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# The 65th iCeMS SEMINAR

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2010 12. 6 (月)  
15:00-16:00

演 題 : **Telling the World Who We Are,  
Where We Are, and What We Do:  
the Challenge of Giving Global Visibility  
to New Research Institutions**

講演者 : **David Lundberg 博士**  
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場 所 : 京都大学 アイセムス本館 2階 (東一条北西角)  
セミナー室 (A207)

The focus of this presentation is on the steps necessary to generate international awareness of newly founded research institutes. First, I discuss different forms of printed and electronic publicity and how their content can be shaped to suit the interests of different audiences — scientists, politicians, general public, etc. Second, I touch on the essential role played by faculty and administrators and the occasional obstacles to working with them created by the hierarchy of the academic world. Third, I describe the importance of having personal, one on one contacts with foreign institutions — establishing a “human face” for an abstract institute. Fourth, I show how small academic meetings (workshops, seminars, symposia) contribute to the creation of international linkages. Finally, I list the factors needed for successful partnerships and collaborations combining this with a discussion of Memoranda of Understanding (MoU) and their value in raising international visibility.

