



EUROPE BUSINESS ASSEMBLY
THE CLUB OF THE RECTORS OF EUROPE
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www.summitofleaders.co.uk
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#16/171 23 September, 2013

President
Tecana American University

Dear Dr. Jesús Reinaldo Rivas!

We would like to express our great appreciation for your consistent efforts towards developing your national science and education system. Based on a careful evaluation of applicants, the Analytical Department of the Europe Business Assembly (EBA, Oxford, UK) **invites You to join the Oxford Rectors' Club (The Club of the Rectors of Europe CRE).**

The selection was based on the conformity of the academic centre to **the following criteria:**

- Academic development: accessibility of education, level of research activity, participation in conferences, ratio of students to professors, quality of resources and infrastructure, conformity of specialties to the requirements of the market, transparency of work, security of students, competitiveness of graduates, and number of international students and lecturers.
- Reputation: level of presence in mass media and press appraisal, number of publications in scientific journals, effectiveness of university website, references in national/international search engines, logotype/brand awareness, promptness in response and service, corporate-style support, the ratio of positive and negative reviews, and membership in international associations.

A strategic task of the Club is the consolidation and coordination of the work of educational institutions on the improvement of educational methodology, scientific research, and cultural activities.

For more than ten years specialists of the Europe Business Assembly (EBA, Oxford, UK) have been conducting market research in the field of science and education with the aim of attracting international attention towards innovative progress being made by scientists, scientific and educational institutions, so that their initiatives can be promoted and exported to both domestic and foreign markets.

As a result of our research, we would like to nominate you for the international title of 'The Name in Science', in recognition of your achievements. The holder of this honourable title enjoys commemorative benefits, and his/her name is added to EBA's official register of outstanding scientists, with the right to use the nomination's brand **The Name in Science** in advertising and publicity.

The main criteria of the selection are: evidence of contribution to scientific developments, economic efficiency, promoting of integration in education field and participation in international conferences. Also taken into consideration are: unique achievements in professional work, personal contribution to the development of national science and education, public image, appraisal of the press, rate of citation, and absence of negative opinion in mass media.

In order to highlight the prestigious status of being nominated 'The Name in Science', **we invite you to officially receive this title and join the CRE at the 'Socrates Award Ceremony'**, which will be held on **17 December 2013** in the framework of the 'Oxford Summit of Leaders: Science and Education' (Oxford Town Hall, UK). The programme is attached for your information. This event will provide an excellent opportunity for you to give a presentation about your university to an international audience.

In the event that it is impossible for you (or your representative) to participate personally, there is the option of having your award delivered to you through the post by a courier service to the indicated address. Please inform the executive coordinator of your decision, as a preliminary registration is required.

Yours sincerely,
President of the CRE
Professor Wil Goodheer

To start accreditation process, please contact International Call Center
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