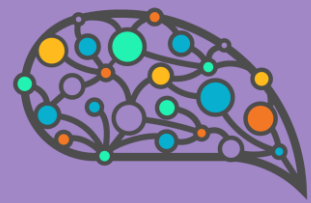


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## Embassy of France



**FAUBAI**  
2021 VIRTUAL CONFERENCE  
EXPANDING OUR MINDS

April 22, 2021  
11 am - 1 pm (Brasilia Time)

### Main Room

Moderator: *Joao Collet*, Campus France Brazil Agency, Rio de Janeiro.

[Click here to  
access the  
recording](#)

11 am – 11:30 am

### Issues and challenges of academic and scientific cooperation in 2021. What future?

*Olivier Giron*, Deputy Head of Cooperation, SCAC Brasília

11:30 am – 11:40 am

### Q&A

11:40 am – 12:10 pm

### French language learning in international mobility project: the "Franmobe" project of the educational cooperation service of the French Embassy

*Adriana Davanture*, Education and French Language Attaché, General Consulate of France, Rio de Janeiro

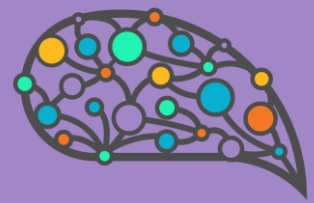
*Daniela Akie Hirakawa*, Coordinator of Franmobe, Literature Professor, University of São Paulo (USP)

12:10 pm – 12:20 pm

### Q&A

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12:20 pm – 12:50 pm

### **Campus France Paris Agency: The communication strategy through the "Bienvenue en France" campaign**

*Florent Bonaventure*, Head of Communication, Campus France Paris Agency

*Mariana Isagawa*, Coordinator of communication, Campus France Brazil Agency, São Paulo

12:50 pm – 1 pm

**Q&A**