3rd ASEM Rectors’ Conference
Universities, Businesses and You: For a Sustainable Future
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3rd ASEM Rectors’ Conference (ARC3)

Universities, Businesses and You: For a Sustainable Future
Forewords

Founded in 1997, the Asia-Europe Foundation (ASEF) is the only permanently established institution of the Asia-Europe Meeting (ASEM). ASEF furthers understanding, fosters relationships and facilitates co-operation among the people and institutions of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the fields of governance, economy, sustainable development, public health, culture, and education. Through ASEF, civil society concerns are included in ASEM deliberations, a significant pillar of which is the ASEF Education Process.

The ASEM Rectors’ Conference (ARC) was launched in 2008 as a stakeholder response to the 1st Asia-Europe Meeting of Ministers for Education (ASEMME1). The ARC was recognised as an Official Dialogue Partner of the ministerial meetings, with the Asia-Europe Foundation (ASEF), its driving force, as its Permanent Secretariat. Since then, the ARC has provided a sustainable platform for exchange of university leaders about emerging higher education concerns and aspirations in Asia and Europe. Both the ARC1 (2008 in Berlin, Germany) and ARC2 (2012 in Seoul, Korea) were commended and supported not only by the ASEM governments, but also by the wider ASEM higher education community.

2012 was another milestone year for the ARC. Back-to-back with the 3rd ASEM Rectors’ Conference (ARC3), ASEF launched the Asia-Europe Students’ Forum. It provides a venue for students to be involved in ASEM education policy discussions, thereby widening stakeholder participation in the ASEM Education Process. While the ARC3 focussed on Universities, Business and You: For a Sustainable Future, the Students’ Forum discussed and reflected on Are you Fit for the Future? In times of economic crisis and rapidly rising student numbers, countries are called upon to not only improve access to
education, but also to develop students’ relevant competences and skills for the sustainable growth of their countries’ economies. ASEM university leaders and students agree that university-business-community co-operation is the key to progress towards a sustainable future. The details of these discussions together with the resulting recommendations are embodied in the succeeding pages of this Report. They will be presented to the 4th Asia-Europe Meeting of Ministers for Education (ASEMME4) in May 2013, hosted by the Government of Malaysia.

I want to take this opportunity to thank and congratulate, on behalf of ASEF, the University of Groningen (RUG) and the ASEAN University Network (AUN). Without their co-operation and support, the ARC3 would not have met its success. RUG has proven to be a committed and most gracious host and AUN a long standing partner and champion of the ASEM stakeholder process.

ASEF’s appreciation also goes out to all participants for their inputs and contributions during the two days of discussions. Their ideas, energy and commitment inspire ASEF to continue playing its role as a strong and reliable partner of both ASEM governments and civil society in the ASEM Education Process.

We look forward to your continued support and active involvement in the 4th ASEM Rectors’ Conference (ARC4) and the 2nd Asia-Europe Students’ Forum, both to be hosted by Chulalongkorn University (Bangkok, Thailand) in 2014.

KARSTEN WARNECKE
Deputy Executive Director
Asia-Europe Foundation (ASEF)
The University of Groningen (RUG) had the great honour of hosting the 3rd ASEM Rectors’ Conference (ARC3), including the 1st Asia-Europe Students’ Forum. The Conference brought many inspiring guests from across Asia and Europe to our city.

I would like to express my deepest appreciation to our co-organisers, the Asia-Europe Foundation (ASEF) and the ASEAN University Association (AUN) for their assistance, and also to all participants of the ARC3 who travelled the long distance to our university city, the City of Groningen. Each and every participant contributed to the overwhelming success of this meeting, thereby helping us all to reach our goals.

The recommendations of the ARC3 are of very great value to the University of Groningen (RUG). Students must be educated more broadly as they are our future leaders and will play a determining role in the transition to a sustainable world. We are educating students for life. It is no longer enough to prepare them for a single specific job because over the course of their careers they will hold different positions with varying duties. We also learned about state-of-the-art and important approaches to teaching creativity and entrepreneurship education.

Finally, it is very important that we educate our students in an international setting – international companies require them to be employable all over the world. Co-operation between Asia and Europe offers students and academics the opportunity to experience other cultures, different ways of thinking and new ways of problem-solving. Our students and academics thus gain a shared perspective on the great societal challenges, local and global. We need this perspective if we are to play our role in the transition to a sustainable society.
In Groningen, too, co-operation between universities and the business world was high on the agenda. Once again we could see that business and academia are together able to tackle fundamental issues, such as the international rise in youth unemployment. The ARC3 Conference was a valuable platform for strengthening the ties between industry and higher education, particularly with regard to realizing an innovative, job-creating economy.

I look forward to the successful continuation of Asia-European dialogues to enhance co-operation in the process of higher education at the next Asia-Europe Meeting of Ministers for Education in Kuala Lumpur, Malaysia. May the relations between Asia and Europe prosper!

