

**20<sup>TH</sup> ASEF  
SUMMER  
UNIVERSITY**  
Gateways to Asia and  
Europe: Connectivity  
by Land, Sea and Air  
**#ASEFSU20**

# OVERVIEW



**15 August to 3 September 2016**

**Beijing (China) – Harbin (China) –  
Vladivostok (Russian Federation) – Chita (Russian Federation) –  
Irkutsk (Russian Federation) – Ulaanbaatar (Mongolia)**

# 20th ASEF Summer University (ASEFSU20)

Gateways to Asia and Europe: Connectivity by Land, Sea and Air

## Background

The philosophy of **ASEF Summer University (ASEFSU)** is to act as a melting pot for young minds of Asia and Europe to collaboratively think, question and propose solutions on pressing societal issues. Since its establishment in 1998 ASEFSU has offered an unparalleled opportunity for students and young professionals to advance their skills while fusing workshops, dialogue-lectures and collaborative exercises.

2016 marks the 20th edition of ASEFSU (ASEFSU20) and is celebrated through a grand journey through the emerging economic corridors of China, Mongolia and the Russian Federation. ASEFSU20 addresses the concept of “Connectivity”, as underscored by the **Asia-Europe Meeting (ASEM)** Leaders at the past Summits and Ministerial Meetings from 3 angles:

### Human Connectivity

Since ASEM’s inception, the Leaders have stressed the importance of engaging youth in the ASEM process. At the **9th ASEM Summit** (ASEM9; 2012; Vientiane, Lao PDR) the Leaders once again “reaffirmed their commitment to strengthen socio-cultural cooperation and promote greater people-to-people interactions through increasing cultural, education, youth, sports and scholarly exchanges”.

### Trade & Economic Cooperation

The ASEM Leaders at the **10th ASEM Summit** (ASEM10; 2014; Milan, Italy) committed to “promoting free and seamless movement of people, trade, investment, energy, information, knowledge and ideas, and greater institutional linkages”.

### Transport

The ASEM10’s Chair Statement also refers to the “establishment of an integrated, sustainable, secure, efficient and convenient air, maritime and land transportation system, including intermodal solutions, in and between Asia and Europe”. Furthermore, at the **3rd ASEM Transport Ministers’ Meeting** (ASEM TMM3; 2015; Riga, Latvia) the Ministers of Transportation decided to “recognize the market potential of environmentally friendly rail-based and just-in-time innovative logistic solutions for globalized manufacturing, e-commerce and access to geographically dispersed markets”.

ASEFSU20 encapsulates all 3 takes on connectivity and is designed as an experiential journey in which the selected ASEFSU20 team will travel through China, Mongolia and the Russian Federation– while unfolding an in-depth understanding of the history, contemporary practices and potential solutions of transportation and trade through land, sea and air.

## Objectives

To promote the historical ties of Asia-Europe relationships and current collaborations in the field of transportation and trade, by organising a high-visibility, large-scale educational journey across 3 ASEM countries for young Asian and European experts from up to 51 nations and by connecting them with governments, business, academia and the civil society to research, collaborate and develop out-of-the-box solutions for real-scenario challenges.

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## Participants & Partners

Students and young professionals from up to 51 ASEM partner countries selected through an Open Call

Local governments, universities and civil society groups from China, the Russian Federation and Mongolia

Businesses in the field of logistics/transportation, trade and commerce

## Programme

The programme is based on a holistic 3-step model:

### Step #1: Online Preparation Phase

Participants will prepare on an e-platform for the diverse travel nature of the journey as well as partake in group and individual based exercises that will provide necessary knowledge prior to embarking on the project.

### Step #2: Knowledge On the Go

The 2-week journey through China, the Russian Federation and Mongolia by various transportation modes (bus, train, ship and plane) will connect Beijing, Harbin, Vladivostok, Chita, Irkutsk and Ulaanbaatar. At each stop the programme includes academic lectures, trainings, site-visits to local transportation hubs, commerce and historical places, and facilitates close interactions with civil society representatives, academics and professionals.

### Step #3: Creation On the Go

#### Team work on solutions for real-scenario challenges

The participants will be grouped into teams and linked with business representatives. Each team will receive a real-scenario challenge phased in an area of transportation. By conducting field research and through feedback sessions with the businesses the teams have to develop out-of-the-box solutions to be presented at the final stop in Beijing, China. These solutions could be in form of, for instance, apps, campaigns, policy-recommendations, business models, etc.

#### Individual travel-logs

Each participant will create a multimedia travel-log capturing the personal impressions and lessons learned. All travel-logs produced in their respective languages will be shared online and act as a bank of collective experiences from the journey.

## Impact & Highlights

### Personal progress for participants

#### Knowledge:

Gain an extensive understanding on transportation and trade issue between Asia and Europe from an historical, social, political and economic angle through lectures, dialogue sessions and meetings with government officials, business representatives, academics and experts in the field

#### Skills training:

Apply and train you skills with real-scenario challenges posed by industry leaders and develop in a team concrete solutions

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## **Intercultural understanding:**

Share and learn from peers and experts in a diverse Asia-Europe and interdisciplinary setting

## **Partnership development and outreach for Asian and European institutions**

### **Business Development:**

Multi-stakeholder engagement of governments, business and academic institutions from 51 ASEM countries with a special focus on China, the Russian Federation and Mongolia

### **Market Solutions and Headhunting:**

Concrete proposals and input to current business and social-economic challenges from potential future employees

### **Promotion:**

Multi-layered outreach and visibility ranging across government channels, academic and social media platforms

## **Contributions to the ASEM Process**

### **Human Connectivity:**

Engagement of youth in the ASEM process through interactions between the youth, government, business and civil society representatives

### **Trade & Economic Cooperation:**

Involvement and expansion of potential partners for the Asia-Europe Business Forum (AEBF)

### **Transport:**

Contribution to the 4th ASEM Transportation Ministers' Meeting (ASEM TMM4) with proposed areas of collaboration based on field research

## **Other highlights**

Promotional multimedia documentation (photo gallery and videos) of the projects, process and results, which will be shown at ASEM Meetings across both regions

Spin-off opportunities and activities among participants and partners, ranging from new business initiatives, representation at conferences, etc.

## **Get in touch!**

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