3rd ASEM University Business Forum

Driving innovation

The Bonn Declaration

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Overview

The ASEM Education Process – The Structure

Education-Business Cooperation in the ASEMME Context

ASEM University-Business Forums

2nd ASEM University-Business Forum „Destination Employment“

3rd ASEM University-Business Forum „Driving Innovation“

The Way to ASEMME4
The ASEM Education Process – The Structure

Political level:
- Ministers (46 countries), ASEAN Secretariat, EU Commission
- Senior Officials
- ASEM Education Secretariat

Stakeholder level:
- ASEM conferences, seminars, workshops, initiatives of governments, NGOs, networks, institutions
- ASEF AEH
- ASEM Rectors’ Conference

Observers:
- ASEF
- AUN
- EUA
- etc
2008: ASEMME1

(4) 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: ASEMME2

(84) To set up the ASEM University-Business Forum ... to enhance exchange of views and good practices, and welcomed Thailand for volunteering to organise this activity.

2011: ASEMME3

(5) Agreed to make the ASEM University-Business Forum ... an annual event; the Forum should identify examples of good practice, develop ideas and make recommendations on how to improve university-business cooperation between ASEM countries;

2013: ASEMME4

Theme „Strategizing ASEM Education Collaboration“

???
2010: 1st ASEM UB Forum

(4) Promoting university-business/industry mobility of staff and students between Asia and Europe by setting up mobility schemes...

+ other recommendations

2011: 2nd ASEM UB Forum

*Destination Employment*

Recommendations
- to the policy sector,
- to HEIs and
- to employers
to move the employability agenda forward, i.e.
establishing an ASEM Placement Programme

2012: 3rd ASEM UB Forum

*Driving Innovation*

???
2\textsuperscript{nd} ASEM University-Business Forum

„Destination Employment“

The situation:

- A substantial number of graduates experience unemployment.
- Employers are reporting vacancies and skill-shortage.

The aim:

- equip students with the right skills
- produce more, and more employable graduates

What can the policy sector, higher education institutions and the business sector do to enhance students‘ employability?
2nd ASEM University-Business Forum

„Destination Employment“

Strategies
- National policies
- Support mechanisms

Collaboration
- Curriculum development
- Pedagogy
- Staff mobility
- Entrepreneurship

Approaches
- Placements
- Career Services
- (Mobility) Programmes

Recognition
- Diploma supplement
- APEC Diploma Supplement

DAAD
Deutscher Akademischer Austausch Dienst
German Academic Exchange Service
Governments, higher education institutions and employers are encouraged to engage further in debate about enhancing employability.

... to the policy sector
Governments should encourage employers to provide work experience / placements for higher education students. Developments aiming at enhancing employability should be supported by a continuity of resources to ensure that the issue continues to be a priority.
Governments, higher education institutions and employers are encouraged to engage further in debate about enhancing employability.

**... to higher education institutions**

Institutions should develop a strategic, institution-wide approach to employability.

Institutions are encouraged to revise course structures, curricula and pedagogy and continue to embed employability enhancement in curricula. Work experience as part of a study programme or as an extra-curricular activity and thereby obtained qualifications should be described and recognised.
Governments, higher education institutions and employers are encouraged to engage further in debate about enhancing employability.

... to employers and their representative bodies
Employers, employer representative bodies and professional bodies should participate in efforts to enhance the employability of higher education students.
Industry should inform by up-to-date and accurate data both on the actual requirements of employers and on the attributes needed by graduates.
2nd ASEM University-Business Forum - Recommendations

1. Further **strengthening of the international dialogue** on University-Business Cooperation (via seminars, conferences, round tables...)
2. Investigation on **National Strategies for University-Business Cooperation** - implementation - evaluation
3. Comparison between Asian and European **tools of recognition for workplace learning**; ASEM Pass?
4. Enlarging higher education **curricula by practical elements**
5. Enhancing the **entrepreneurial mindset** by offering specific courses
6. Establishing an **ASEM placement programme**
7. Widen the international scope of education to an interregional scope (combining Asian and European „know-how“)
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3rd ASEM University-Business Forum
„Driving Innovation“

What drives innovation?

• Addressing issues;
• making decisions.
• discovering information that impacts the innovation effort.

Contributions by stakeholders?

• Developing highly-skilled people who move between industry and academia;
• providing expertise;
• producing knowledge and translating it into innovative ideas;
The Way to ASEMME4

1st SOM
SOMs draft 1st version of Chair’s Conclusions.

2nd SOM
SOMS draft Final Chair’s Conclusions.

ASEMME4
ASEM Ministers endorse conclusions for future work.

3rd ASEM UB Forum
Participants recommend activities.

5-6 Nov, 2012

13 May 2013

28-29 Jan 2013

14-15 May 2013
THANK YOU FOR YOUR ATTENTION!

For further information please visit the Secretariat‘s website:

http://www.asem-education-secretariat.org

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