PROF. SIBRANDES POPPEMA
President
University of Groningen (RUG)
Honorary Consul General
Republic of Korea
It was a great honour for ASEAN University Network (AUN) to be one of the partner organisations of the 3rd ASEM Rectors’ Conference (ARC3) with the theme *Universities, Business and You: For a Sustainable Future* successfully concluded on 24-26 September 2012 in a beautiful city Groningen, the Netherlands.

The three-day conference provided a platform for policy makers, university administrators, representatives from business sectors, academic staffs and youths to exchange ideas and best practices on university-business co-operation, community engagement and university social responsibility models. In addition, this was the first of its kind that allowed youths from Asia to meet youths from Europe to share thoughts and ideas for their future, and university administrators and policy makers to record the voices of our youths who will be the future of our generation.

As always, the ASEM Rectors’ Conference (ARC) was indeed a great venue to renew our commitment in flourishing co-operation between two regions and also paved the way to create new opportunities for co-operation between Asian and European universities. This not only strengthens our partnership towards economic development but more importantly, ensures the development of qualified human capital which is the very foundation of one’s growth. This year’s conference was also a good venue to renew our ties and friendship through two way exchange of perspectives on the various issues affecting the region. It is important that every voices and concerns are considered.
Last but not the least, I would like to take this opportunity to express my congratulations to the Asia-Europe Foundation (ASEF), University of Groningen (RUG) and all partner organisations and institutions for the successful conclusion of the conference. AUN looks forward for future collaborations built on shared values of our two regions and we are looking forward to welcoming all participants for the 4th ASEM Rectors’ Conference (ARC4) to be held in Bangkok, Thailand in 2014.

Thank you.

ASSOC. PROF. DR NANTANA GAJASENI
Executive Director
ASEAN University Network (AUN)
Profiles of Organising Partners

Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) furthers understanding, fosters relationships and facilitates co-operation among the people and institutions of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the fields of governance, economy, sustainable development, public health, culture, and education.

Founded in 1997, ASEF is a not-for-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM). Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have participated in its activities and it has reached wider audiences through networks and web-portals, exhibitions and lectures.

www.asef.org
University of Groningen (RUG)

Founded in 1614, the University of Groningen enjoys an international reputation as one of Europe’s oldest comprehensive research universities, with nearly 30,000 undergraduate, graduate and Ph.D. students and more than 5,000 members of staff. Based in the northern part of the Netherlands, it is firmly rooted in the tradition and history of a city that is proud to be known as the ‘City of Talent’.

In 2011 and 2012, University of Groningen researchers published 30 articles in Nature and Science. Key University of Groningen strategies include attracting prominent and talented researchers and lecturers from all over the world (irrespective of gender), rewarding excellent performance and stimulating interdisciplinary research and teaching. The University of Groningen ranks 89 in the THE World Universities Ranking and is number 5 in the world, according to The Scientist’s “Best Places to Work in Academia in 2012”.

In 2012, some 4,000 international students from over 115 different countries found their way into the University of Groningen’s many English taught degree programmes (19 bachelor’s degree and 90 master’s degree programmes, of which 20 double/joint degree programmes and 8 Erasmus Mundus programmes). Sixty percent of its 1,500 Ph.D. students are from abroad. All Ph.D. programmes are taught in English. According to the 2011 International Student Barometer, a worldwide survey on international student satisfaction, the University of Groningen is the university in the Netherlands that international students are most likely to recommend to their friends and family.

Through interdisciplinary research on the themes Healthy Aging, Energy and Sustainability and Sustainable Society, the University of Groningen addresses some of the major concerns of the 21st century.

The University of Groningen invites you to meet its talented students and researchers, either in person or ‘virtually’, through its website and the social media: Facebook, Twitter, You Tube, Foursquare, RSS and LinkedIn.

www.rug.nl
ASEAN University Network (AUN)

During the 4th ASEAN Summit in 1992, ASEAN leaders called for the strengthening of the region through the promotion of human resource development and higher education. This aspiration has led to the signing of the Charter of the ASEAN University Network and thus the establishment of ASEAN University Network (AUN) in November 1995 with the AUN Secretariat as the main co-ordinating and monitoring agency established in Bangkok, Thailand.

Since its establishment, AUN, the network of leading universities, has been serving as ASEAN’s implementing agency in the field of higher education for the region’s move towards ASEAN Community. The AUN Secretariat serves as co-ordinating and monitoring body. The main functions of the AUN Secretariat cover planning, organising, co-ordinating, monitoring and evaluating AUN programmes and activities. The AUN Secretariat’s tasks also include developing ideas, innovations and proposal for co-operation under AUN as well as to develop plans and mechanisms for sourcing and generating funds for self-reliant and self-sustaining operation of AUN.

Currently, AUN comprises 26 Member Universities from 10 ASEAN Member States and undertake more than 40 collaborative projects within ASEAN and with its dialogue partners, such as China, the European Union (EU), Japan and Korea.

www.aunsec.org