2nd Asia-Europe Education Workshop
Knowledge Societies:
Universities and their Social Responsibilities

5-7 June 2011 | Innsbruck, Austria

Co-organised by the
Asia-Europe Foundation’s ASEM Education Hub (AEH)
and the
University of Innsbruck
Launched in 2010, the Asia-Europe Education Workshops is a flexible format designed by the Asia-Europe Foundation (ASEF)'s ASEM Education Hub (AEH) which aims to tackle the changing context that affects or influences the education sector. Concretely, the Workshops are intended to:

1. collect data and facts from education experts and practitioners reflecting the actual situation in ASEM countries in their full diversity; and
2. submit its outcomes to appropriate education stakeholders (i.e. ASEM Education Ministers, ASEM Rectors' Conference and relevant higher education institutions).

The 1\textsuperscript{st} Asia-Europe Education Workshop was convened in The Philippines on 25-26 March 2010 with the theme \textit{The Impact of the Financial Crisis to Higher Education}.

In accordance to the strategic vision of the Asia-Europe Education Workshop as a complementary platform to continue and/or feed into the discussions of the biennial ASEM Rectors’ Conferences, the 2\textsuperscript{nd} Asia-Europe Education Workshop will focus on Knowledge Societies: Universities and their Social Responsibilities. It provides an avenue to follow-up the discussions at the 2\textsuperscript{nd} ASEM Rectors’ Conference (Seoul, 26-27 October 2010) where knowledge transfer and universities’ responsibility to societies were discussed extensively.

Knowledge is crucial for our societies and economies. As universities play a key role in knowledge creation and innovation, they are bound to contribute significantly to knowledge transfer. The Innsbruck Workshop will expound on the responsibilities of universities to translate knowledge gains to practical benefits for societies as a whole. It will also explore the responsible management of the educational and all other (environmental, societal, labour-market) outputs of universities through an interactive dialogue with ASEM stakeholders.

The workshop does not strive to provide an immediate nor definitive answer to the question of what the social responsibilities of universities in creating knowledge societies in ASEM countries are. Rather, the motivation is to try to find ASEM examples of universities’ good practices with regards to Universities’ Social Responsibility (USR) which can serve as a basis for further cooperation within the ASEM higher education community.

\textbf{II. Objectives and themes}

Specifically, the Innsbruck Workshop aims to:

- Raise awareness on the social responsibility of universities in building knowledge societies;
- Identify key elements of knowledge transfer systems and universities’ social responsibility (USR) in ASEM countries;

\footnotesize{1 Please refer to page 26 for the full description of the ASEM Education Hub (AEH) and its sub-programmes.
2 There are three (3) streams of Asia-Europe Education Workshops:
(i) workshops as a complementary activity to feed the discussions of the ASEM Rectors’ Conference on higher education concerns (such as credit recognition and transfer, quality assurance, mobility and exchanges among others);
(ii) workshops to tackle ASEF’s priority themes on economy and society, environment and sustainable development and public health; and
(iii) workshops to focus on cross-cutting themes of formal and non-formal education.
• Consolidate an overview of national and international research on the topic (identify good practices and examples); and
• Formulate recommendations to universities and governments.

It will be organised around the following sub-themes:

• Sub-theme 1: Universitas today and the mission of universities
• Sub-theme 2: The many faces of University Social Responsibility (USR) in ASEM countries
• Sub-theme 3: Facing new challenges: how does the concept of USR help to address widening access to universities?
• Sub-theme 4: The internationalisation of knowledge (production, transfer and distribution) and the role of USR

III. Workshop organisation and selection of participants

A Preparatory Group was set up in January 2011 to lead the preparations for the Workshop. It is composed of:

• Prof. Erich Thöni, Workshop Convenor and University Representative - International Relations at the University of Innsbruck
• Tan Sri Dzulfiki Razak, Vice-Chancellor of the Universiti Sains Malaysia (USM)
• Dr. Teay Shawyun, President of Southeast Asian Association for Institutional Research (SEAAIR)
• Dr. Annemieke Galema, Director of Knowledge Valorisation Centre, University of Groningen

Roles/Tasks of the Preparatory Group: (1) contribute to the Introductory Paper (comments and inputs); (2) assist in the dissemination of the call for applications to relevant organisations and institutions; (3) assist in the identification of selection criteria; (4) assist in selection of case studies (for USR best practices); (5) assist in the Drafting of the Programme; and (6) assist in the dissemination of outcome/results.

Note: The Introductory Paper was circulated to the participants on 26 May 2011.

Participants. There would be around 35 experts and practitioners from Asia and Europe who have a keen interest in and a proven track record of developing knowledge transfer models with a focus on the social responsibility of universities. They were selected through an open Call for Participation (March-May 2011) with the aim of coming up with a geographically balanced participation from various sectors, as follows:

• university leaders/staff/students;
• policy makers;
• researchers; and
• business and media representatives.

