



UNIVERSITY OF WORLD ECONOMY AND DIPLOMACY

Public Relations and Media Coverage Report 2025

Prepared by: [Office of Transformation and Strategic Development](#)

Responsible Unit: PR and Marketing Office

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1. Purpose and accreditation relevance

This report summarises UWED's public relations and media communication activities in 2025. It documents how the University communicates institutional developments, academic events, international cooperation, student initiatives, expert activity and public engagement through official and publicly accessible channels.

The **PR and Marketing Office** coordinates public communication activities aimed at strengthening UWED's visibility at national and international levels. The work is aligned with institutional objectives related to public information, stakeholder communication and international visibility.

2. Official public communication channels

UWED uses the official website as the primary source of verified institutional information. Official social media channels provide additional real-time communication on current events, announcements, public lectures, student activities and institutional achievements.

Channel	Function in public information	Link
Official website	Verified institutional information and public access point	https://uwed.uz/
Telegram	Timely dissemination of announcements, events, visual content and public engagement updates	https://t.me/uwed_official
Instagram	Timely dissemination of announcements, events, visual content and public engagement updates	https://instagram.com/uwed_official?igshid=YzA2ZDJiZGQ=
X	Timely dissemination of announcements, events, visual content and public engagement updates	https://x.com/uwedofficial
Facebook	Timely dissemination of announcements, events, visual content and public engagement updates	http://www.facebook.com/uwed.uzb
YouTube	Timely dissemination of announcements, events, visual content and public engagement updates	https://www.youtube.com/channel/UC5T0U7o_epCcdM4ERGCzciQ
LinkedIn	Timely dissemination of announcements, events, visual content and public engagement updates	https://uz.linkedin.com/school/uwed/

3. Summary of 2025 public relations outputs

According to the information submitted by the **PR and Marketing Office**, UWED implemented public communication activities on a continuous basis through television, electronic mass media, print and academic press, online news portals, foreign media and institutional social media channels. The following summary indicators are reported for 2025:

Output category	Reported 2025 evidence
Television and electronic media coverage	More than 50 dedicated news items and broadcasts covering high-level visits, signed cooperation agreements, scientific conferences and other institutional events.
Print and academic press	More than 21 analytical articles by UWED experts and academic staff in local and international newspapers and journals.
Online news materials	More than 80 news materials published through national and Central Asian online information portals.
Foreign media coverage	More than 20 publications in foreign media outlets covering UWED events, including international visits and conferences involving foreign partners and international organisations.

4. Types of public relations activities and stakeholder groups

Activity type	Main stakeholder groups	Examples of communication content
Admission and applicant communication	Prospective students, parents, schools, applicants	Open days, admission announcements, applicant consultations, programme information and social media updates.
Academic and research events	Students, academic staff, researchers, external experts	Conferences, expert roundtables, public lectures, book presentations and research-related events.
International cooperation and visibility	Partner universities, embassies, international organisations, foreign media	High-level visits, partnership meetings, exchange activities, international conferences and diplomatic events.
Student life and public engagement	Students, alumni, youth organisations, wider public	Student initiatives, intellectual competitions, MUN, sports events, social and cultural activities.
Institutional reputation and media presence	Government bodies, employers, media, society	Media coverage, expert publications, public events and institutional announcements.

5. Selected media-covered activities in 2025

The table below provides a structured record of selected activities reported by the **PR and Marketing Office**.

Date	Activity	Type	Public coverage / channel	UWED link
06.01.2025	UWED students participated in a Turkish language course at Burdur Mehmet Akif Ersoy University, Turkiye	Student exchange / international cooperation	MAKU official website; UWED website	https://www.uwed.uz/news/516
10.01.2025	Reporting conference of the Uzbekistan Rugby Federation hosted at UWED	Public event / sports governance	Uzbekistan 24 TV; UWED website	https://www.uwed.uz/news/518
11.01.2025	Zakovat intellectual game among higher education students hosted at UWED	Student activity / public engagement	Mening Yurtim TV; UWED website	https://www.uwed.uz/news/519
20.01.2025	Visit of JICA President Dr. Akihiko Tanaka to UWED	International cooperation	Dunyo News Agency; Uzbekistan National News Agency; UWED website	https://www.uwed.uz/news/531
23.01.2025	Cooperation established between UWED and UN Tourism	International cooperation	Dunyo News Agency; UWED website	https://www.uwed.uz/news/535
28.01.2025	Presentation of methodological manual on prevention of illegal circulation of psychoactive substances among youth	Student safety / preventive education	Yoshlar TV; UWED website	https://www.uwed.uz/news/540
30.01.2025	Presentation of the book "History of Uzbek Diplomacy"	Academic publication / public event	UzReport, Renessans TV, Uzbekistan 24, Yoshlar TV, international and local media; UWED website	https://www.uwed.uz/news/546
14.02.2025	International conference "Educated Woman - Mirror of Society"	Conference / gender and science	Yoshlar TV, Uzbekistan 24, Dunyo, Uzbekistan National News Agency; UWED website	https://www.uwed.uz/news/563
06.03.2025	Visit of the Secretary General of the Shanghai Cooperation Organisation to UWED	International cooperation / public lecture	UzReport, Dunyo, Uzbekistan National News Agency, Chinese Embassy website; UWED website	https://www.uwed.uz/news/597
19.03.2025	Presentation of English special issue of Vatan journal	Academic press / public event	UzReport, Uzbekistan 24, Renessans TV, Sevimli, Xalq Sozi, Dunyo, UZA, Sputnik, Nuz.uz; UWED website	https://www.uwed.uz/news/622
26.03.2025	Conference on Uzbekistan's WTO accession: legislative and institutional reforms	Academic conference / policy dialogue	Uzbekistan 24, Toshkent TV, Mening Yurtim, Yoshlar, UzReport, Renessans TV, Dunyo, UZA, Parliament website; UWED website	https://www.uwed.uz/news/633
16.04.2025	Visit of European Parliament delegation to UWED	International cooperation	Uzbekistan National News Agency; UWED website	https://www.uwed.uz/news/684
06.05.2025	Visit of Deputy Marshal of the Senate of Poland Michal Kaminskiy to UWED	International cooperation	Dunyo News Agency; UWED website	https://www.uwed.uz/news/747
12.05.2025	Professional development courses for diplomats of the Sultanate of Oman at the Diplomatic Academy	Executive education / international cooperation	Dunyo News Agency; UWED website	https://www.uwed.uz/news/750
20.05.2025	KOICA and UWED signed project on online education system and cyber university environment	Digital transformation / international cooperation	Uzbekistan National News Agency; UWED website	https://www.uwed.uz/news/771
27.05.2025	BDAIM-2025 international scientific-practical conference	Research conference / digitalisation	Dunyo News Agency	
06.06.2025	Expert roundtable on Uzbekistan-France cooperation and Central Asia-EU relations	International expert dialogue	Dunyo News Agency; Uzbekistan National News Agency; UWED website	https://www.uwed.uz/news/802
09.06.2025	Participation of UWED Rector in Uzbekistan-USA Business Forum	Public engagement / international economy	Uzbekistan 24, Sevimli, UzReport; UWED website	https://www.uwed.uz/news/799

