The goal of my talk (based on joint work with D. Kazhdan) is to extend each Hecke algebra $H_q(W)$ to a non-cocommutative Hopf algebra (we call it Hecke-Hopf algebra of $W$) that contains $H_q(W)$ as a coideal.

Our Hecke-Hopf algebras have a number of applications: they generalize Bernstein presentation of Hecke algebras, provide new solutions of quantum Yang-Baxter equation and a large category of endo-functors of $H_q(W)$-Mod, and suggest further generalizations of Hecke algebras.