Outcomes and follow-ups

• An E-publication comprising of an Introductory Note and 4-5 selected papers from the case studies and best practices to be shared the expert participants; and
• Presentation of Workshop results to the 3rd ASEM Rectors’ Conference (2012) and the 4th Asia-Europe Meeting of Ministers for Education (ASEMME4, 2013).
PARTICIPANTS (in alphabetical order)

PREPARATORY GROUP
1. Dr. Annemieke Galema, Director of Knowledge Valorisation Centre, University of Groningen, The Netherlands
2. Tan Sri Dzulkifli Razak, Vice-Chancellor of the Universiti Sains Malaysia (USM), Malaysia
3. Dr. Teay Shawyun, President of the Southeast Asian Association for Institutional Research, (SEAAIR)
4. Prof. Erich Thöni, Workshop Convenor and University Representative - International Relations at the University of Innsbruck, Austria

EXPERTS GROUP
1. Prof. Arnulfo P. Azcarraga, Vice-Chancellor for Research, De La Salle University, The Philippines
2. Prof. Agastin Baulraj, Associate Professor of Economics, Saint John’s College, India
4. Prof. Ruben Cabral, Rector, University of Saint Joseph, Macau SAR, China
5. Prof. Masahiro Chikada, Associate Professor, Center for the Studies of Higher Education, Nagoya University, Japan
6. Prof. Lynne Chisholm, Professor, Chair in Education and Generation, Head of the University Research Centre Education - Generation - Life-Course, University of Innsbruck, Austria
7. Prof. Hubert Dürrstein, President, Austrian Exchange Service (OeAD), Austria
8. Dr. Laurent Frideres, University Lecturer in Economic Geography, University of Cambridge, The United Kingdom
9. Dr. Nantana Gajaseni, Executive Director, ASEAN University Network (AUN)
10. Dr. Saran Kaur Gill, Deputy Vice Chancellor, Universiti Kebangsaan Malaysia (UKM), The National University of Malaysia, Malaysia
11. Mr. Florian Kaiser, Social Affairs Committee/ Gender Equality Cross Committee, European Students’ Union (ESU), Belgium
12. Mr. Dietmar Lampert, Researcher, Centre for Social Innovation, Austria
13. Ms. Sin Man Ada Leung, Student Advisor, Centre of Development and Resources for Students, University of Hong Kong, Hong Kong SAR, China
14. **Mr. Pim van Loon**, Research Advisor, Department of Research for Public Policy and Security, Ministry of the Interior and Kingdom Relations of the Netherlands

15. **Prof. Pavlos Michaelides**, Assistant Professor, School of Humanities and Social Science, University of Nicosia, Cyprus

16. **Mr. Zainal Muttaqin**, Expert Staff to Member of Parliament Assigned to Commission of Education, House of Representatives, Indonesia

17. **Ms. Marcella Orrù**, DIMITI International Research Office, University of Trento, Italy

18. **Prof. Luis Manuel Sanchez Ruiz**, Director of the USA/Canada & Asia/Pacific Programs Office, Universidad Politecnica de Valencia, Spain

19. **Ms. Hajra Hafeez-Rehmann**, Executive Director/Founder, Youth Dividend, Pakistan

20. **Mr. Uthaya Santhanam**, Regional Learning and Development Manager, Huawei Technologies, Malaysia

21. **Prof. Vasilios D. Tourasis**, Vice-Rector, Democritus University Thrace, Greece

22. **Ms. Isabelle Turmaine**, International University Association (IAU), UNESCO

23. **Mr. Artur Wieczorek**, Foreign Affairs Committee, Chairman of the Student Government, Jagiellonian University, Krakow, Poland

**GUESTS OF HONOURS**

1. **Mag. Elmar Pichl**, Chief of Cabinet to the Minister for Science and Research and Deputy Director General, Austrian Federal Ministry of Science and Research

2. **Prof. Dr. Margret Friedrich**, Vice-Rector for Teaching and Students, University of Innsbruck, Austria

**OBSERVERS**

1. **Ms. Zhang Shansan**, ASEM Officer, ASEM Education Secretariat

2. **Prof. Ir Dr Riza Atiq Rahmat**, Director, Centre for Academic Advancement, Universiti Kebangsaan Malaysia, The National University of Malaysia, Malaysia (TBC)

3. Representatives from University of Innsbruck, Austria

**ASIA-EUROPE FOUNDATION (ASEF)**

1. **Ambassador Nguyen Quoc Khanh**, Deputy Executive Director, (ASEF)

2. **Ms. Helen Sophia Chua Balderama**, Project Executive, and Coordinator of ASEM Education Hub (AEH), ASEF

