1: Partnerships as Key Driver

10.15 - 10.30 **KEYNOTE ADDRESS**
Crispin Conroy, [Representative Director, International Chamber of Commerce \(ICC\)](#)

10.30 - 12.00 **PANEL 1: Partnerships as Key Driver**
Collaboration is crucial to achieving the SDGs and advancing humanity's cause. Here, stakeholders will share lessons and best practices on the models that drive transformative change.

Panelists:

Crispin Conroy
[Representative Director, International Chamber of Commerce](#)

Vincent Subilia
[Director General, Geneva Chamber of Commerce, Industry and Services \(CCIG\)](#)

Andrew Andrea
[CEO, Alliance4Impact](#)

Yannick Heiniger
[Partnership Manager, Office for Digital Transformation and Data, ICRC](#)

Jaroslav Ponder
[Head of the ITU Office for Europe](#)

Stef de Jong
[Academic Dean, Swiss Campuses, EU Business School](#)

Moderator: Olivier Brenninkmeijer, Academic Dean, Munich Campus, EU Business School

12.00 - 13.30 **LUNCH BREAK**

Afternoon Plenary Session

13.30 - 13.40 **Trust and Leadership**
Luc Craen, [Managing Director & Vice-President, EU Business School](#)



Session 2: Innovation for Change

13.40 - 14.00 **KEYNOTE ADDRESS**
Rolf Olsen, [CEO & Founder, LEIDAR](#)

14.00 - 15.30 **PANEL 2: Innovation for Change**
Innovations exist as part of a broader ecosystem made up of systems, processes and ultimately people. Testing innovations and modifying them to fit the relevant contexts is a sensitive process. Governments must trust their partners to allow them to test their innovations on populations and businesses must trust their products and processes to bring these to markets. The sweet spot for both parties is the difference between success and failure. This session looks at innovation, and the surrounding ecosystem needed for it to thrive.

Panelists:

Rolf Olsen
[CEO & Founder, LEIDAR](#)

Luisa Meneghetti
[Global Shapers Geneva Hub](#)

Ivan Ureta
[Associate professor, SUPSI; Adjunct professor, IE Business School](#)

Pradeep Kakkattil
[Director of Innovations, UNAIDS](#)

Gonzalo Wandosell
[Dean of the Law and Business Faculty at the Catholic University of Murcia](#)

Moz Siddiqui
[Senior Manager, Strategic Innovation, Gavi the Vaccine Alliance](#)

Moderator: Svetlana Elinova, Registrar, EU Business School

15.30 - 16.00 **COFFEE BREAK/NETWORKING SESSION**

Session 3: Mobilizing Resources

16.00 - 16.20 **Keynote Address**
Marion Jansen, [Chief Economist, Director, Division of Market Development, ITC](#)

16.20 - 17.50 **Panel 3: Mobilizing Resources**
Sustainable financing for any project is crucial to its survival, more so in the context of development where resources have typically been provided by donors. Innovative development partners are exploring new approaches to create lasting value with their existing donor bases, as well as new approaches to resource mobilisation that leverage private sector expertise, networks and resources in a way that facilitates socio-economic development and also allows businesses record tangible benefits.

Panelists:

Marion Jansen
[Chief Economist, Director, Division of Market Development, ITC](#)

Houman Goudarzi
[Head of BI & Industry Engagement, IATA](#)

Abbas Ahmed Abdullah AlBasha
[DBA Candidate, EU Business School](#)

Yuvan Beejadhur
[Founder & Managing Partner, Beejadhur Ocean Solutions](#)

Judit Kozenkow
[Professor of Economics, EU Business School](#)

Moderator: Suddha Chakravarti, Head of Research, EU Business School

17.50 - 18.00 **CALL TO ACTION AND CLOSING NOTE**
Suddha Chakravarti, [Head of Research, EU Business School](#)

18.00 **NETWORKING COCKTAIL**
EU Business School, Geneva Campus
Quai du Seujet, 18
1201 Geneva

SPEAKER PROFILES

Morning Plenary Session



Dirk Craen
President,
EU Business School

Dr. Dirk Craen has been EU Business School president since 1998.

