ARC4 Students’ Forum

University-Business Partnerships: Asia and Europe Seeking 21st Century Solutions

23-24 March 2015
Hangzhou, China

HANDBOOK
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ABOUT ARC4 STUDENTS’ FORUM

BACKGROUND

The Students’ Forum is organised in conjunction with the 4th ASEM Rectors’ Conference (ARC4). At the 3rd ASEM Education Ministers’ Meeting, the Education Ministers recognised the need to strengthen the involvement of students in the ASEM Education Process. In response, ASEF launched the Students’ Forum back-to-back with the 3rd ASEM Rectors’ Conference in 2012 in Groningen, the Netherlands. The Forum brings forth student-proposed solutions to emerging challenges facing the higher education in Asia and Europe.

Reflecting the diversity of 51 ASEM member countries, the Forum engages university students from Asia and Europe in a cross-cultural dialogue. Sharing good practices and exchanging ideas, the students are given the opportunity to influence the further direction of higher education in Asia and Europe.

THEME

The Students’ Forum mirrors the theme of the 4th ASEM Rectors’ Conference – “University-Business Partnerships: Asia and Europe Seeking 21st Century Solutions”. Directly benefiting from and affected by the cooperation between universities and enterprises, the students’ opinions on related issues deserve to be heard and considered by both the education and business sectors. The participants of the Students’ Forum will discuss how university-business partnerships can better prepare students for the increasingly competitive labour market, foster their entrepreneurial skills, and innovate their learning environments through information and communication technologies.
OUTLINE

The Students’ Forum consists of plenary and working sessions which are designed to stimulate knowledge sharing, problem-solving and consensus-building among the students.

The plenaries serve the purpose of setting the frameworks for discussions and consolidating outputs, whereas the working sessions comprise three simultaneous focus groups.

In addition, the Forum offers the unique chance to visit Alibaba Group, the world’s largest online business-to-business trading platform for small businesses, headquartered in Hangzhou.

EXPECTED OUTCOME

The Students’ Forum aims to mobilise the expertise and creativity from the future shapers of university-business partnerships. Selected student representatives will have the chance to attend the 4th ASEM Rectors’ Conference to present key conclusions of the Student Forum directly to the university leaders.

These conclusions will be further channeled to the ASEM Education Ministers as ARC4 recommendations at the 5th ASEM Education Ministers’ Meeting (ASEM ME5). In this way, the Forum makes the students’ voice heard by Asian and European education policy-makers.
# PROGRAMME

## Sunday, 22 March 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>11:00 - 19:00</td>
<td>Arrival, check-in to hotel and registration</td>
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<tr>
<td>19:00 - 20:00</td>
<td><strong>Welcome Dinner with Remarks by the Organisers</strong></td>
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<tr>
<td></td>
<td><strong>Ms Leonie NAGARAJAN</strong></td>
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<td></td>
<td>Director, Education Department</td>
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<td></td>
<td>Asia-Europe Foundation (ASEF)</td>
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<td><strong>Mr XUE Fei</strong></td>
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<td></td>
<td>Deputy Director of International Relations</td>
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<td>Zhejiang University</td>
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<td>20:00 - 21:30</td>
<td><strong>Networking</strong> with presentations by students on their start-ups and/or student associations</td>
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<td>Chaired by:</td>
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<td></td>
<td><strong>Julius HIETALA</strong></td>
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<td></td>
<td>President</td>
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<td></td>
<td>Aalto Entrepreneurship Society</td>
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## Monday, 23 March 2015