3. **Ms. Do Nhu Quynh**, Project Officer, AEH, ASEF

4. **Ms. Chripa Schneller**, AEH Special Advisor, AEH
# Programme

**Sunday, 5 June**  
Arrival of participants  
17.30-19.00 Welcome Reception at the Hotel Goldener Adler, Goethe-Stube (optional)

**Monday, 6 June**  
1st day of the Workshop  
8.45 Registration  
9.15 Welcome and Introduction  
**Prof. Dr. Margret Friedrich** (Vice-Rector for Teaching and Students, University of Innsbruck)  
**Ambassador Nguyen Quoc Khanh** (Deputy Executive Director, Asia-Europe Foundation - ASEF)  
**Prof. Erich Thöni** (Workshop Convenor and University Representative - International Relations at the University of Innsbruck, Austria)

9.35 Opening Keynote  
**Mag. Elmar Pichl**  
(Chief of Cabinet to the Minister for Science and Research  
Deputy Director General, Austrian Federal Ministry of Science and Research)

10.00 Coffee break  
10.15 Panel 1: “Universitas“ today and the mission of universities  
The session will address the following questions:  
What does Universitas stand for today (aims, values)?  
What are the links between educational and environmental, societal, economical (labour-market) outputs of universities?  
How do universities define their mission (in creating knowledge societies)?  
How do they assess their own impact beyond educational outputs (up to: critical evaluation of societal development)?

Chair:  
**Dr. Teay Shawyun** (President of the Southeast Asian Association for Institutional Research - SEAAR)

Case examples (10 minutes each):  
**Mr. Uthaya Santhanam** (Regional Learning and Development Manager, Huawei Technologies, Malaysia)  
**Prof. Luis Manuel Sanchez Ruiz** (Director of the USA/Canada & Asia/Pacific Programs Office, Universidad Politecnica de Valencia, Spain)

Panellists:  
**Mr. Zainal Muttaqin** (Expert Staff to Member of Parliament assigned to Commission of Education, House of Representatives, Indonesia)  
**Dr. Laurent Frideres** (University Lecturer in Economic Geography, University of Cambridge, The United Kingdom)
Panel 2: The many faces of University Social Responsibility (USR) in ASEM countries -our common features

The session is dedicated to the following:
Looking at knowledge societies (and specifically at knowledge production and transfer for the use of society): What does USR mean to stakeholders? Do we have a common understanding?
Can we identify universities with a specific USR strategic model?
Are there strategic knowledge production (research) and knowledge transfer (education/teaching) models in place (e.g. research/teaching criteria; thematic research targets; knowledge evaluation and valorisation centres)?
What are the intended objectives in each context (education vs. training; global – national – regional dimension; LLL; “excessive education”)?

Chair:
Prof. Ruben Cabral (Rector, University of Saint Joseph, Macau SAR, China)

Case examples (10 minutes each):
Prof. Masahiro Chikada (Associate Professor, Center for the Studies of Higher Education, Nagoya University, Japan)
Dr. Annemieke Galema (Director of the Valorisation Office of the University of Groningen, The Netherlands)

Panellists:
Ms. Tran Binh (Editor, Vietnam Forum of Environment Journalists/Hanoi Radio and Television, Vietnam)
Mr. Dietmar Lampert (Researcher, Centre for Social Innovation, Austria)
Prof. Vasilios D. Tourasis (Vice-Rector, Democritus University Thrace, Greece)
Dr. Saran Kaur Gill (Deputy Vice Chancellor, Universiti Kebangsaan Malaysia – UKM, The National University of Malaysia, Malaysia)

15:15 Coffee break

15:45 Wrap-up of day 1
Ms. Chripa Schneller (AEH Special Advisor, Asia-Europe Foundation)

16:15 Sightseeing - Old Town of Innsbruck (Golden Roof, Palace, Royal Chapel)

19:45 Special Dinner hosted by the Province of Tyrol and the City of Innsbruck at the Hotel Goldener Adler
Tuesday, 7 June 2011

2nd day of the Workshop

8.30 **Panel 3: Facing new challenges: How does the concept of USR help to address widening access to universities (knowledge distribution)?**

The session will look at social inequalities and ask what is/will be the role of universities in addressing them? Taking into account various objectives (elite education vs. education for all / tuition vs. free education/Entrance barriers vs. open access), it will explore the impacts/limits of widening access to (higher) education.

Specific questions:
How can societies tap their full potential?
(How) can a USR strategic model address this challenge?

