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Leninsky prosp. 68, Yoshkar-Ola, Mari El Republic, Russia, 424003. Tel. +7 (8362) 72-02-62. E-mail: dir@akvobr.ru

TO:

Jose Jangue Bezerra Diniz, ABMES President

Lioudmila Batourina, ABMES International Partnership Consultant

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Dear colleagues,

Today international cooperation in the field of education is one of the key tools for improving the competitiveness of a country and its “soft power”. In this regard, a number of countries in the world adopted strategic documents aimed at substantially developing the internationalization of higher education, academic partnerships and the export of educational potential of their countries. At the same time, leading international experts emphasize the fundamental importance of information transparency of national education systems - in a highly competitive global educational sector, achieving goals in the field of higher education internationalization and export of educational products is only possible with the effective information and media support. Considering the identified trends, the leading Russian company *Accreditation in Education* has launched a targeted international information Internet project *EDU Atmosphere* (for more information about the company, please see *Appendix 1*).

The main objectives of the project:

- 1) general provision of reliable information of participating country
 - on the system of higher education,
 - on current and upcoming events and activities conducted as part of the national strategy for the internationalization of science and higher education;
- 2) effective assistance in search for foreign partners to educational and scientific organizations of participating country;
- 3) organization and technological support of the effective exchange of relevant information and content between participating countries, as well as scientific and educational organizations located in their territories.

The project is implemented on the basis of the specialized media platform for the development of the international educational partnership *Higher Education Discovery (HED)*. URL link: <https://hedclub.com/en>. Informational materials and analytical publications of participating country are posted by the project organizer in Russian, English and Chinese languages.

We also inform that more than 40 countries are included in the list of participating countries of the *EDU Atmosphere* project (including China, India, countries of Eastern and Western Europe, Asia, etc., for a full list of countries, please see *Appendix 2*).

Participation in the project suggests that you:

- make general presentation of the Brazilian higher education system;
- provide current informational messages and news about significant scientific and educational projects implemented in Brazil involving the search for universities-international partners;
- make announcements of major national and international exhibitions, forums, conferences that will be held on the territory of your country;
- provide analytical materials on the development of the system of higher education in Brazil.

Whereas, within the framework of cooperation, we kindly ask you to assist in informing Brazilian HEIs on the possibility of participating in the international project of the *Accreditation in Education* company (placing banners and informational materials on your Internet resources). We also ask you to provide the database of educational institutions of the country for inclusion in the international database of universities of the world, published on the *Higher Education Discovery* media platform.

In case you agree, we propose to discuss the technical details of cooperation within the framework of the targeted international information Internet project *EDU Atmosphere*.

Hoping for further fruitful cooperation,
Ekaterina Vladimirovna Shigapova
Accreditation in Education Director



Contact person:
Andrei Anatolievich Shumelev
EDU Atmosphere project manager
T.+7(8362) 55-10-80, M. +7 (937) 111-50-40
email: news@hedclub.com

Appendix 1.

The Russian company *Accreditation in Education* has been the leader in the information and communication area of the professional pedagogical community in Russia since 2005. Implementing a number of national projects and competitions in the field of education, the company conducts analytical, publishing and organizational activities in the Russian and international educational sector. The topic of supporting the information transparency of educational organizations has been remaining one of the priorities of the editorial policy. Contributing to the integration processes in education, the company implements an international information project uniting thousands of world universities.

Today *HED* is a global professional media platform enabling students, teachers, scientists, educational and research organizations, recruitment agencies, employers, other organizations associated with the development of education, to effectively promote their educational projects, find business partners around the world, to disseminate information about themselves and their scientific interests.

Meeting the main objectives of the project to foster and strengthen international educational and academic cooperation, to assist educational organizations in finding partners and associates for the implementation of educational and academic projects and initiatives, the Russian company *Accreditation in Education* facilitates the integration of the international educational field for the sake of sustainable development of the world, designated by the United Nations as the goal-setting task of the 21st century.

Appendix 2.

EDU Atmosphere participating countries:

Afghanistan, Albania, Andorra, Angola, Argentina, Armenia, Australia, Azerbaijan, Bahrain, Bangladesh, Belarus, Belgium, Bhutan, Bolivia, Bosnia and Herzegovina, Brazil, Bulgaria, Cambodia, Canada, China, Croatia, Cyprus, Czech Republic, Germany, Hungary, India, Iran, Israel, Kazakhstan, Latvia, Lithuania, Moldova, Montenegro, Romania, Serbia, Slovakia, Slovenia, Spain, Tajikistan, Thailand, Tunisia, Turkey, Uzbekistan, Vietnam.