



TISKOVÁ ZPRÁVA

The University of Economics, Prague awarded Bernd Hallier honorary doctorate

The University of Economics, Prague awarded, on behalf of a nomination from the Faculty of International Relations, Prof. Dr. Bernd Hallier, acting director of the German Trade Institute in Cologne/Germany, the honorary title of "doctor oeconomiae honoris causa". The ceremony was held on 31st January 2011. Professor Hallier is an extraordinary personality in the business sphere; his career is connected with applied research of development of entrepreneurship and retailing. The German Trade Institute (GTI) has significantly participated in development of European retail business under the leadership of Bernd Hallier. Amongst his most important achievements we can mention EuroShop, today's most important global fair in the field of business techniques and technologies and EuroCIS, a fair on information systems and technology for business.

Prague, 31.1.2011

In 1994, GTI created a monitoring system regarding the place of origin of cattle and beef; it was later the basis for creating a European norm in 2002. The labelling and traceability of food origin is something we can fully appreciate now, when the safety of food products is getting more and more important in the context of the European market as well as growing worldwide product mobility. The traceability of food was also introduced by GTI in the field of fruits and vegetables. The "Good agricultural practices for fruits and vegetables" – also known as EUREPGAP – has been gradually upgraded since the 1990s and today it is used in 70 countries of the world.

Bernd Hallier established the European Retail Academy, international research and education network. The Faculty of International Relations of the University of Economics, Prague is one of the founding members of this network. This network supports the Bologna process and specialised education in retailing and work towards creating of European standards in professional education. The European Retail Academy now has 170 members from 54 countries of the world, so it is a one of a kind platform for things such as comparative



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analysis in the field of effective regulation and creating a working institutional framework for small scale retailing.

Bernd Hallier is appreciated for his ability to interconnect entrepreneurs with research and education institutions to lead a constructive dialogue. Professor Hallier also participated in the founding of the tradition of Retail Summit in 1994, which has since become the biggest Central European conference on trade, a place where members of governmental, entrepreneurial, science and other institutions meet. Professor Hallier has been a key speaker at this conference many times and will be the key speaker this year. The 17th annual conference takes place in Prague on 1st and 2nd February; it was held at The University of Economics, Prague, the Union for Trade and Tourism and the company Blue Events

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The University of Economics, Prague (VŠE) is the largest economic university in the Czech Republic. Nowadays, over 20 thousand students study at the six faculties here. These are: the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Informatics and Statistics, the Faculty of Economics and Public Administration, and the Faculty of Management in Jindřichův Hradec. Graduates of VŠE occupy important functions in the private, as well as public sectors. Most of them go to different branches of industry and services, business, marketing, banking, public management, accounting, auditing, tourist trade, and to the field of information technologies. The VŠE's honourable title of "doctor oeconomiae honoris causa" has been awarded to many important Czech and international economists, e.g. the Nobel Prize laureates Prof. Gary S. Becker, Prof. Dr. Douglass North, Prof. Milton Friedman or Prof. Robert A. Mundell. More information about VŠE is available at www.vse.cz.

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