Asia-Europe Foundation (ASEF)

• **1996:** Inaugural Asia-Europe Meeting (ASEM) Summit

• **1997:** ASEF was established as the only *permanent institution* of ASEM

• 46 partner countries, European Commission and the ASEAN Secretariat
ASEF’s Mission

ASEF seeks to promote mutual understanding, deeper engagement and continuing collaboration among Asia and Europe through greater intellectual, cultural, and people-to-people exchanges between the two regions.
Where to take DEEP?

Database on Education Exchange Programmes

http://deep.asef.org

Bangkok, Thailand I 6 March 2012
I. What is DEEP?
II. DEEP from 2003-present
III. How to continue DEEP?
IV. Acknowledgement of DEEP by the education community
WHAT IS DEEP?

A comprehensive online portal that:

- promotes better awareness of study opportunities among students; and

- encourages mobility within the academic community in the ASEM countries.
WHAT IS DEEP?

- Designed, coordinated and managed by ASEF
- Launched in 2007 (10th anniversary of ASEF)
- Initially funded by the Government of Japan through the Japan Trust Fund (JTF)
WHAT IS DEEP?

DEEP provides *information* on study opportunities in ASEM countries

- 7,000 universities
- Scholarship and exchange programmes
- Official agencies assisting foreign students
- Education systems, entry requirements and credit recognition procedures
DEEP is YOUR GUIDE to studying in Asia and Europe


http://www.teacherspocketbooks.co.uk/

Welcome to DEEP!

Studying in a new environment can be both exciting and daunting, which is why we want to help you with the right tools and information to get you started.

If you're searching for the best place to study abroad or find an exchange programme in Asia or in Europe, you've come to the right site. The Database on Education Exchange Programmes (DEEP) will help you narrow your search and plan your university studies abroad.

Choose from our database of thousands of universities from 38 countries across Asia and Europe. We've got the basic information — from estimated living expenses and tuition fees, to visa requirements, country profiles and much more — to help you find the best country and the best university for your needs.

>>> Read more about DEEP
Yoshiko is in her second year of studying International Business at Osaka University. She would like to spend her next year of studies in Germany and earn a European degree that would also be recognised in Japan.

She is proficient in German and she would like to study in a German-speaking country.

Yoshiko’s parents are not in favour of her plan to study abroad. She will need to fully support herself. Yoshiko would like to find a scholarship. Yoshiko plans to study next year, so she needs to make enquiries with universities quickly.
1. Can DEEP help Yoshiko find universities in Germany where she can finish her International Business degree?

2. What is the university education system like in Germany?

3. Will her qualifications be recognised back home in Japan?

4. Can she obtain a grant to pay for her degree?

5. Yoshiko would like to explain to her parents the advantages of studying abroad. What were the experiences of other young Asians who studied in Europe?
Find universities that offer your desired course.

Do you want to learn about Horticulture in the Netherlands? How about Traditional Medicine in China? If you know what course you are interested in, we can help you find the tertiary institutions in Asia and Europe that offer it.

DEEP can provide you the country profile, links to visa requirements and study resources. What’s more, you’ll be able to search for information on accreditation and financial help offered by your home and host countries.

Data on Asian and European universities courtesy of IAU and Palgrave Macmillan Ltd.
### International Business courses available in the following Universities

<table>
<thead>
<tr>
<th>Country</th>
<th>University</th>
<th>City</th>
<th>Field Of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>Aachen University of Applied Sciences</td>
<td>Aachen</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Anhalt University of Applied Sciences</td>
<td>Köthen</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Bremen University of Applied Sciences</td>
<td>Bremen</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Coburg University of Applied Sciences</td>
<td>Coburg</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Constance University of Applied Sciences</td>
<td>Konstanz</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Dortmund University of Applied Sciences</td>
<td>Dortmund</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>European Business School Oestrich-Winkel</td>
<td>Oestrich-Winkel</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>European Distance Education University of Applied Sciences Hamburg</td>
<td>Hamburg</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>European University Viadrina Frankfurt (Oder)</td>
<td>Frankfurt (Oder)</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Furtwangen University of Applied Sciences</td>
<td>Furtwangen</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Giessen-Friedberg University of Applied Sciences</td>
<td>Giessen</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Harz University of Applied Sciences</td>
<td>Wernigerode</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Heilbronn University of Applied Sciences</td>
<td>Heilbronn</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Hildesheim-Holzminden/Göttingen University of Applied Sciences</td>
<td>Hildesheim</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Hof University of Applied Sciences</td>
<td>Hof</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>International School of Management</td>
<td>Dortmund</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Ludwigshafen University of Applied Sciences</td>
<td>Ludwigshafen</td>
<td>International Business</td>
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<tr>
<td>Germany</td>
<td>Mainz University of Applied Sciences</td>
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</tr>
<tr>
<td>Germany</td>
<td>Munich Business School</td>
<td>München</td>
<td>International Business</td>
</tr>
<tr>
<td>Germany</td>
<td>Offenburg University of Applied Sciences</td>
<td>Offenburg</td>
<td>International Business</td>
</tr>
</tbody>
</table>
International School of Management (ISM) Dortmund

