

PRESS RELEASE – FOR IMMEDIATE RELEASE

The Faculty of International Relations at the Prague University of Economics and Business and the Prague Convention Bureau Sign a Landmark Memorandum of Cooperation in the MICE Sector

11th April 2024, Prague – In a significant stride towards the advancement of the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector, the Faculty of International Relations at the Prague University of Economics and Business and the Prague Convention Bureau (PCB) have entered into an exclusive cooperation agreement. The ceremony took place on April 10th at the Academic Club, VŠE, marking a new chapter of opportunities for both students and professionals within this dynamically evolving industry.

The memorandum of cooperation signifies the fusion of academia and practical industry experience in the meetings industry sector, committing to the enhancement of education, research, and practical application. This collaboration offers students unique opportunities for internships, practical training, and involvement in research projects in direct partnership with industry professionals.

Key aspects of the cooperation include:

- **Exchange programs and internships for students:** Students of the Faculty of International Relations will have access to exclusive internships and job opportunities within the meetings industry sector, offered by the PCB and its member organizations.
- **Joint research and educational projects:** The collaboration will focus on joint research and the development of educational programs that reflect the current needs and trends in the sector.
- **Expert lectures and workshops:** Industry leaders and experts from the PCB will regularly contribute to the educational process at the Faculty of International Relations through guest lectures and workshops.

Martina Jirankova, the Dean of the Faculty of International Relations at Prague University of Economics and Business, stated: *"This partnership with the Prague Convention Bureau opens a world full of opportunities for our students in the meetings industry. I am firmly convinced that collaboration between academia and industry leaders like the PCB is key to building a strong future in this field."*

Roman Muska, the Managing Director of the Prague Convention Bureau, added: *"Promoting education and nurturing new talents with a perspective of a career in the meetings industry is one of the PCB's strategic goals; therefore, we are very pleased that today's signing of the memorandum confirms our mutual interest in expanding our existing collaboration significantly, especially in the area of student internships and joint research and educational projects."*

This partnership represents a commitment from both institutions to support excellence and innovation in the meetings industry sector and promises to serve as a bridge between theory and practice for students preparing to enter this exciting industry.

About Prague Convention Bureau

Prague Convention Bureau (PCB) is a non-profit organization established in 2008. The company acts as an official representative of the Prague congress tourism and promotes the city as a one of the European leading congress destinations. Together with Czech tourism bodies, partners and members the PCB offers effective assistance in organizing conferences, meetings, seminars, exhibitions and incentive events in Prague.

For more information please contact:

Hana Krejbichová,

Head of Communications,

Tel: +420 224 284 268, GSM: +420 727 961 476

E-mail: hana.krejbichova@pragueconvention.cz

www.pragueconvention.cz

About Faculty of International Relations, Prague University of Economics and Business

The Faculty of International Relations (FIR) is one of the largest faculties at the Prague University of Economics and Business. The key distinctive feature of FIR is a high level of internationalization at all stages with a strong emphasis on the language knowledge of students. The mission of the Faculty of International Relations is to develop education and knowledge in the field of international economic and political relations and to provide internationally recognized study programs based on critical thinking and openness, personal and societal responsibility and commitment to lifelong learning.

For more information please contact:

Michaela Zemanová

PR & Alumni Relations

Tel: +421 910 856 243

E-mail: michaela.zemanova@vse.cz

www.fir.vse.cz