



Life quality characteristics from the quality of labour organization, production quality to quality standards in education, healthcare, cultural tendencies, infrastructure and ecological safety are inclusive to the territory investment attractiveness profile. The business working session also hosted dedicated presentations of the city municipalities recognized as the investment attractive and tourism favourable regions:

- **Kaunas District Municipality**
- **Midvaal Municipality**
- **Municipality of Knjaževac**
- **Municipality of Koceljeva Municipality of Ludbreg**
- **Municipality of Zhelino**
- **The Municipality of Elbasan**



Modules & Panels section consisted of Module 1 on **'Quality in Education: Trends, Strategies, Practices'**



A Workshop on 'OXFORD ADVANCED PROGRAMME IN HIGH EDUCATION LEADERSHIP' was presented by Dr. Rui Verde, Author, Professor of Law, Human Rights Adviser, Head of Law & Economics Department, AU Oxford, Ph.D. Law, University of Newcastle, UK.

Educational excellence examples and regional academic institutions' cases were provided by rectors and senior management of regional Universities and higher educational institutions participating in the workshop, and following panel discussion about 'How to implement Oxford education quality standards to national University management and learning process?'

The module also contained presentations from lead regional higher educational institutions, members and partners of the Academic Union Oxford highlighting professional achievements and innovative developments. Admission of new members to the Academic Union, Oxford and Club of Rectors of Europe followed the academic session.

Module 2 'Quality in Healthcare Services: Global Standards for Medical Travel Facilitators' was held as an Expert Meeting and Q&A with Vincenzo Costigliola, President of the European Medical Association (Belgium) parallel to the academic session. The agenda of the section included the key-note presentation of 'The Best Medical Practice Project' – a popular joint initiative of EBA and EMA and addresses from the leading regional healthcare centers, hospitals, medical travel agents, clinical doctors.



**'Excellence in Quality' Award Ceremony** came as a climax of the forum, honouring regional leaders in the quality sphere.