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<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:00 - 8:30</td>
<td>Departure to Zhejiang University from the hotel</td>
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<tr>
<td>8:30 - 9:00</td>
<td><strong>Registration</strong></td>
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<tr>
<td>9:00 - 9:30</td>
<td><strong>Opening Ceremony</strong></td>
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<td>Opening Remarks by</td>
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<td></td>
<td><strong>Ambassador ZHANG Yan</strong></td>
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<td></td>
<td>Executive Director</td>
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<td>Asia-Europe Foundation (ASEF)</td>
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<td></td>
<td><strong>Prof. YAN Jianhua</strong></td>
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<td></td>
<td>Vice-President</td>
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<td>Zhejiang University</td>
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<tr>
<td>9:30 - 10:30</td>
<td><strong>Keynote Speeches</strong></td>
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<td></td>
<td><strong>Prof. Nick MILES</strong></td>
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<td></td>
<td>Pro Vice-Chancellor of Nottingham University &amp; Provost of Ningbo Campus</td>
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<td></td>
<td><strong>Dr LOU Xiangming</strong></td>
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<td></td>
<td>Executive Director of Wahaha Group Institute, China</td>
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<td>Q&amp;A</td>
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10:30 - 10:45  Group Photo & Refreshment
10:45 - 11:00  Energiser
11:00 - 12:00  Rapid Fire Presentations (Plenary)
   FG1: University-Business Partnerships for Employability Skills
   FG2: University-Business Partnerships for Entrepreneurship
   FG3: University-Business Partnerships for New Learning Environments through Technology
12:00 - 13:00  Lunch @ Zhejiang University Student Canteen
13:00 - 15:30  Focus Groups (Sessions)
   Break-out session for:
   FG1: University-Business Partnerships for Employability Skills
      Moderator: Ms Caitriona O'DRISCOLL, European Students' Union (ESU)
      Moderator: Mr Filip PRÍHODA, Vice-Chairman for International Affairs at Student Chamber of the Council of HEIs, Czech Republic
      Mentor: Prof. James TANG, Dean of School of Social Sciences, Special Advisor to President, Singapore Management University
   FG2: University-Business Partnerships for Entrepreneurship
      Moderator: Ms Sharon YEO, SMU Ambassadorial Corps, Singapore
      Moderator: Mr Nick SWAIN, United Kingdom
      Mentor: Prof. Dato' Dr Saran Kaur GILL, Former Deputy Vice-Chancellor (Industry and Community Partnerships), Universiti Kebangsaan Malaysia
   FG3: University-Business Partnerships for New Learning Environments through Technology
      Moderator: Ms Pamela Anne BAYONA, Philippines
      Moderator: Mr Mikhail BALYASIN, Russian Federation
      Mentor: Dr Carmen SAMMUT, Head of Department of International Relations, University of Malta, ASEF Governor for Malta
15:30 - 15:45  Refreshments
15:45 - 17:30  Focus Groups (cont.)
17:30 - 18:00  Review-loop (Plenary)
   FG1, FG2, FG3 present current status of policy recommendations development
18:00 - 21:30  Dinner and Tour in Hangzhou Old Town
### Tuesday, 24 March 2015

**Day 2**

<table>
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<tr>
<td>9:00 – 10:00</td>
<td><strong>Focus Groups</strong> (cont.)</td>
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<tr>
<td>10:00 – 10:30</td>
<td><strong>Refreshments</strong></td>
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<td>10:30 – 12:30</td>
<td><strong>Concluding Plenary</strong></td>
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<td>Finalisation of the Recommendations for the 4th ASEM Rectors’ Conference (ARC4) and the 5th ASEM Education Ministers’ Meeting (ASEM ME5).</td>
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<td><strong>Ms Shuangmiao HAN</strong></td>
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<td></td>
<td>PhD Candidate, Oxford University</td>
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<td>China</td>
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<tr>
<td>12:30 – 14:00</td>
<td><strong>Lunch</strong></td>
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<td>14:00 – 14:30</td>
<td><strong>Closing Remarks</strong></td>
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<tr>
<td>14:30 – 15:30</td>
<td><strong>Closing Ceremony</strong> (Plenary)</td>
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<td>Hand-over of the ARC4 Students’ Forum Recommendations for ARC4 and ASEM ME5 (April 2015, Riga, Latvia)</td>
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<td><strong>Ms Anita VAHERE</strong></td>
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<td>Deputy Director</td>
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<td>Department of Policy Initiatives and Development</td>
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<td>Ministry of Education and Science, Latvia</td>
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<td></td>
<td><strong>Concluding Remarks</strong></td>
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<td></td>
<td><strong>Mr ZHAO Lei</strong></td>
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<td>Deputy Director</td>
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<td>Division of International Organisations</td>
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<td>Department of International Cooperation and Exchanges</td>
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Ambassador ZHANG Yan  
Executive Director  
Asia-Europe Foundation (ASEF)

