

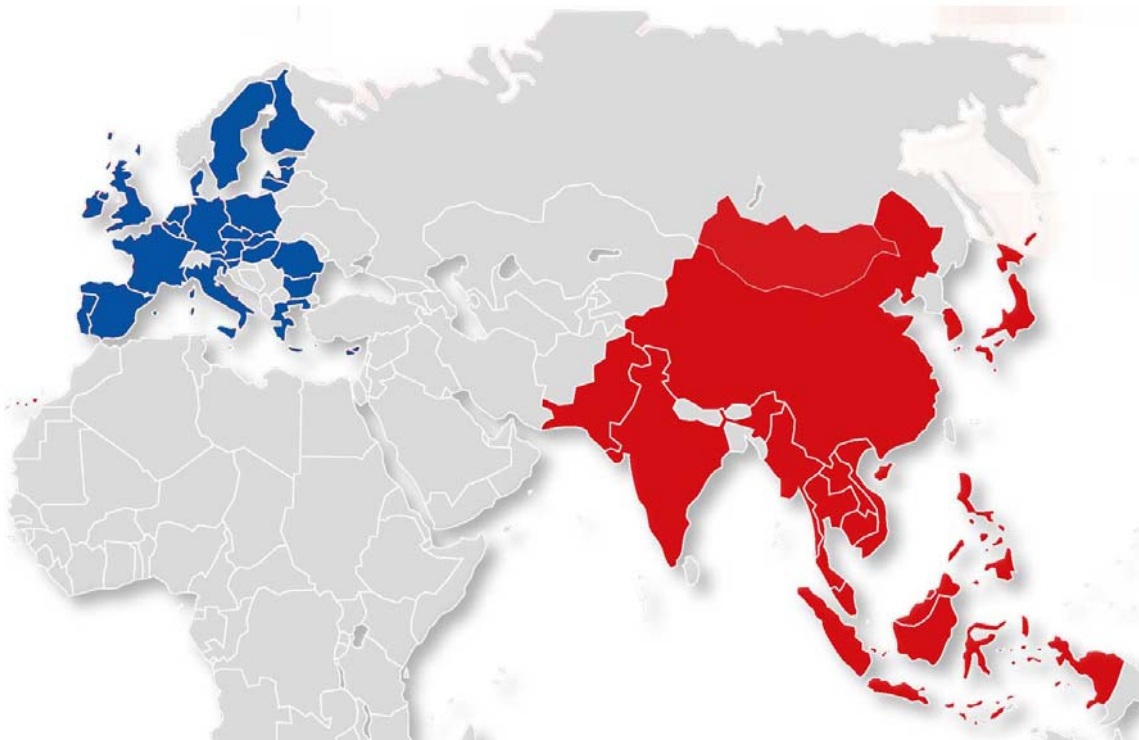
University-Business Cooperation

Sharing knowledge and developing careers

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Director of the ASEM Education Secretariat

I. The Asia Europe Meeting (ASEM) and its members



ASEM is ...

an informal process of dialogue and cooperation between Asia and the EU.

Established in Bangkok (1996)

ASEM members are...

- 27 EU member states
- 16 Asian countries
- European Commission
- ASEAN Secretariat

II. The Wider Political Context of this Forum: Milestones of the ASEM Educational Process

1996: ASEM 1 Summit in Bangkok, Thailand

„The Meeting also supported the strengthening of cooperation on all levels of education and vocational and management training.“

2006: ASEM 6 Summit in Helsinki, Finland

„... leaders stressed the value of continued dialogue and exchange of best practices on questions related to education and training, and welcomed the offer by Germany to host the first ASEM Ministerial Meeting on Education in 2008.“

II. The Wider Political Context of this Forum: Milestones of the ASEM Educational Process

May 2008: First Meeting of the ASEM Education Ministers in Berlin, Germany

May 2009: Second Meeting of the ASEM Education Ministers in Hanoi, Vietnam

„The Meeting agreed: (C1) To establish a rotating ASEM Education Secretariat (...). The Meeting welcomed Germany's offer to host the ASEM Education Secretariat for the first four-year cycle and invited ASEM member countries to join and send in staff.“

Sept. 2009: The AES was established by the German Federal Ministry of Education and Research at the German Academic Exchange Service (DAAD) in Bonn (Germany)

The DAAD has...

- an annual budget of 356 mio euros (2009)
- almost 800 staff
- 63 Regional Offices and Information Centres (IC) all over the world
- 475 DAAD Lecturers
- 85.000 DAAD and ERASMUS scholarship holders p.a.
- around 600 professors on 90 selection committees



DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

The DAAD is...