Chair:  
**Prof. Lynne Chisholm** (Professor, Chair in Education and Generation, Head of the University Research Centre Education - Generation - Lifecourse, University of Innsbruck, Austria)

Case examples (10 minutes each):
- **Prof. Agastin Baulraj** (Associate Professor of Economics, Saint John’s College, India)
- **Mr. Florian Kaiser** (Social Affairs Committee/ Gender Equality Cross Committee, European Students’ Union (ESU), Belgium)

Panellists:
- **Ms. Marcella Orrù** (DIMTI International Research Office, University of Trento, Italy)
- **Prof. Pavlos Michaelides** (Assistant Professor, School of Humanities and Social Science, University of Nicosia, Cyprus)
- **Tan Sri Dzulkifli Razak** (Vice-Chancellor of the Universiti Sains Malaysia (USM), Malaysia)
- **Ms. Chiipa Schneller** (AEH Special Advisor, Asia-Europe Foundation)

10.30 Coffee break

11.00 **Panel 4: The internationalisation of knowledge (production, transfer and distribution) and the role of USR**

What is the relationship between internationalisation of higher education/research and USR?
How can USR help to address the (education-related) “Millennium Development Goals” and the “Education for All” objectives?
What is the role of education cooperation within official development assistance? What are the implications of internationalisation of knowledge for higher education mobility and development cooperation?

Chair:  
**Dr. Nantana Gajaseni** (Executive Director, ASEAN University Network – AUN)

Case examples (10 minutes each):
- **Ms. Hajra Hafeez-ur-Rehmann** (Executive Director/Founder, Youth Dividend, Pakistan)
Mr. Artur Wieczorek (Foreign Affairs Committee, Chairman of the Student Government, Jagiellonian University, Krakow, Poland)

Panellists:
Ms. Isabelle Turmaine (Director, Information Centre and Services, International Association of Universities (IAU), UNESCO)
Mr. Pim van Loon (Research Advisor, Department of research for public policy and security, Ministry of the Interior and Kingdom Relations of the Netherlands)
Ms. Sin Man Ada Leung (Student Advisor, Centre of Development and Resources for Students, University of Hong Kong SAR, China)

13.00 Lunch

14:00 Plenary discussion, preparation of main lines of workshop outcomes
Chair: Prof. Hubert Dünstein (CEO, Austrian Agency for International Cooperation in Education and Research – OeAD-GmbH, Austria)

15:30 Wrap-up and invitation to cultural programme
Chair: Prof. Erich Thöni (Workshop Convenor and University Representative - International Relations at the University of Innsbruck, Austria)

16:00 Cultural Programme: Bergisel (Jumping Hill, Tour)

20:00 Farewell Dinner hosted by the University of Innsbruck at Gasthof Kranebitten

Wednesday, 8 June 3rd day of the Workshop

10.00 University visit – Main building (optional)

Master of Ceremony: Mag. Michael Barth, University of Innsbruck
PRACTICAL INFORMATION

Workshop Organisers

Asia-Europe Foundation (ASEF)

(Ms) Helen Sophia CHUA BALDERAMA
Project Executive, ASEM Education Hub
People-to-People Exchange
Asia-Europe Foundation
31 Heng Mui Keng Terrace
Singapore 119595
Tel: +65 6874 9715
Fax: +65-6872 1207
Email: helen.chuabalderama@asef.org

(Ms) Nhu Quynh DO
Project Officer, ASEM Education Hub
People-to-People Exchange
Asia-Europe Foundation
31 Heng Mui Keng Terrace
Singapore 119595
Tel: +65 6874 9726
Fax: +65-6872 1207
Email: nhuquynh.do@asef.org

University of Innsbruck

Prof Erich Thöni
Workshop Convenor and University
Representative
International Relations
University of Innsbruck, Austria
Tel: +43 5125077154
Fax: +43 5125072970
Email: erich.thoeni@uibk.ac.at

Workshop Venue

Claudiana
Room “Claudia-Saal”, 2nd Floor
Herzog Friedrich-Str. 3
6020 Innsbruck, Austria

• Claudiana was the old Government building of the Tyrol and now serves as the International Office (IO) of the University of Innsbruck.
• Claudiana is located in the Old Town of Innsbruck, opposite to the Hotel Goldener Adler and within walking-distance from the 3 Workshop hotels (2-4 minutes). Please see the map on page 19.
• Please use your laptop with good batteries, as the Workshop venue Claudiana is an old building with only limited access to electricity. W-Lan is available in Claudiana.

Contact persons

HR Dr. Mathias Schennach
Head of International Office
Tel: +43-512-507-2040
Email: mathias.schennach@uibk.ac.at

Mrs. Marina Muser
Secretary to Prof. Erich Thöni
Department of Public Finance
Tel:+43-512-507-7155
Email: marina.muser@uibk.ac.at
2nd Asia-Europe Education Workshop Secretariat will be located on the 1st Floor of Claudiana

Workshop Registration is scheduled on Monday, 6 June at 8:45-9:00 at the ground floor of Claudiana.