Dr. Craen has years of experience in the entrepreneurial and business world. He has worked with many of the world's leading businesses and has been a mentor to several industry front-runners. In the past, he was also UNESCO chair in Business Administration, Entrepreneurship and International Relations.



**H.E. Nasir
Ahmad Andisha**
Ambassador Extraordinary
and Plenipotentiary
Permanent Representative
of Afghanistan to The United
Nations Office and Other
International Organizations
in Geneva

Dr. Andisha served as the Deputy Foreign Minister for Management and Resources for over three years. Earlier he was the Ambassador of the I. R. of Afghanistan to the Commonwealth of Australia, New Zealand and the Republic of Fiji. (2011-2015). Aged 32, Dr. Andisha was the youngest Ambassador at Afghanistan's Foreign Service. Between 2009-2011, Andisha served as the Director General of the Fifth Political Division (US, Canada, Australia and New Zealand) and from 2006 to 2007 he was Director of Multilateral Economic Relations and International Financial Institutions.

Before joining the Foreign Service, he worked with the International Committee of the Red Cross as a field officer. He also taught International Relations and Principles of Economics at the Institute of Diplomacy of the Ministry of Foreign Affairs of Afghanistan and Al Beroni University in Afghanistan.

Amb. Andisha has a PhD from the Asia Pacific College of Diplomacy at the Australian National University. He is a member of Advisory Board of the National Center for Dialogue and Progress, a Kabul based Research Institution.



Suddha Chakravartti
Head of Research,
EU Business School

Suddha Chakravartti is Head of Research at EU Business School and the Editor-in-Chief of ON Research. A lawyer by training, he holds a Doctorate in International Relations. He has held several teaching, research and consulting positions in the last 12 years. At EU Business School, he lectures in International Relations and Law. His research interests include international development, political philosophy, and public policy.

Session 1: Partnerships as Key Driver



Crispin Conroy
Representative Director,
International Chamber of
Commerce (ICC)

Crispin Conroy is also the ICC's Permanent Observer/Ambassador to the United Nations in Geneva (as the ICC has Permanent Observer status at the United Nations). In 2019, the ICC's Centenary year, the ICC Board has issued a Declaration committing the organisation to work, in partnership with governments, civil society and other stakeholders (as foreshadowed in SDG 17), towards resolving some of the world's most serious challenges, including inequality, climate change and biodiversity loss, and facilitating trade. Crispin is also active in discussions on reform within the World Trade Organisation.

Prior to taking up the role with the ICC, Crispin was an Australian diplomat for over 25 years, with postings including Ambassador to Chile (concurrent with Peru, Bolivia, Ecuador and Colombia), Ambassador to Nepal and Consul-General/Senior Trade and Investment Commissioner in Bogota and Milan.



Vincent Subilia
Director General, Geneva
Chamber of Commerce,
Industry and Services (CCIG)

As deputy director of the CCIG, responsibilities of Vincent Subilia include overseeing the arbitration and mediation services provided by this institution. Previously, Subilia held the position of economic development officer of the state of Geneva.

A qualified lawyer with robust expertise, gained in Switzerland and abroad, including Brussels, London, New York and Beijing, Vincent Subilia has also worked as vice president at J.P. Morgan Bank Geneva and at White & Case, a major international law firm that specializes in WTO issues.



Andrew Andrea
CEO,
Alliance4Impact

Andy is a Partnership Broker with more than 25 years' experience of multi-sector collaboration in humanitarian and development related fields and is accredited with the International Association of Facilitators.

He designed and launched the global private sector alliance launched to address priority humanitarian challenges in Davos in 2019 and is the founder and facilitator of the Sustainable Impact Hub that convenes international non-profit organisations to build partnerships with companies. He led the United Nations Office for the Coordination of the Humanitarian Affairs Private Sector Section, motivating the engagement of the private sector to engage with international humanitarian organisations and to prepare for and respond to humanitarian crises in collaboration with vulnerable communities.