Date	Activity	Type	Public coverage / channel	UWED link
11.06.2025	Meeting with Finnish Foreign Minister and OSCE Chair Elina Valtonen at UWED	International cooperation / public lecture	Uzbekistan 24; UWED website	https://www.uwed.uz/news/803
23.07.2025	Graduation ceremony for UWED graduates	Graduation / alumni engagement	UzReport, Mening Yurtim, Dunyo, UZA, Embassy of France; UWED website	https://www.uwed.uz/news/862
01.08.2025	Scientific dialogue on WTO accession processes	Academic discussion / policy dialogue	Uzbekistan National News Agency	
08.08.2025	UWED students participated in Turkish language programmes at MAKU	Student exchange / international cooperation	MAKU official website; UWED website	https://www.uwed.uz/news/871
26.08.2025	International conference on Central Asia facing global economic transformation	International conference / economics	Sevimli TV, UZA, Dunyo; UWED website	https://www.uwed.uz/news/889
03.09.2025	Lecture by OSCE Conflict Prevention Centre Director Kate Fearon	Public lecture / international security	Uzbekistan National News Agency; UWED website	https://www.uwed.uz/news/895
03.09.2025	International roundtable on sustainable development, medicine and geopolitics	International roundtable	Uzbekistan National News Agency; UWED website	https://www.uwed.uz/news/896
07.10.2025	Presentation of monograph on Uzbekistan's soft power diplomacy	Academic publication / public event	Mening Yurtim, Sevimli, Dunyo, UZA; UWED website	https://www.uwed.uz/news/942
10.10.2025	Opening ceremony of the International Young Researchers Summit	Youth research / international cooperation	Yoshlar TV, Madaniyat va Marifat TV, IACIR, UZA, SCO Center; UWED website	https://www.uwed.uz/social-life/949
21.10.2025	Meeting with Korean diplomat Chung Eui-yong	Public lecture / international relations	Uzbekistan National News Agency; UWED website	https://www.uwed.uz/news/981
24.10.2025	Signing of UN Sustainable Development Cooperation Framework 2026-2030 at UWED	International organisation / SDG cooperation	Uzbekistan 24, Renessans, Milliy, UzReport, Mening Yurtim, Sevimli, Dunyo, UN News, Daryo, Gazeta.uz, UZA; UWED website	https://www.uwed.uz/news/983
30.10.2025	Visit of Finnish President Alexander Stubb to UWED	High-level international visit	Uzbekistan 24, Yoshlar, UZA, edu.uz, Dunyo, Qalampir.uz, Nuz.uz; UWED website	https://www.uwed.uz/news/991
08.11.2025	University stage of Zakovat intellectual game	Student activity / intellectual development	Uzbekistan National News Agency; UWED website	https://www.uwed.uz/social-life/1016
19.11.2025	THINK ROAD FORUM 2025 on sustainable development in Central Asia	International forum / research and policy dialogue	Uzbekistan National News Agency; Dunyo; UWED website	https://www.uwed.uz/news/1045
10.12.2025	Presentation of English edition of "New Uzbekistan: The Path of Shavkat Mirziyoyev"	Public event / academic-social dialogue	Sevimli, UzReport, Renessans, Uzbekistan 24, Ishonch, Yangi Uzbekistan, Xalq Sozi, UZA, Dunyo and other media; UWED website	https://www.uwed.uz/news/1121
12.12.2025	Opening ceremony of UWED Model United Nations	Student initiative / international organisations	Uzbekistan National News Agency; Dunyo	