

# 3rd ASEM University Business Forum

## *Driving innovation*

## The Bonn Declaration

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ASEM Education Secretariat (AES)

## Overview

The ASEM Education Process – The Structure

Education-Business Cooperation in the ASEMME Context

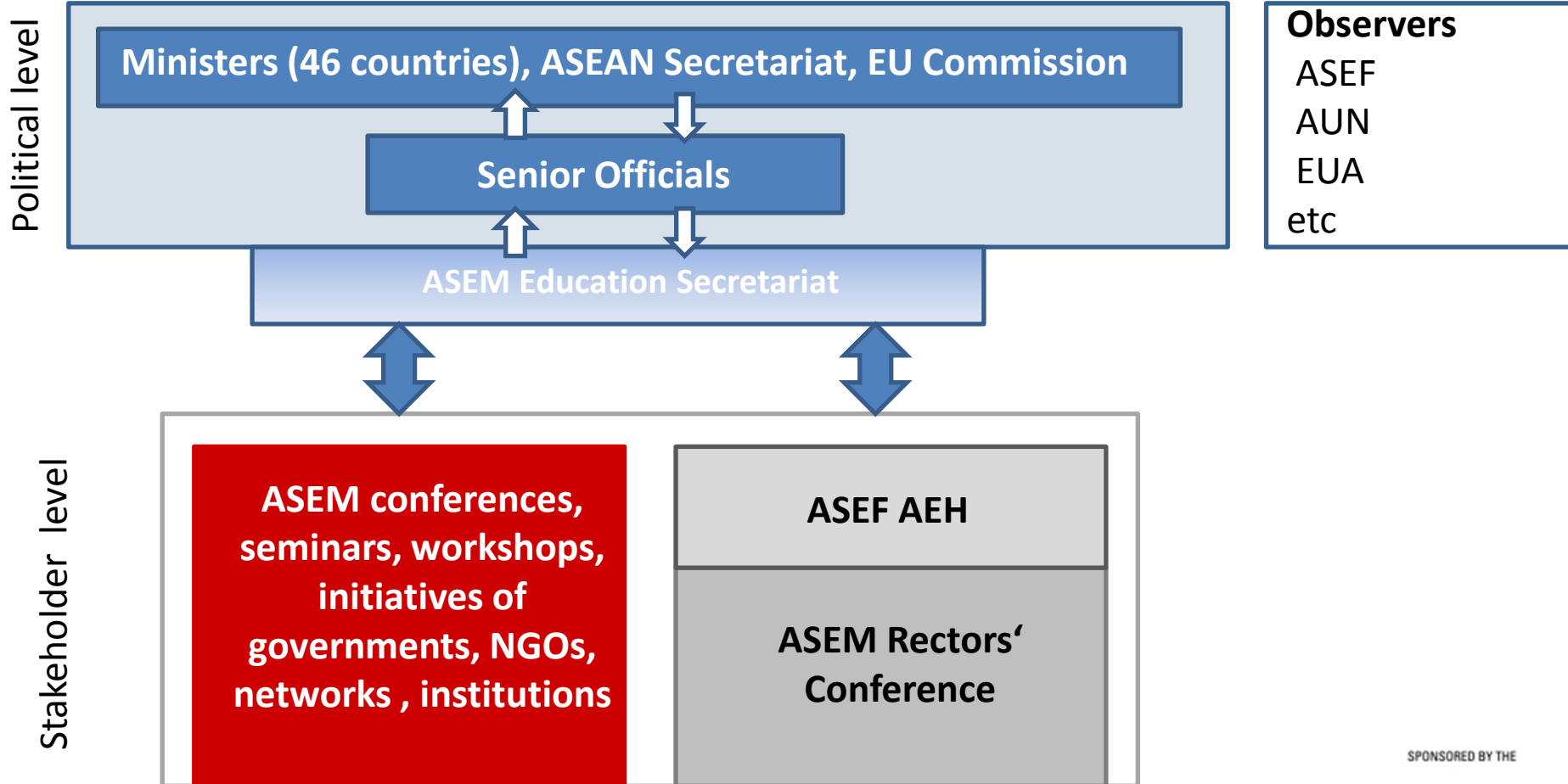
ASEM University-Business Forums

2nd ASEM University-Business Forum „*Destination Employment*“

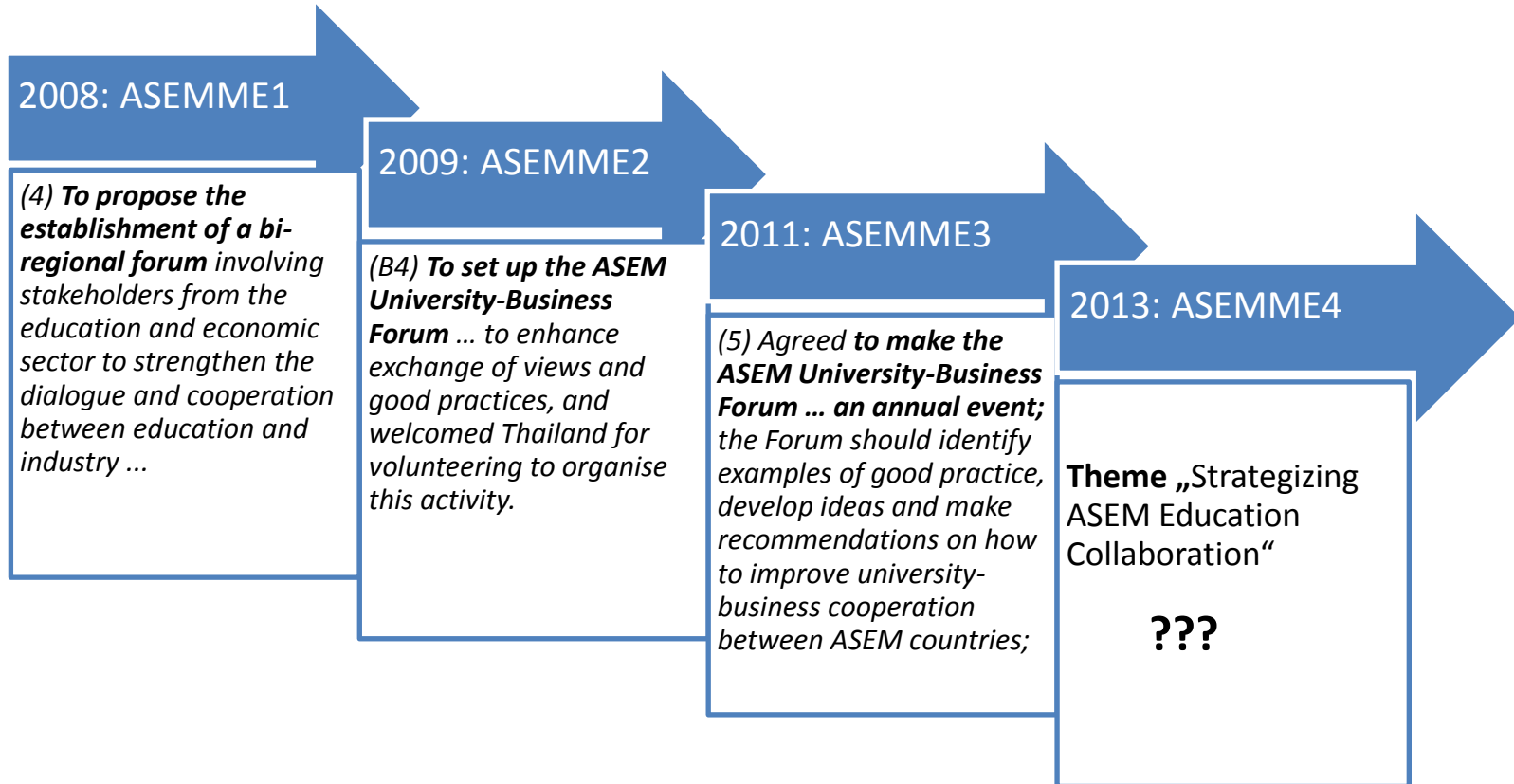
3rd ASEM University-Business Forum „*Driving Innovation*“

The Way to ASEMME4

## The ASEM Education Process – The Structure



## Education-Business Cooperation in the ASEMME Context



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## ASEM University-Business Forums

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**

???

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## 2<sup>nd</sup> 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?**

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## 2<sup>nd</sup> 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

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## 2<sup>nd</sup> ASEM University-Business Forum - Recommendations

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.



## 2<sup>nd</sup> ASEM University-Business Forum - Recommendations

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.

## 2<sup>nd</sup> ASEM University-Business Forum - Recommendations

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.

## 2<sup>nd</sup> 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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## 3<sup>rd</sup> 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;

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## The Way to ASEMME4

### **3<sup>rd</sup> ASEM UB Forum**

Participants  
recommend  
activities.

5-6 Nov, 2012

### **1<sup>st</sup> SOM**

SOMs draft 1<sup>st</sup>  
version of Chair's  
Conclusions.

28-29 Jan 2013

### **2<sup>nd</sup> SOM**

SOMS draft Final  
Chair's  
Conclusions.

13 May 2013

### **ASEMME4**

ASEM Ministers  
endorse  
conclusions for  
future work.

14-15 May 2013

# THANK YOU FOR YOUR ATTENTION!

For further information please visit the  
Secretariat's website:

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

or contact [onyango@daad.de](mailto:onyango@daad.de)