Yannick Heiniger
Partnership Manager, Office
for Digital Transformation
and Data, ICRC

How to protect people is one of core passions for Yannick Heiniger. The ICRC is a humanitarian organization mandated by States parties to the Geneva conventions, to bring assistance and protection in places affected by conflict. At the ICRC, Yannick Heiniger is part of a team working on the digital transformation of our humanitarian response. For an organization like the ICRC, a neutral and impartial humanitarian organization, we need to ensure that new technologies are not creating an additional (digital) vulnerability.

A BA alumnus from Lausanne and MA from Geneva, Yannick is also incoming Curator of the Geneva Hub of the Global Shapers Community, an initiative of the World Economic Forum.



Jaroslaw Ponder
Head of the ITU Office
for Europe

Before becoming the Head of the ITU Office for Europe, Mr. Ponder served as Strategy and Policy Advisor and Coordinator for Europe at the International Telecommunication Union in Geneva, Switzerland. Over the last years Mr. Ponder has been carrying out numerous projects and has been taking an active role in many international conferences and summits dealing with development of the information society and the advancements of the new economy worldwide.

Along his professional career Mr. Ponder held official positions in the public sector and was a contributor to the legislative projects with impact on public policy. Since 2004 Mr. Ponder has been working for ITU.



Stef de Jong
Academic Dean,
Swiss Campuses,
EU Business School

Stef de Jong is the Academic Dean for the Swiss Campuses of EU Business School. He has thirty years of corporate experience in international business, private banking, retail, and executive search.



Olivier Brenninkmeijer
Academic Dean,
Munich Campus,
EU Business School

Currently responsible as Academic Dean for the programs at the EU Business School in Munich, Germany, Olivier Brenninkmeijer has worked for the past 12 years in academic oversight in the U.K. and in Switzerland for British, Swiss and American universities. Previously, he also worked in business and in international organizations.

With a PhD from the Graduate Institute (University of Geneva) and two degrees from the University of British Columbia, Canada, Olivier has more recently begun to give attention to enhancing quality in education and completed a Swiss Certificate in training of teachers.

Afternoon Plenary Session



Luc Craen
Managing Director
& Vice-President,
EU Business School

Luc Craen is leading EU Business School Switzerland and Germany for several years taking over from his father Dirk Craen. A visionary young entrepreneur and researcher, Luc Craen has a strong commitment to delivering quality education in partnership with the local and international business communities.

Session 2: Innovation for Change



Rolf Olsen
CEO & Founder,
LEIDAR

Rolf is passionate about helping clients find their North Star and developing narratives that connect. He launched Leidar in 2010 and continues to lead the company as CEO. Leidar now has offices in Geneva, Brussels, London, Dubai and Oslo.

He is Honorary General Consul for Norway in Geneva; a non-executive director of several companies and organizations; and is teaching regularly at the Graduate Institute in Geneva. Before setting up Leidar, he was CEO Continental Europe for Weber Shandwick. Prior to becoming a consultant, he held executive positions at both European and global level for two American Fortune 50 companies; first with Digital Equipment Corporation and then with Motorola. He started his career in journalism and politics in Norway.



Luisa Meneghetti
Global Shapers
Geneva Hub

Luisa's interest in applying innovation to solve social and humanitarian problems is at the core of her activities. Currently analysing data on human displacement caused by conflict, disasters and climate change worldwide for the Internal Displacement Monitoring Centre (IDMC), she previously organized humanitarian hackathons with THE Port association at CERN.

Luisa is the designer of the winning product of the Giant Leap into the Future competition aimed at using space-related technology in daily lives, organised by EPFL Innovation Park and the Swiss Space Center. On the side, she is a career transition coach who focusses on helping professionals of all backgrounds and ages navigate the future of work. Luisa is also a Global Shaper of the Geneva Hub, a contributor to the Agenda of the World Economic Forum, and served as member of the Advisory Council of the Global Shapers Community.



