***The Second International Conference: Excellence and Sustainability in Education and Culture***

***Sibiu – Romania, 3-5 November 2017***

**ORGANIZERS: Lucian Blaga University of Sibiu and Beijing Language and Culture Unviersity**

**VENUE:** *Lucian Blaga University of Sibiu, Romania*

**DATE: *3-5 November 2017***

**CONTEXT:** The major aim of the Conference is to gather together experts – scholars and key decision makers in academic administration – with a significant impact and outstanding vision regarding the understanding and promotion of Chinese language, culture, education, economy, science and technology and their recent evolution worldwide.

*Education* is the key to opening up minds and emerging vision, creating knowledge and facilitating the exchange of scientific results as well as their transfer to business or industry and dissemination to society.

Universities nowadays equally have the mission of acting as a powerful connector of cultures and fostering creativity. In the present age of globalization and intensified interaction – educational, cultural, economic, scientific, technological – scholars, intellectuals, decision makers and key actors in public policy have become increasingly aware that living in a multipolar world requires thorough understanding of differnent cultures, civilizations, ethics and ethos as prerequisites for connectivity and continuity.

Confucius Institutes have undertaken and successfully accomplished the genuine role of *pontifex,* creating bridges and connecting cultures, enabling a global interaction based on mutual knowledge and understanding.

*Culture* is the essence of humankind, its most powerful and enduring component, facilitating inter-institutional and international cooperation. Culture shapes individual’s worldviews and the way communities address the changes and challenges of their societies. For this reason, education serves as a critical vehicle for transmitting these value systems as well as for learning from the humanity’s diversity of worldviews, and for inspiring future creativity and innovation. The close nexus between *education and culture* should be understood as an opportunity to promote human rights, including cultural rights, global citizenship and respect for cultural diversity.

Recent mechanisms, large scale projects of international range have been launched in view of bringing into play the strategy of connecting past and future, tradition and modernity, culture and economy, mind and matter, creative imagination and pragmatic output, inexhaustible resource and tangible profit.

**The main outcomes of the conference** will be**:** identifying new opportunities and avenues for further Chinese cooperation with the whole world, mapping China`s imagine and reception as an insturment of public diplomacy; exploring and tapping on the most recent development in the fields under investigation on the basis of an interdisciplinary academic perspective.

This Conference represents a breakthrough project that aims to strengthen and support the communication within the newly founded **Confucius Institute Partnership Alliance**, under the coordination of Beijing Language and Culture University, encouraging scholarly interaction and academic dialogue, in addition to eliciting scholarly debate.

This international conference includes three major components: an academic session dedicated to scholars and researchers, the first meeting of the **Confucius Institute Partnership Alliance** member universities as well as a student symposium.

**CONFERENCE TRACKS:**

1. ***Literary, linguistic and cultural studies***
2. ***Economic growth and bilateral trade relations***
3. ***Traditional Chinese medicine and Western medicine***
4. ***Scientific and technological development***
5. ***Educational cooperation and international relations***

**CONFERENCE TOPICS:** The Conference will mainly address, though not limited to, the following topics:

* Identity and imagology
* Linguistics
* Literary interactions
* Intercultural communication
* Traditional Chinese Medicine
* Anthropology, spirituality and history
* International education and academic exchanges
* Theories and patterns of cultural and public diplomacy
* International relations
* Management and development of Confucius Institutes worldwide
* Economics and finance:
* Science and technology

**Conference timeline:**

**Proposals:** Paper proposals should be sent to [eva.burdusel@ulbsibiu.ro](mailto:eva.burdusel@ulbsibiu.ro) and [andrei.terian@ulbsibiu.ro](mailto:andrei.terian@ulbsibiu.ro) before **10th June 2017** and they should not exceed 300 words.

**Acceptance:** All participants will be notified about the acceptance of their paper proposals by **20th June 2017.**

**Confirmation of participation:** Subsequent to acceptance of your abstract, please confirm your presence at the Conference until **3rd July 2017**.

**Full paper:** please submit your manuscript in view of publication before **1st October 2016**

**Language of the conference:** English and Chinese (should you decide to present your paper in Chinese, please make sure to provide one copy of the text in English)

**For further details please contact:**

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**Deadlines:**

Proposals submission deadline: **10th June 2017**

Acceptance of abstracts: **20th June 2017**

Confirmation of participation**: 3rd July 2017**

Registration: *to be announced*

**Conference: 3-5 Nov 2017**