



20 Years



## EURAS WEBINAR SERIES

# “Business Eurasia and Digital Hub Opportunities”

**12 December,**  
**2023**  
Tuesday



**14.00** pm  
Istanbul  
Time Zone



Webinar ID: 85712971857  
Passcode: 4441428

### Organizers

- EURAS – Eurasian Universities Union
- Southern University (IMBL)
- IAU- Istanbul Aydin University

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### About

“Business Eurasia and Digital Hub Opportunities” is a compelling topic due to its intersection of geographical significance and the evolving digital landscape. Eurasia, being the vast region bridging Europe and Asia, holds immense potential for business growth, trade, and innovation. This region serves as a convergence point for diverse cultures, markets, and industries, making it a hotbed for economic opportunities.

Moreover, in the contemporary era, the advent of digital technologies has transformed traditional business paradigms. The emergence of digital hubs within the Eurasian region signifies the evolution of these economies towards becoming tech-savvy, innovative, and interconnected. These hubs offer a fertile ground for fostering entrepreneurship, technological advancements, and cross-border collaborations.

Exploring the synergy between Business Eurasia and Digital Hub Opportunities becomes crucial in understanding how businesses can leverage the unique advantages of this region. It opens avenues for discussing strategies to capitalize on digital advancements, navigate cultural diversities, and tap into the expansive market potential.

This webinar aims to delve into the strategic significance of Eurasia as a business landscape and the pivotal role digital hubs play in shaping its economic future. By addressing these themes, it aims to equip participants with insights and actionable strategies to navigate and thrive within this dynamic and promising business ecosystem.

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### Webinar Program

OPENING SPEECHES	
14:00-14:10	<b>Assoc. Prof. Dr. Mustafa AYDIN</b> <i>EURAS &amp; EURIE President, IAU President</i>
MODERATOR	
14:10-14:15	<b>Sabina HUSEYNOVA</b> <i>EURAS &amp; EURIE General Coordinator</i>  <b>Teimur AKPEROV</b> <i>Executive Director of Business Eurasia, Southern University (IMBL)</i>
PANELISTS	
14:15-14:25	<b>Prof. Dr. Imran AKPEROV</b> <i>Rector and Founder of Southern University (IMBL), Member of the Council of the Russian Association of Business Education, President of the Interregional Association of Specialists of Non-State Educational Institutions of the Southern Region of Russia and the Southern Russian Association of Business Education; Russia</i>
14:25-14:35	<b>Oleg ZABELIN</b> <i>Vice President of the Russian Association of Business Education</i>
14:35-14:45	<b>Prof. Dr. Celal Nazım IREM</b> <i>Dean; Faculty of Economy and Administrative Sciences; Head of Department of Business Administration, Istanbul Aydin University; Head of UNESCO Cultural Diplomacy, Governance and Education Chair; Turkey</i>
14:45-15:00	<b>Dimitri ŠKYEV</b> <i>Vice Rector for Eurasian Affairs, Southern University / Provost, InterYouth Institution; Russia</i>
15:00-15:10	<b>Prof. Dr. Fakhraddin MAMMADOV</b> <i>Vice Rector for Quality Assurance, Innovations and International Relations, Odlar Yurdu University; Azerbaijan</i>
15:10-15:20	<b>Prof. Dr. Muhammad Irfan BAJWA</b> <i>General Manager, Head of Office of Internalization at UMT University, Pakistan</i>
15:20-15:30	Q&A
15:30-15:35	Closing Remarks