Ivan Ureta
Associate professor, SUPSI;
Adjunct professor,
IE Business School

Ivan Ureta (Bilbao, 1976) holds a PhD in Economic History (Deusto) and a PhD in IR (King's College London). As a scholar he has worked as an Associate Professor at Sultan Qaboos University, (Oman). In the past he has been affiliated to: King's College London, University of Cambridge, University of Leeds, University of Exeter (UK); University of Lugano (Switzerland); Universidad Nacional Mayor de San Marcos and Piura (Peru); University of Deusto (Spain). As a practitioner he has collaborated with: International Organization for Migration (IOM), Spanish (AECI), Peruvian (APCI) and Swiss (DSC) Agencies of Development and Cooperation, and the Permanent Mission of Spain to the UN in Geneva.

He has published extensively on international political economy and business -emerging economies-, socio-economic development, international mobility and security.



Pradeep Kakkattil
Director of Innovations,
UNAIDS

In this capacity, Mr. Kakkattil is responsible for building and implementing an innovation culture designed to generate new and innovative solutions for the broader health and HIV response.

Pradeep Kakkattil started his career in India as a print and television journalist and filmmaker. He gave up his media career when a close friend tested positive for HIV in the early 1990s and started to respond to the potential threat of HIV to people of his generation. As a Principal Investigator for WHO, Pradeep helped develop some of the early models of prevention research and intervention addressing sex workers, men having sex with men and the transgender community in South India. Prior to taking up his current assignment, he served as the Director of the Programme Partnership and Funding Department at UNAIDS.



Gonzalo Wandosell
Dean of the Law and Business
Faculty, Catholic University
of Murcia (UCAM)

Gonzalo Wandosell Fernández de Bobadilla, PHD, also serves as Head of the UCAM Social Sciences PHD Programme since the 1th of July 2014 to present. He also is an academician of the International Academy of Social Sciences (IASS) and of the Royal Academy "Alfonso X El Sabio".

Gonzalo Wandosell is author of thirteen books and more than forty scientific articles, and has participated in several national and European research projects. He is a member of the "ON Research" Review Board since 2018. Gonzalo Wandosell has more than twenty-eight years experience as a university professor and researcher of Strategy and Human Resources, in different managerial positions.



Moz Siddiqui
Senior Manager,
Strategic Innovation,
Gavi the Vaccine Alliance

Moz has over 10 years experience working in industry and the development sector, and at Gavi is focused on forging strategic partnerships with the private sector. He manages a portfolio of projects that introduce sustainable innovation and shared value partnership in Gavi-eligible countries, including with the UPS Foundation, the International Federation of Pharmaceutical Wholesalers, and Zipline.

Prior to joining Gavi, Moz worked across the professional services industry with the corporate law firm, Clifford Chance LLP, Accenture Consulting, and Thompson Reuters, occupying key roles in software development, relationship management, business development, and sales. In the development sector, Moz has worked with non-profits in Pakistan and Bangladesh, notably with Professor Muhammed Yunus, founder of the Grameen Bank.



Svetlana Elinova
Registrar,
EU Business School

Svetlana Elinova is Registrar at EU Business School and Managing Editor of ON Research. She has over 12 years experience in education management and holds a PhD in Social Psychology. Svetlana is a communications and marketing lecturer and her research interest focuses on the inter-linkages between education and psychology.

Session 3: Mobilizing Resources



Marion Jansen
Chief Economist,
Director, Division of
Market Development, ITC

Marion Jansen is Director of the Division for Market Development and Chief Economist at the International Trade Centre (ITC). In this role, she oversees ITC's work on trade and market information, export strategy, trade facilitation and policy for business. She also oversees ITC's contributions to G20 processes.

