

Rectors' Forum: Brazil–Finland

Preliminary programme

 25–29 March 2024

 in Turku & Helsinki, Finland



Day 1 / 25 March

Visitor and Innovation Centre Joki, Cave space, Turku

Address: [Lemminkäisenkatu 12b, 20520 Turku](#)

Dr Marjo Joshi, Head of Pedagogical Development – Master of Ceremonies.

Morning Programme 9.00–14.00

- 8.00–9.00 *Welcome to Visitor and Innovation Centre Joki*
- 9.00–9.20 Opening of the event by Rectors from Universities in the Turku region
- 9.20–9.40 Welcome to Finland by **Kaisu-Maria Piironen**, from the Division for Higher Education Policy Education, Youth, Culture and Sport Council of Finland, and **Luis Balduino**, Ambassador of Brazil to Finland
- 9.40–10.10 Greetings from **Dr Alexandre Brasil Carvalho da Fonseca**, Secretary of Higher Education in Brazil and **Dr Rui Oppermann**, Director, International Cooperation of CAPES
- 10.10–10.30 Greetings from GCUB representatives by **Dr Rossana Valéria de Souza e Silva**, Executive Director and/or **Dr Emmanuel Zagury Tourinho**, GCUB President
- 10.30–11.00 *Coffee break*
- 11.00–11.15 Greetings from **Ida Mielityinen**, Executive director of Arene "The Rectors' Conference of Finnish Universities of Applied Sciences"
- 11.15–11.30 Greetings from **Heikki Holopainen**, Executive Director of UNIFI
- 11.30–12.00 Keynote on Finnish Innovation System by **Dr Vesa Taatila**, Rector and President of Turku University of Applied Sciences and Member of the Finnish Innovation Council
- 12.00–12.30 Keynote on "Research Excellence" by **Dr Jukka Kola**, Rector of the University of Turku
- 12.30–14.00 *Lunch and Networking (Mauno, BioCity)*

Afternoon Programme 14.00–17.00

- 14.00–14.25 Turku and Southwest Finland - High Competence Region for Research and International Business by **Olli Hakala**, Chief Liaison Officer, Turku Chamber of Commerce
- 14.25–14.50 Finnish Basic Education/case City of Turku by Mr **Tommi Tuominen**, Director of Basic Education City of Turku Division
- 14.50–15.15 The GCUB Initiative: Strengthening International Collaboration in Higher Education by **Dr Rossana Valéria de Souza e Silva**, Executive Director
- 15.15–15.45 *Break*
- 15.45–16.10 Nordic Networking and International Project Partnerships to Systematic Cooperation within a European University Alliance: The Case of Åbo Akademi University by **Dr Marko Joas**, Vice-Rector at Åbo Akademi University
- 16.10–16.35 Transforming higher education in Brazil and Colombia through digital pedagogical competence development (EMBRACE project) by **Marja Laurikainen**, Senior Advisor, HAMK Global Education Development and Research
- 16.35–17.00 Fostering Pedagogical Excellence: A Case Study on the Innovative Partnership between Finnish and Brazilian Universities, Led by **Dr Lucia Pellanda**, Rector of UFCSA
- 19.00–21.00 *Cocktail party at Turku City Hall (Aurakatu 2, Turku)*

Day 2 / 26 March

Visitor and Innovation Centre Joki and EduCity, Kupittaa Campus

Putous-auditorium, Joki, 2nd floor

Address: [Lemminkäisenkatu 12b, 20520 Turku](#) / [Joukahaisenkatu 7, 20520 Turku](#)

Morning Programme 9.00–12.35

- 9.00–9.25 Fostering Educational and Research Alliances: **Dr Juhani Soini's** (Vice-Rector of Turku UAS) Perspectives on Elevating Cooperation between Brazil and Finland in Higher Education and RDI
- 9.25–9.50 Research and Innovation - **Prof Dr Marcos Flávio de Oliveira Schiefler Filho**, Rector, Federal Technological University of Paraná
- 9.50–10.15 International collaboration in Research and Collaboration by **Elina Holmberg**, Senior Director, EU Collaboration at Business Finland
- 10.15–10.45 **Break**
- 10.45–11.10 Support for international research cooperation by **Johanna Hakala**, Head of International Affairs from Research Council of Finland
- 11.10–11.35 Fostering Academic Synergy: Strategies for Strengthening Research Collaboration Between Brazil and Finland, Insights from **Dr Kalle-Antti Suominen**, Vice-Rector of the University of Turku
- 11.35–12.35 The Brazil-Finland Innovation Network by the Embassy of Brazil
- 12.35–14.00 **Lunch and Networking** (Kaivomestari, EduCity)

Afternoon Programme 14.00–17.00 (at EduCity)

- 14.00–17.00 Visit to BusinessAcademy, Medisiina D, EduCity laboratories and Campus Tour at Turku UAS. The participants will be divided in groups.
- 19.00 **Dinner** (Dinner at OOBU is optional, with costs to be covered individually)

Day 3 / 27 March

Half a day at ICT-City, Kupittaa Campus

Auditorium Alpha, B1047. Address: [Joukahaisenkatu 3, 20520 Turku](#)