Accommodation

Hotel Goldener Adler (2 minutes from Claudiana)
Herzog - Friedrich Str 6
Innsbruck, A-6020, AT
Phone: +43 (512) 571111 Fax: +43 (512) 584409

Hotel Maximilian (4 minutes from Claudiana)
Marktgraben 7-9 (Zentrum)
6020 Innsbruck
Phone: +43 (512) 599670 Fax: +43 (512) 577450

Hotel Mondschein (4 minutes from Claudiana)
Mariahilfstrasse 6
6020 Innsbruck, Austria
Phone: +43 (512) 22 784 Fax: +43 (512) 22 784 90

Check-in time: 14:00
Check-out time: 11:00

Contact person
Mrs. Marina Muser
Secretary to Prof. Erich Thöni
Department of Public Finance, University of Innsbruck
Tel: +43-512-507-7155
Email: marina.muser@uibk.ac.at

The organisers will provide accommodation for a maximum of three nights’ stay (from 5-7 June 2011) for the participants. If you wish to extend your stay, the extra night(s) will be under your personal account.

All other incidentals (cost for accompanying persons, overseas telephone calls and fax, room service, laundry and mini-bar charges) will be borne by the participants.

Note: Hotel rate in Austria is per person not per room; therefore; the room rate for the 2nd person is almost equivalent to that of the 1st person.

Airport Transfer/Travel by Train

Approximate travel time between Innsbruck Kranebitten Airport and the Workshop hotels is about 10 minutes by taxi.
The organisers will arrange for incoming (5 June) and outgoing (8 June) airport transfer. A student assistant will wait for participants at the Airport Arrival Hall and direct participants to the Taxi parking lots.

Participants travelling to Innsbruck by train are advised to take taxi from the Innsbruck train stations to the Workshop hotels and will get reimbursement for the incoming taxi fares. The outgoing trip from the hotels to the train stations will be borne by the participants.

Note: Participants who wish to extend their stays will be responsible for their own transportation (applicable for both air/ train travel).

**Receptions/Meals**

**Breakfast** will be served at the respective hotels (from 7:00).

**Lunch** shall be served at Claudia (Room Türing-Saal).

**Welcome Reception on 5 June, 2011** (from 17:30 -19:00) at the Hotel Goldener Adler, Goethe-Stube (optional)

**Official Dinner on 6 June, 2011** (from 19:45) at Hotel Goldener Adler, hosted by the Land Tyrol/ Stadt Innsbruck

**Farewell Dinner on 7 June, 2011** (from 20:00) at Gasthaus Kranebitterhof, hosted by the University of Innsbruck

Note: Transportation will be provided to and from dinner venue on 7 June. Please promptly advise the organisers, in your participation form, of any dietary restrictions.

**Cultural Tours/ School Visit**

<table>
<thead>
<tr>
<th>Time and Date</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:30 - 6 June</td>
<td>Sightseeing – Old Town of Innsbruck (Golden Roof, Palace, Royal Chapel)</td>
</tr>
<tr>
<td>16:00 - 7 June</td>
<td>Cultural Programme: Bergisel (Jumping Hill, Tour)</td>
</tr>
<tr>
<td>10:00 - 8 June</td>
<td>University visit – Main building (optional)</td>
</tr>
</tbody>
</table>
**Currency, Foreign Exchange and ATMs**

Currency and money: Euro (EUR)

Money exchange is available at banks and “Bureaux de Change”. Austrian banks are generally open between 08:30 and 15:30, Monday to Friday. Banks close on Saturday and Sunday, but exchange offices at airports and major city rail terminals are open seven days a week.

ATMs are easily found in Innsbruck where you could use Maestro/Cirrus, Visa, MasterCard, Maestro/Cirrus cards.

Major credit and debit cards are widely accepted. However, small hotels and restaurants may only accept cash.

A 10-15% service charge is normally added to hotel and restaurant bills in Austria. Additionally, it is customary to leave another 5% of the bill(s) if you are satisfied with a service. It is common to give the money to a waiter rather than leave it on a table. Taxi expects a tip of 10% of a taxi fare.

**Electric Outlets**

Electricity: 220 volts

Outlets:

The outlet in Innsbruck is European standard. If you do not have an adapter you can borrow it from the hotels’ front desk.

**Reimbursements**

Please note that the travel subsidy is capped at EUR1000 for participants travelling from Asia and EUR400 for participants travelling within Europe. Travel reimbursements will be made exclusively via wire transfer upon presentation of relevant travel documents.

Please submit the following documents during registration:

- **Original boarding passes**

  Note: Please submit the Arrival boarding pass at the registration and kindly send the Departure boarding pass to ASEF upon the completion of your trip.

  Please kindly have the original boarding pass(es) glued on an A4 paper so that it will not be missing.
**Photocopy of airplane/train ticket(s)**

**Original travel agent invoice / receipt for airfare or train ticket**

Note: For on-line flight bookings, please ensure that the payment details (credit card number and amount paid) appear in the confirmation. Otherwise, credit card statements should be submitted as proof of payment.