For over a decade the International School of Management, Dortmund – a private state-recognized University of Applied Sciences – offers high-quality, practical and career-focused education programs with a strong international orientation.

The academic program includes German Diplom, Bachelor and Master degrees. Today students can choose between three Diplom study programs: 'International Business', 'Tourism, Event & Hospitality Management' and 'Finance & Asset Management' and a Bachelor of Arts in 'Business Communication'.

Beginning with the winter semester 05/06 the Bachelor of Arts in 'International Management' and in 'Tourism & Event Management' will replace the Diplom degree in accordance with the Bologna process. The newly introduced Master of Arts (M.A.) we are home to 700 students who study in a personal atmosphere, closely guided by faculty and staff members. Students must combine their business studies with English and another language taken from French or Spanish, and complete one or two semesters of study abroad in a European or overseas country. Moreover, two to three obligatory internships as well as two consultancy projects are integrated in the different study programs.

Since 2004 the ISM offers an MBA-program in "General Management" geared towards graduates of all academic disciplines. Students of this eight-month MBA course in Sept. 20
# Contact @ Selected University
## Course: International Business

<table>
<thead>
<tr>
<th>University Name</th>
<th>Tel:</th>
<th>Fax:</th>
</tr>
</thead>
<tbody>
<tr>
<td>International School of Management</td>
<td>+49(231) 9751390</td>
<td>+49(231) 97513939</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address:</th>
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<th>Country:</th>
</tr>
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<tbody>
<tr>
<td>Otto-Hahn-Strasse 19</td>
<td>Dortmund, 44227</td>
<td>Germany</td>
</tr>
<tr>
<td>Email: <a href="mailto:ism@ism-dortmund.de">ism@ism-dortmund.de</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website: <a href="http://www.ism-dortmund.de">http://www.ism-dortmund.de</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The ASEM-DUO Fellowship Programme grants fellowships to university students and teachers to support further study, research and joint lecture.

The programme aims to promote new partnerships between European and Asian higher education institutions.

The Erasmus Mundus is a co-operation and mobility programme in the field of higher education that supports the mobility of students and scholars to and from Europe.

**Support your studies through programmes and scholarships.**

Are there grants and scholarships offered to support your study exchange experience? Is there a special agreement between your university and the one you would like to go to?

This search function provides general information on scholarships, loans and grant facilities. As scholarship notices may frequently change, contact the provider directly for the latest updates.
Does your home country support overseas educational exchanges? Does your preferred country provide mechanisms for foreign students to study in its universities?

Review the list for relevant exchange programmes and contact the agencies for more information on application and deadlines.

Exchange programme/s between Germany and Japan

| ASEM, administered by the ASEM-DUO Fellowship Secretariat | ASEM |
| DAAD/German Academic Exchange Service | German Academic Exchange Service/Deutscher Akademischer Austauschdienst - DAAD |
| JASSO / Japan Student Services Organisation | Japan Student Services Organization |

General links

The ASEM-DUO Fellowship Programme grants fellowships to university students and teachers to support further study, research and joint lecture

The programme aims to promote new partnerships between European and Asian higher education institutions.
Programme: JASSO / Japan Student Services Organisation

Contact

4259 s-3, Nagatsuta-cho Midori-ku Yokohama-shi
Kanagawa
Japan
226-8503
Tel: +86(3) 55206131
Fax: +86(3) 55206121
Email: nippon@jasso.go.jp
Website: http://www.jasso.go.jp

Countries Involved

Countries of origin: Japan

Countries of destination: Austria, Belgium, Brunei Darussalam, Cambodia, China,
   Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary,
   Indonesia, Ireland, Italy, Japan, Korea (Republic of), Laos, Latvia, Lithuania, Luxembourg,
   Malaysia, Malta, Myanmar, Netherlands, Philippines, Poland, Portugal, Singapore, Slovak
   Republic, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam

Programme Details

General
In April 2004, the Japan Scholarship Foundation, the Association of
   International Education, Japan, Center for Domestic and Foreign Students,
   the International Students Institute, and the Kansai International Students
   Institute unified to establish Japan Student Services Organization.