Marion Jansen previously held senior positions in the World Trade Organization and the International Labour Office. She holds a PhD in economics from the Universitat Pompeu Fabra and has lectured in multiple academic institutions, including the University of Geneva and the World Trade Institute. She is member of academic advisory boards for master programmes at SKEMA Business School and IE School of Global and Public Affairs. Marion Jansen has published widely on international trade and global economic governance including in refereed journals and as editor of or contributor to books.



Yuvan Beejadhur
Founder & Managing Partner,
Beejadhur Ocean Solutions /
Ex Advisor, World Bank

Yuvan A. Beejadhur is a leader in the field of sustainable development. He was until recently a Team Leader (Natural Resources Management Specialist) on oceans economy ('blue economy') at the World Bank Group in Washington DC. He also formed part of the team that led the global oceans, climate engagement and Natural Capital Accounting and ecosystem services assessment in a number of countries.

In 2016, he was the lead organizer of the "Towards COP22: African Ministerial Conference on Ocean Economies and Climate Change". In April 2016, Beejadhur organized the first ever 25 Ministers of Finance "Oceans 2030: Financing the Blue Economy"— as well as the first "Natural Capital Accounting in the Post-2015 Development Agenda". Mr. Beejadhur worked with various organizations including the United Nations Conference on Trade and Development, the International Labour Organization, and the International Trade Centre and advised a number of governments on multilateral trade issues. He has also been an associate professor in Geneva.



Houman Goudarzi
Head of BI & Industry
Engagement, IATA

Houman is passionate about software engineering and data in Travel.

He started his career in Cisco as a software developer, then co-founded 2D Web Technologies in 2005, which was acquired in 2010. Since then, he has held various positions in IATA, all focused on data and technology. He is currently looking after business intelligence and data. In 2018, he architected and developed aviation's first global platform for digital identity management leveraging Distributed Ledger Technology for IATA in partnership with Amazon Web Services and piloted the solution with United Airlines. In 2016, he designed and orchestrated the delivery of the global industry data exchange protocol in the area of airport ground handling with annual savings of \$600 million for the aviation industry. He is the inventor and founder of the Open Blockchain protocol and algorithm. He has developed and founded the Open Blockchain platform at the beginning of 2018, which is one of world's first API-ready and free to use public Blockchain platforms.

He is an aerospace engineer, and visiting lecturer of Emerging Technologies & Blockchain at EU Business School in Geneva.



**Abbas Ahmed
Abdullah AlBasha**
DBA Candidate,
EU Business School

Albasha is currently a DBA candidate at EU Business School in Geneva where his dissertation is researching the technical requirements of Central Banks issuing their own digital currencies or cryptocurrencies.

He was the Vice Governor and Vice Chairman of the board of the Central Bank of Yemen and simultaneously an Executive Director at the board of the Arab Monetary Fund in Abu Dhabi, Emirates. Before that he served as the Vice Minister of Finance where he was also a board member of the Central Bank of Yemen. He was formerly the CEO and board member of a microfinance institution. His first professional title was Head of the Securities Market Project Unit at the Ministry of Finance aiming at establishing the first regulated stock market in Yemen.

He graduated with a BA in Economics from the American University of Beirut and holds a MBA in Global Banking & Finance from EU Business School in Geneva. He also lectured at several universities in Switzerland and Yemen.



Judit Kozenkow
Professor of Economics,
EU Business School

Dr. Kozenkow holds a Ph.D. in Economics and has 10 years experience in the field of international economics. She has developed excellent analytical, communication and organizational skills through teaching, research and project management.

Currently she teaches at EU Business School Switzerland and at Webster University Geneva, mentors undergraduate, graduate and doctoral students, and has worked as a trade and economic expert for the United Nations Conference on Trade and Development (UNCTAD). Her previous positions include a Research Fellowship at the Graduate Institute of International and Development Studies in Geneva, a Visiting Fellowship at Johns Hopkins University School of Advanced International Studies in Washington, DC and strategic advisory and risk management in the Hungarian financial sector.



**THANK YOU
FOR YOUR PARTICIPATION**

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