- **ASEM Education Secretariat**
- National Agency for EU Higher Education Cooperation
- National IAESTE Secretariat (traineeships and internships)
- (Co-)responsible for the Marketing Consortium GATE
- (Co-)responsible for the TestDaF Institut
- (Co-)responsible for “uni-assist”



Federal Ministry
of Education
and Research

DAAD's International Network



■ Offices in Germany ▲ Branch Offices (14) ● Information Centres (IC) (49)

● Office Brussels ● Branch Office in preparation

III. Background of the ASEM University-Business Forum

2008: In Berlin, the ASEM Education Ministerial Meeting agreed

„To propose the establishment of a bi-regional forum involving stakeholders from the education and economic sector to strengthen the dialogue and cooperation between education and industry“

2009: In Hanoi, the Ministerial Meeting agreed

„To set up the ASEM-University Business Forum, as agreed in the first Ministerial Meeting in Berlin, to enhance exchange of views and good practices, and welcomed Thailand for volunteering to organise this activity.“

IV. Aspects of University-Business Cooperation

Mobility

Joint research

Recognition

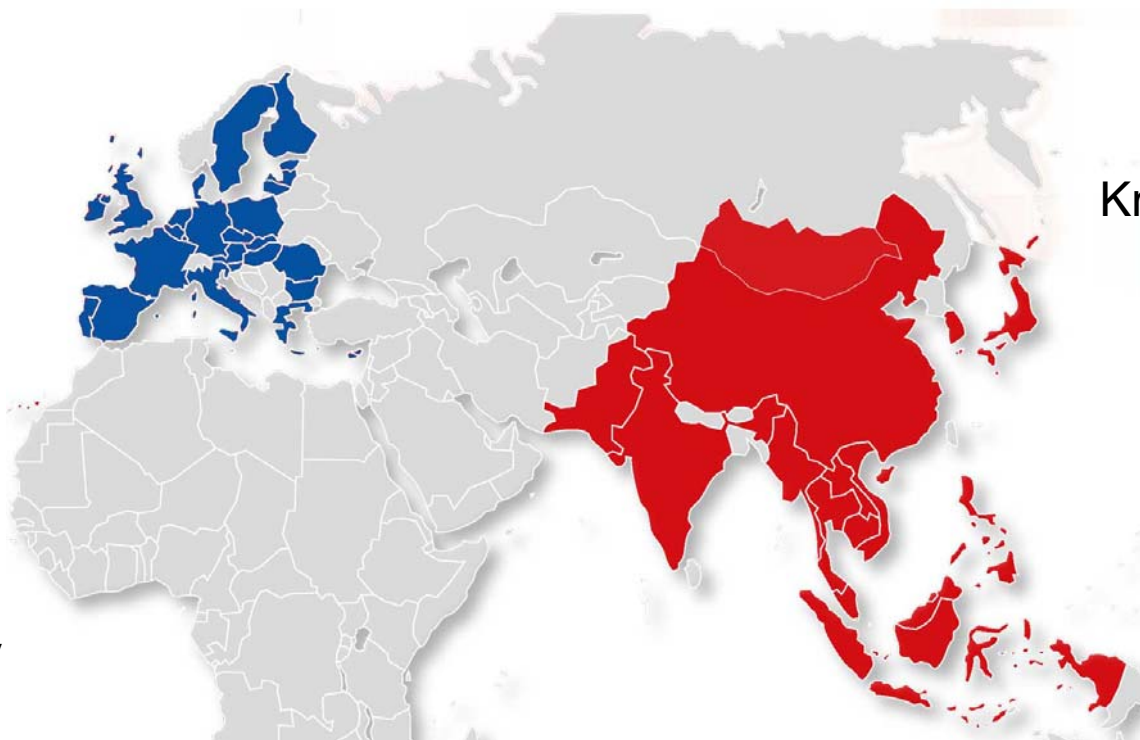
Knowledge transfer

Curriculum
development

Lifelong learning

Employability

Entrepreneurship



Local, regional, national and international dimension

V. Examples of University - Business cooperation between Asia and Europe

- **Mobility**

- IAESTE student placement scheme (739 from ASEM countries per year)
- ERASMUS Mundus I (3.375 Master students from Asian ASEM countries in Europe, incl. practical training)
- EU-Japan VULCANUS student internship programme (566 students since 1996)

- **Structural Cooperation**

- Sino-German School for post-graduate studies at Tongji University, China (29 chair endowments by 25 German enterprises)
- Joint DAAD and Siemens programme for doctoral candidates from China and India (research work at a German university)

VI. Challenges of University-Business Cooperation

- Developing overall strategies for UBC and ensuring adequate investment in education, training and research
- Raising the quality of education, training and research and improving the employability of university graduates
- Curricular challenge: better gearing learning outcomes towards labour market needs (incl. practical experience, entrepreneurial skills, foreign language and intercultural competences)
- Strengthening transfer of knowledge and lifelong learning (incl. continuing education)
- Promoting international UBC and the mobility of students, doctoral candidates, researchers and business staff

VII. Perspectives of ASEM University-Business Cooperation

- Need for a structured and sustainable dialogue between universities and businesses with an exchange of good practice

Recommendation 1: establish a permanent ASEM University–Business Dialogue Forum and exchange experience with the ASEM Asia–Europe Business Forum and the EU University-Business Forum

- Need for support measures

Recommendation 2: organise seminars on specific UBC topics
Recommendation 3: propose an ASEM UB mobility scheme for student placements, teaching and research experience

Thank you very much for your attention

www.asem-education-secretariat.org