Aims
JASSO aims to nurture creative and well-rounded individuals to make them
   become next generation's leaders, while at the same time promoting
Hear what others have to say about studying abroad.

Know about the wonderful, life-changing experiences that others have had during their stint abroad.

Read their first-hand accounts and gain survival tips on how to adapt to another way of life in a foreign country.

Learn what lessons they learnt beyond the classroom.
“Intense, humbling, eye-opening, challenging and an opportunity of a lifetime” is how Vani Sathisan described her two-year study abroad experience.
Romain Caillaud spent a year in Tokyo, Japan. Find out how his academic experience in Waseda University and joining his university's sumo club helped him change his world view.
DEEP FROM 2003-PRESENT

Phase I (2003-2007)

• Conceptualisation: 2\textsuperscript{nd} General Meeting on the ASEM Education Hub, Singapore; ASEM Symposium on Educational Exchange, Japan (2003)

• Development: website design, data collection and migration (2005-2006)

• Launch in Singapore (April 2007)
Phase II (2008- early 2009)

- Update of data from 38 ASEM countries
- Communication strategy and initial implementation (DEEP Toolkit)
DEEP FROM 2003-PRESENT

DEEP Toolkit
DEEP FROM 2003-PRESENT

TO BE COMPLETED

- Collection of data from 5 additional ASEM countries
- Data migration
- Website enhancement
DEEP FROM 2003-PRESENT

Evaluation Phase (mid 2009-Dec 2011)

- Review of DEEP Portal (desk research, email exchanges, etc.)
- Discussions/meetings with potential partners
Practical Challenges

- Financial and human resource constraints
- Complex data collection (wide-ranging content, update methodology, etc.)
- Withdrawal of technical partner
DEEP FROM 2003-PRESENT

Institutional Challenges

• Absence of an overall long-term strategy
• Expansion of ASEM (2008, 2010)
DEEP at ASEF’s Board of Governors’ Meeting (December 2011)

- DEEP: not sustainable under the same conditions
- Launch of transfer to potential partners
HOW TO CONTINUE DEEP?

SCENARIO 1 – DEEP AS IT IS

• Autonomous website (URL)
• Keep scholarships and country profiles/course data
• Update on a two-year basis by external providers
Implementation requirements

• Human resources:
  2 full-time Project Officers and 1 Intern

• Budget:
  ~ SGD532,000 (every two years)
# Budget Estimation for Scenario 1

<table>
<thead>
<tr>
<th>Items</th>
<th>Costs (SGD)</th>
<th>Costs (€)</th>
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<tbody>
<tr>
<td>Data collection and update</td>
<td>165,879</td>
<td>96,106</td>
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<tr>
<td>Technical maintenance and support (data migration, maintenance,</td>
<td>60,069</td>
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<td>website structure and design)</td>
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<td>Communication and visibility</td>
<td>69,890</td>
<td>40,492</td>
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<tr>
<td>Steering Committee Meeting</td>
<td>12,620</td>
<td>7,312</td>
</tr>
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<td>Human Resources</td>
<td>150,000</td>
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<td>Organisational costs</td>
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<tr>
<td><strong>Total Cost</strong></td>
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<tr>
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<td><strong>Total cost with 10% contingency</strong></td>
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<td><strong>308,113</strong></td>
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</tbody>
</table>
HOW TO CONTINUE DEEP?

SCENARIO 2: ABRIDGED DEEP

• Autonomous website (URL)
• Maintenance of scholarship data; links to country profiles/course data
• Automatic online update system
HOW TO CONTINUE DEEP?