***If the original invoice/receipt for airfare, train ticket has to be kept by your School/Organisation because the School/Organisation is paying for your airfare, the alternative solutions are:***

1. If the reimbursement is to be made to the bank account of your School/Organisation

   Please request your school/organisation to issue ASEF an original invoice, stating the cost of airfare which will be borne by ASEF and the portion which will be borne by your School/Organisation (in the remarks section). This has to be accompanied by a photocopy of the travel agent's invoice/receipt.

   **Photocopy of travel agent’s invoice/receipt for airfare or train ticket**

   **Original invoice from your School/organisation**

2. If the reimbursement is to be made to your bank account

   Please provide a confirmation note on why only a photocopy of the travel agent’s invoice is provided to ASEF. This has to be supported with a confirmation note from your School/Organisation stating the actual amount and disbursement date and that the original invoice has to be kept by the school/organisation for some specific reasons.

   **Photocopy of travel agent’s invoice/receipt for airfare or train ticket**

   **A confirmation note from you**

   **A confirmation note from your School/organisation**

Sponsored participants unable to submit complete reimbursement documents during the on-site registration at the venue may send them to ASEF via post or courier service after the Workshop by **30 June 2011**. It will require at least 15-20 working days for transfer of funds to the stipulated bank account after ASEF-AEH receives all the relevant documents.

Per Diem is not provided by the organisers. Costs of any accompanying guests or family members will not be covered.
The Asia-Europe Foundation (ASEF) promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM). ASEF was established in February 1997 by the participating governments of ASEM and has since implemented over 500 projects, engaging over 15,000 direct participants as well as reaching out to a much wider audience in Asia and Europe. www.asef.org

* ASEM now brings together 46 member states (Australia, Austria, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, India, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, The United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat. www.aseminfoboard.org
The University of Innsbruck was founded in 1669 and is the biggest and most important research and education institution in western Austria, today comprised of almost 27,000 students and more than 4,000 staff and faculty members. Located in the heart of the Alps, the University of Innsbruck offers the best conditions for successful research and teaching, and international rankings confirm the University’s leading role in basic research.

In such a productive environment 15 faculties provide a broad spectrum of programs in all fields of study. In order to promote international exchange in research and teaching, the University collaborates with numerous international research and education institution.
Innsbruck is the capital of the Land/State of Tyrol and calls itself ‘The Capital of the Alps’ with all its cultural diversity. It has a history of 800 years.

All important eras – from the Gothic, Baroque and Renaissance to the KK-monarchy – take the visitors on a journey back in time. Lovers of modern art will find plenty of galleries and special exhibitions here for a rewarding visit.

The city offers art treasures and is famous for buildings such as the Golden Roof, the Hofburg and Ambras castle. It combines tradition and modernity: City strolls and mountaineering, Baroque operas and folklore music, Tuxedos and Lederhosen.

Innsbruck - the Capital of the Alps - was two-time host of the Olympic Winter Games (1964 and 1976) and will be the host of the 1st Youth Olympic Winter Games in 2012.
Innsbruck has always had a central role to play in Europe. At the beginning of the 16th century, Emperor Maximilian I made the city his residence and by doing so created the conditions for a thriving economic and cultural life.

Tradespeople appreciated the ideal location of Innsbruck and used Brenner as the lowest Alpine pass. Connections to important transport routes established the basis for Innsbruck’s rise as a center of business, trade, conventions and tourism. Both the structure of small and medium-sized businesses as well as the position as a center for services should be maintained.

Languages and religion

German is the official language in Austria. A lot of the Austrians, however, can communicate in English. Note that all public announcements on trams, subways and buses are in German.

The majority of the population in Austria is Roman Catholic. There is a much smaller group of Lutherans. The number of Muslims in Austria has increased in recent years. Freedom of religion is guaranteed in the Constitution.

How to get to Innsbruck

- **Innsbruck by plane**

Innsbruck lies at the ‘real heart’ of Europe. Innsbruck-Kranebitten, the local airport, is located more or less in the city. It offers direct connections to Vienna, Frankfurt, Amsterdam, London and others.

- **Innsbruck by train**

Innsbruck has good rail connections with Europe and the rest of Austria. Visit the ÖBB website (http://www.oebb.at/en/) for more information.

- **Innsbruck by car**

Main routes leading to Innsbruck are the A12 Inntalautobahn-Ost from Germany, Salzburg, Linz and Vienna, the A13 Brennerautobahn from Italy and points in the South, and the A12 Inntalautobahn-West from Switzerland and points in the West.

