

It is a great honour and a great pleasure for me, representing IBS-Plekhanov, Moscow, to join the wonderful NIBS community as a new member at the 25th anniversary of NIBS. It is also a great challenge for me to tell you who we are and why we share the NIBS spirit so much within just 3 minutes.

The university we are part of, Plekhanov Russian University of Economics, is in the very heart of Moscow, founded 111 years ago as Russia's first university focused entirely on Economics and Business. In 2018, it has a student population of around 50 000 students.

The International Business School faculty, IBS-Plekhanov, was launched by Plekhanov University 25 years ago, with the friendly help of 4 Dutch partner universities, including HANZE Groningen.

IBS-Plekhanov was the first programme in Russia's tertiary education taught entirely in English, with 2-way student mobility, both international student exchange and Double Degree, with all content measured in ECTS, from day 1.

That was exactly the time when NIBS was launched.

25 years ago IBS-Plekhanov enrolled just 20 students and had just 4 or 5 partner universities.

Today IBS-Plekhanov faculty has around 2 000 students and 75 partner universities and business schools all over the world, including both student exchange and Double Degree agreements. We continue to work on the growth of our partnership network, both in quantity and quality.

There is so much we have in common with the NIBS community. We have the Business Planning and Business Management Games for our undergraduates every year. Since 2011, we have been running our own inter-university Case Contest in English, for 1st, 2nd and 3rd year undergrads. We have strong links with the business community. Even more importantly, we share a number of NIBS features and values. I would characterize these as experience, motivation and continuity.

Yesterday Rick, Joost and Vincent from AVANS business school challenged us with the importance of curiosity and motivation when we do something for the first time, and its implications for education.

Another challenge was highlighted by Diederich from HANZE Groningen: as we build up many years' experience of teaching, internationalization and cooperation with business, how do we stay motivated? For example, how do we continue to motivate students, teachers and companies to work together, especially without financial incentives?

At IBS-Plekhanov, we started implementing the answer which is very much in the NIBS spirit.

Our graduates, our alumni working for major international companies regularly come back to us as independent Case Contest assessors, as guest speakers and guest lecturers. The result is a tremendous synergy effect on students, teachers and companies.

This is just one of our attempts at combining experience, motivation and continuity.

Our undergraduate and Master Degree programmes taught entirely in English are in the areas of Management, Marketing, Economics and Finance. We are happy to welcome even more exchange and Double Degree students from international partners.

If you are interested in learning more about us, please feel free to take IBS-Plekhanov Student Guides and posters which I left here on the desk. These are also available online on our website.

Thank you for your attention and for an amazing opportunity to join the NIBS family in the beautiful city of Cluj at a conference hosted and managed so well by Transylvania Business School, for which I would like to thank Alin and his colleagues.