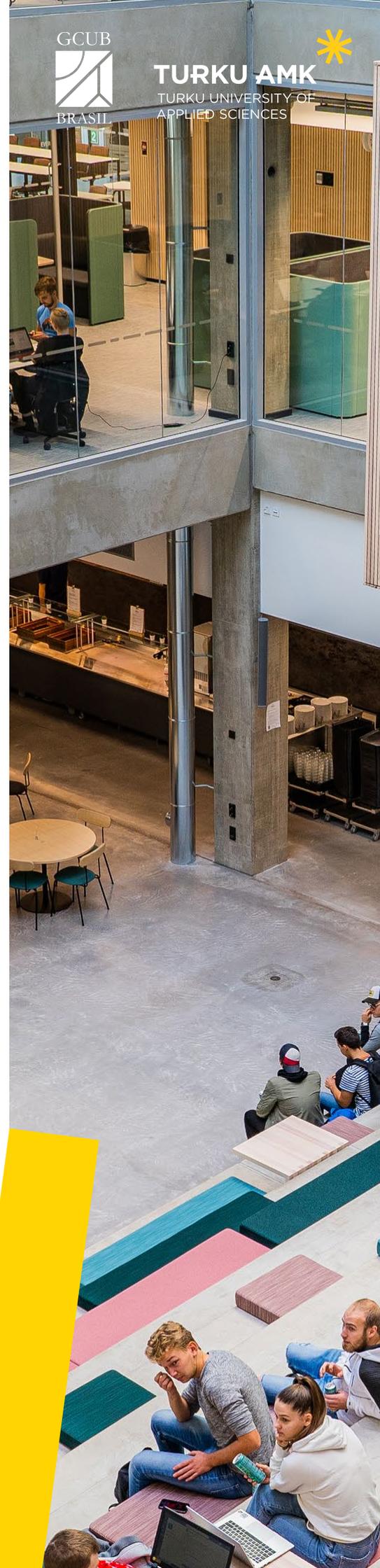
Morning Programme 9.00–12.00

- 9.00–9.30 Keynote on Innovation Pedagogy by **Dr Marjo Joshi**, Head of the Pedagogical Development at Turku UAS
- 9.30–10.00 Keynote on Implementing Innopeda with CDIO framework in Engineering and Business by **Dr Juha Kontio**, Dean of the Faculty of Engineering and Business, Turku UAS
- 10.00–10.30 Keynote on "Current topics in EdTech" by **Mika Suutari**, Head of Learning Environment Development, Turku UAS
- 10.30–11.00 **Break**
- 11.00–11.30 Keynote on "Educating for the future" and "Education system delivers needs of employers" by **Dr Vesa Taatila**, Rector and President of Turku UAS
- 11.30–12.00 **Closing Ceremony and Discussion**
Turku UAS President and Rector **Dr Vesa Taatila**, Vice Rector **Dr Juhani Soini** and GCUB representatives **Dr Rossana Valéria de Souza e Silva**, Executive Director and/or **Dr Emmanuel Zagury Tourinho**, GCUB President
- 12.00–13.30 **Lunch** (Kaivomestari, EduCity)

Afternoon Programme

Transfer to Helsinki at 14:31 by train. Leaving from Kupittaa Train Station.

- 19.00– **Cocktail party in Helsinki, hosted by the Embassy of Brazil**



Day 4 / 28 March

in Helsinki, at Metropolia University and University of Helsinki

Morning Programme 9.00–12.00

[Myllypurontie 1, 00920 Helsinki](#) (room: [Showroom MPC1001](#))

Visit to Metropolia University of Applied Sciences

Themes of the visit: The Profile of R&D and Education at Metropolia Myllypuro Campus, Education Export

- 9.00–9.15 Welcome to Metropolia by Vice President **Simo Mustila**. Social Impact through R&D Activities by RDI Director **Anna-Maria Vilkuna**.
- 9.15–9.30 An opportunity for the Brazilian delegation to have a presentation
- 9.30–10.30 The Focus Areas of Metropolian R&D and Education Export Presentations
- Vice president **Simo Mustila** - Education Export
 - Innovation director **Minna Elomaa-Krapu** - Health Proof Helsinki
 - Development manager **Minttu Ripatti** - Metropolia MINNO - innovation project model
 - Technology manager **Harri Hahkala** - Smart Campus
- Discussion
- 10.30–11.30 Tour at Metropolia Myllypuro campus
- Wellbeing Village HyMy
 - Smart Lab and other facilities at the field of construction and real estates
- 11.30–12.30 **Lunch**, provided by courtesy of Metropolia

Afternoon Programme 13.00–16.00

Visit to the University of Helsinki

- Discussions with Finnish experts - University of Helsinki Presentation
- Networking
- Benchmarking facilities, services, and processes

Day 5 / 29 March

A day trip to Suomenlinna Fortress (*Unesco world heritage site*) - optional

A 15–20 minutes trip by ferry offers magnificent views of Helsinki and the surroundings from the sea. Suomenlinna is accessible only by ferry. A HSL Ferry service runs from the Market Square (Kauppatori) to Suomenlinna throughout the year.



Partners

- GCUB
- City of Turku
- Embassy of Brazil in Helsinki
- The Rectors' Conference of Finnish Universities of Applied Sciences - ARENE
- Rectors' Council of Finnish Universities - UNIFI
- Institute Guimarães Rosa
- Business Finland
- Research Council of Finland
- Brazilian Ministry of Foreign Affairs
- Brazilian Ministry of Education
- Finnish Ministry of Education and Culture

Contact

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