In Austria, the use of motorways and expressways is subject to payment of a toll.
Austria is a federal republic with a parliamentary democracy. Its population is about 8.4 million. With an area of 83,858 sq km, Austria consists of 9 independent federal states (Burgenland, Carinthia, Lower Austria, Upper Austria, Salzburg, Styria, Tyrol, Vorarlberg and Vienna) with their own provincial governments.

Like most European countries, Austria looks back on a very eventful history. Yet there are some elements of the Austrian character that haven’t changed much over the centuries: the partiality for indulgence, beauty, and cultivation have always been driving forces in the country’s past and present.


Austria has been a Member of the European Union (EU) since the beginning of 1995. As one of the most prosperous and stable EU member states, Austria offers the best prerequisites in this respect. The Austrian economic system is characterised by a free market economy with a strong social focus. Austria is a highly developed industrialised country with an important service sector. The foremost industries are foodstuffs and luxury commodities, mechanical and electronic engineering and steel construction, chemicals and vehicle manufacturing. Austria is world-famous for its arts and crafts, most notably fine hand-crafted items, costume jewelry, ceramics and glassware. The country’s most important service sector is tourism.

At the beginning of the 21st century, Austria is a modern, self-confident, positive and forward-looking EU member state.
ASIA-EUROPE FOUNDATION (ASEF) and the ASEM EDUCATION HUB (AEH)

Mr Zhang Hongtie
Director, People-to-People Exchange Department (P2P), ASEF

Zhang Hongtie is the Director of People-to-People Exchange at the Asia-Europe Foundation, seconded by the Chinese Ministry of Foreign Affairs.

Hongtie has held different positions in the Chinese diplomatic service both home and abroad prior to his secondment to ASEF. He was Counselor of the Information Department at the Ministry of Foreign Affairs of China before he joined ASEF.

Hongtie attained his BA degree in English Literature at China's Tianjin Foreign Languages Institute. Other than his mother tongue (Mandarin), he speaks English and some very basic French. His personal hobby includes history, ancient Chinese philosophy, music, literature, short-distance jogging, and Taiji.

Ms Edwige Rozier
Assistant Director, People-to-People Exchange Department (P2P), ASEF

Edwige Rozier supervises the activities of the People-to-People Exchange department (P2P), which consist of formal and non-formal education projects targeted at young people.

She joined ASEF in January 2008 as Project Officer for P2P in charge of the Database on Education Exchange Programmes (DEEP). Prior to becoming Project Manager, Edwige was Project Executive responsible for ASEF’s higher education cooperation initiatives within the framework of the ASEM Education Hub (AEH). Before joining ASEF, Edwige worked in finance, sales, marketing, and public relations. She also trained at the Academic Cooperation Association in Brussels, a think tank in the area of international cooperation in higher education. Edwige’s educational background includes the study of the English language, literature, and civilisation with a specialisation in American civilisation.

Ms Helen Sophia Chua Balderama
Project Executive, ASEM Education Hub, P2P, ASEF

Helen Chua Balderama is the Coordinator of ASEF’s higher education cooperation initiatives within the framework of the ASEM Education Hub (AEH).

She joined ASEF in August 2008. Prior to this, Helen was Development Management Officer at the UNESCO National Commission of the Philippines (UNACOM). In-charge of education and youth programmes, she worked closely with UNESCO Offices (Bangkok, Jakarta, and Paris) and national education agencies to implement UNESCO’s projects in the Philippines. From 2005-2006, she was part of the team tasked to conduct a National Survey of Lifelong Learning Programmes – a project supported by the Commission on Higher Education. Helen studied Philosophy at the University of the Philippines and earned a postgraduate degree on Cultural Projects for Development from the International Labour Organization Training Centre (ITC-ILO) in Turin. She completed her Master’s degree in Public Administration from the Lee Kuan Yew School of Public Policy (LKYSSP) at the National University of Singapore.
Ms Do Nhu Quynh
Project Officer, ASEM Education Hub, P2P, ASEF

Nhu Quynh Do joined ASEF in July 2009 as a Project Officer. She manages projects under the ASEM Education Hub framework.

Prior to joining ASEF, Quynh worked as Assistant Programme Officer in the UNESCO Country Office in Vietnam, where she coordinated projects initiated by UNESCO to support the government of Vietnam in formulating and implementing policies in culture and education. She developed good working relationships with various Vietnam government agencies as well as UNESCO headquarters (Paris, France) and UNESCO Bangkok (Thailand). Quynh earned her Master’s degree in Public Policy through a Li Ka Shing Scholarship at the Lee Kuan Yew School of Public Policy (LKYSPP), National University of Singapore and the Graduate Institute for International and Development Studies (HEI), University of Geneva (Switzerland).