Implementation requirements

- Human resources:
  2 full-time Project Officers and 1 Intern

- Budget:
  - Option A
    SGD495,000 (year 1)
    SGD488,000 (year 2 and succeeding years)
  - Option B
    SGD505,000 (year 1)
    SGD489,000 (year 2 and succeeding years)
## Budget Estimation for Scenario 2: Option A

<table>
<thead>
<tr>
<th>Items</th>
<th>Year One Costs (SGD)</th>
<th>Year One Costs (€)</th>
<th>Year Two and Succeeding years Costs (SGD)</th>
<th>Year Two and Succeeding years Costs (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data collection and update</td>
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<td>64,359</td>
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<td>Technical maintenance and support (data migration,</td>
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<td>automatic online update system: XML data feed)</td>
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<tr>
<td>Communication and visibility</td>
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<td>69,890</td>
<td>40,492</td>
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<tr>
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<td>7,312</td>
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<td>Human Resources</td>
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<td>86,906</td>
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<tr>
<td>Organisational costs</td>
<td>25,000</td>
<td>14,484</td>
<td>25,000</td>
<td>14,484</td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
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<td><strong>443,963</strong></td>
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<td><strong>10% Contingency</strong></td>
<td>44,966</td>
<td>26,052</td>
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<td>25,722</td>
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<td><strong>Total cost with 10% contingency</strong></td>
<td><strong>494,629</strong></td>
<td><strong>286,575</strong></td>
<td><strong>488,359</strong></td>
<td><strong>282,943</strong></td>
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## Budget Estimation for Scenario 2: Option B

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<tr>
<th>Items</th>
<th>Year One Costs (SGD)</th>
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<th>Year Two and Succeeding years Costs (SGD)</th>
<th>Year Two and Succeeding years Costs (€)</th>
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<tr>
<td>Data collection and update</td>
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<tr>
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<tr>
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<td>Steering Committee Meeting</td>
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<td>7,312</td>
<td>12,620</td>
<td>7,312</td>
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<tr>
<td>Human Resources</td>
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<td>86,906</td>
<td>150,000</td>
<td>86,906</td>
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<tr>
<td>Organisational costs</td>
<td>25,000</td>
<td>14,484</td>
<td>25,000</td>
<td>14,484</td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
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<td>10% Contingency</td>
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<td>26,574</td>
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<td><strong>Total cost with 10% contingency</strong></td>
<td>504,529</td>
<td>292,311</td>
<td>489,019</td>
<td>283,325</td>
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ACKNOWLEDGEMENT BY THE EDUCATION COMMUNITY

• 1\textsuperscript{st} Asia-Europe Meeting of Ministers for Education (Berlin, May 2008)
• UNESCO Regional Meeting (Bangkok, Dec 2009)
• Academic Cooperation Europe-Southeast Asia Support – ACCESS White Paper (2009-2010)
• 3\textsuperscript{rd} Asia-Europe Meeting of Ministers for Education (Copenhagen, May 2011)
1st Asia-Europe Meeting of Ministers for Education (Berlin, May 2008)
ACKNOWLEDGEMENT BY THE EDUCATION COMMUNITY

UNESCO Regional Meeting (Bangkok, Dec 2009)

“The DEEP Portal is very comprehensive and particularly useful for students who are looking for study opportunities in Asia and Europe”
“(4.2 Proposed Actions) reinforcing existing cooperation platforms for securing (almost) exhaustive flow and exchange of information on higher education initiatives between the two regions, including the DEEP database for students which is already working and proved useful”
ACKNOWLEDGEMENT BY THE EDUCATION COMMUNITY

3rd Asia-Europe Meeting of Ministers for Education (Copenhagen, May 2011)

“To improve information on study opportunities in ASEM countries by inviting ASEF to update its DEEP database”
It is essential to identify a strategy for DEEP’s long-term sustainability.
ASIA-EUROPE FOUNDATION

UNIVERSITIES

EDUCATION NETWORKS

STUDENT ORGANISATIONS

ASEM GOVERNMENTS

PRIVATE INSTITUTIONS
WHO ARE THE POTENTIAL PARTNERS?

- ASEM Education Secretariat (Nov 2009, Apr 2010)
- MENON Network (Jun 2010)
- UNESCO (Dec 2009)
- StudyPortals (Nov 2009, Feb 2010)
YOU are a potential PARTNER

So much to share
THANK YOU

So much to share
So much to share

http://deep.asef.org