Ms Chripa Schneller
Special Advisor, ASEM Education Hub

Chripa Schneller joined ASEF’s ASEM Education Hub (AEH) as Special Advisor in 2009. With the AEH team within ASEF’s P2P Department, Chripa supports the implementation of the AEH initiatives (Asia-Europe Education Workshop, ASEM Rectors’ Conference among others). Chripa, who is currently pursuing a PhD on access and participation of migrant students in tertiary education in Germany, has worked and published widely in European higher education policy. Before joining ASEF, she was Policy Officer at the Academic Cooperation Association (ACA) in Brussels, where she was in charge of various European Commission projects aiming at improving availability and accessibility of European higher education.
CONTACT INFORMATION

(Mr) ZHANG Hongtie
Director
People-to-People Exchange
Asia-Europe Foundation
31 Heng Mui Keng Terrace
Singapore 119595
Tel: +65 6874 9711
Fax: +65 6872 1207
Email: hongtie.zhang@asef.org

(Ms) Edwige ROZIER
Assistant Director
People-to-People Exchange
Asia-Europe Foundation
31 Heng Mui Keng Terrace
Singapore 119595
Tel: +65 6874 9713
Fax: +65-6872 1207
Email: edwige.rozier@asef.org

(Ms) Helen Sophia CHUA BALDERAMA
Project Executive, ASEM Education Hub (AEH)
People-to-People Exchange
Asia-Europe Foundation
31 Heng Mui Keng Terrace
Singapore 119595
Tel: +65 6874 9715
Fax: +65-6872 1207
Email: helen.chuabalderama@asef.org

(Ms) Nhu Quynh DO
Project Officer, ASEM Education Hub (AEH)
People-to-People Exchange
Asia-Europe Foundation
31 Heng Mui Keng Terrace
Singapore 119595
Tel: +65 6874 9726
Fax: +65-6872 1207
Email: nhuquynh.do@asef.org

(Ms) Chripa SCHNELLER
AEH Special Advisor
Markt 35
52062 Aachen
Germany
Email: aeh.advisor@asef.org
The ASEM Education Hub (AEH) is a programme of the Asia-Europe Foundation that facilitates and promotes cooperation among higher education stakeholders in Asia and Europe. The current structure of the AEH was defined in 2006. ASEF called it the revitalised ASEM Education Hub (AEH) initiative, pursuing two overall objectives: providing support to multilateral higher education co-operation initiatives; and acting as a facilitator for higher education dialogue among ASEM countries through the creation of platforms for exchanges among relevant stakeholders. More information on the AEH is available at http://www.asef.org.

ASEM Rectors’ Conference (ASEM RC)

The ASEM RC, designed as a biennial leadership dialogue among heads of universities and higher learning institutions, is an important step towards establishing a sustainable dialogue platform between Asia and Europe on higher education issues, in view of enhancing education co-operation among ASEM countries. In more concrete terms, the high-level meeting seeks to:

• bring together university leaders and higher education experts from ASEM countries, providing a discussion platform for topical higher education policy issues between the two regions;

• promote intensified co-operation between universities in Asia and Europe; and

• develop recommendations for the further development of higher education co-operation and exchange, to be submitted to the competent ASEM national governments and regional bodies.

Asia-Europe Education Workshops

The Asia-Europe Education Workshops provide a venue for focused discussions on the changing context that affects or influences the education sector. It invites stakeholders from various sectors to address a specific education topic using a transversal approach.

ASEM Education Hub Advisory Committee

The AEH Advisory Committee is composed of major higher education organisations and networks as well as individuals with proven interest, expertise and experience from ASEM countries. It is an observatory and guiding body for the initiatives of AEH.
The current members of the AEH Advisory Committee:

Academic Cooperation Association – ACA
ASEM Education Secretariat – AES
ASEAN University Network – ALIN
ASEAN-European University Network – Asea-Uninet
Asian Institute of Management – AIM
Association of Indian Universities – AIU
Association of South-East Asian Institutions of Higher Learning – ASAIHL
Association of Universities in the Asia-Pacific – AUAP
Baltic University Programme – BUP
Danish University of Education, Aarhus University
European University Association – EUA
German Rectors’ Conference – HRK
Institute for International & Intercultural Studies, Universitat Autonoma de Barcelona
Korean Council for University Education – KCUE
Kunming University of Science and Technology – KUST
Netherlands Organisation for International Cooperation in Higher Education (Nuffic Jakarta Office)
South-East Asian Association for Institutional Research Conference – SEA-AIR
UNESCO Bangkok Office
Universiti Sains Malaysia – USM

ASEM Education and Research Hub for Lifelong Learning (ASEM LLL Hub)

The ASEM Education and Research Hub for Lifelong Learning (ASEM LLL Hub) is a network of Asian and European universities engaged in comparative studies and joint researches on lifelong learning. They provide evidence-based policy recommendations for educational reforms in ASEM countries.
The 2nd Asia-Europe Education Workshop is a collaborative initiative of:

With the support of:

Bundesministerium für europäische und internationale Angelegenheiten