15:30 - 17:15  Study Visit to Alibaba

17:15 - 18:00  Departure to dinner venue

18:00 - 19:30  Farewell Dinner with Cultural Performance  
Certificates & Awards

19:30  Return to the hotel

**Wednesday, 25 March 2015**

09:00 - 11:00  Cultural Tour in Hangzhou (Optional)  
Check-out from hotel and departure
Prof. Nick MILES
Pro Vice-Chancellor of Nottingham University and Provost of Ningbo Campus
Keynote Speaker

Dr LOU Xiangming
Executive Director
Wahaha Group Institute
Keynote Speaker

Ms Anita VAHERE
Deputy Director
Department of Policy Initiatives and Development
Ministry of Education and Science, Latvia
Speaker

Mr Julius HIETALA
President
Aalto Entrepreneurship Society
Networking Session Chair
SPEAKERS (CO-ORGANISERS AND HOST)

Ambassador ZHANG Yan
Executive Director
Asia-Europe Foundation (ASEF)

Speaker

Ms Leonie NAGARAJAN
Director, Education Department
Asia-Europe Foundation (ASEF)

Speaker

Mr ZHAO Lei
Deputy Director
Division of International Organisations
Department of International Cooperation and Exchanges
Ministry of Education, China

Speaker

Prof. YAN Jianhua
Vice-President
Zhejiang University

Speaker

Mr XUE Fei
Deputy Director of International Relations
Zhejiang University

Speaker
Prof. James TANG  
Dean of School of Social Sciences and  
Special Advisor to the President  
*Singapore Management University*  

Focus Group 1:  
University-Business Partnerships for Employability Skills  

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Prof. Dato’ Dr Saran Kaur GILL  
Former Deputy Vice-Chancellor  
(Industry and Community Partnerships)  
*Universiti Kebangsaan Malaysia*  

Focus Group 2:  
University-Business Partnerships for Entrepreneurship  

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Dr Carmen SAMMUT  
Head of Department of International Relations,  
*University of Malta* and  
*ASEF Governor for Malta*  

Focus Group 3:  
University-Business Partnerships for New Learning Environments through Technology
RAPPORTEURS

Lauri TAMMI
Finland
Aalto University, Finland

Andrius UZDANAVICIUS
Lithuania
Vilnius University, Lithuania

Lieke BOS
The Netherlands
Nanyang Technological University, Singapore

Eoin EE
Singapore
Singapore Management University, Singapore
PARTICIPANTS
Participants were asked to complete the sentence

“University-business partnerships matter because...”

Using their responses, we present you the student participants of the ARC4 Students’ Forum.

“...it's where those with the will meet those with the way.”
Miguel VERA-CRUZ
University of New South Wales, Australia
Law (Undergraduate)

AUSTRIA

“...companies are the future employer, their requirements are important and combine business-life with university-life.”
Alexander Maximilian GESKE
Vienna University of Business and Economics, Austria
International Business Administration (Undergraduate)

BANGLADESH

“...young leaders need support and encouragement to continue their start-up ideas.”
Shahla ISLAM
University of Liberal Arts, Bangladesh
Film and Television Production (Undergraduate)

“...combining knowledge with practice will make students future heroes.”
Jasper GOYVAERTS
Katholieke Universiteit Leuven, Belgium
Information Management (Undergraduate)
“...it is like a platform for exchanging ideas, skills and knowledge.”

Nurhazirah JOHARI
Institut Teknologi Brunei, Brunei Darussalam
Mechanical Engineering (Undergraduate)

BRUNEI DARUSSALAM

“...students need practical knowledge and possibilities where to use this knowledge and to develop further themselves.”

Antoan SHOTAROV
University of National and World Economy, Bulgaria
International Economics Relations (Graduate Student)

BULGARIA

“...it improves employability of students.”

Minea KIM
National University of Singapore, Singapore
Public Policy (Graduate Student)

CAMBODIA

“...they enable leaders of tomorrow to be better prepared to respond to and lead the society.”

HAN Shuangmiao
University of Oxford, United Kingdom
Higher Education (Doctoral Candidate)

CHINA

“...university is Jobs to business' Wozniak.”

Hrvoje TKALEC
University of Zagreb, Croatia
Economics (Undergraduate)

CROATIA
“...students and graduates can get desirable qualification for their future job.”

Filip PŘÍHODA  
Masaryk University, Czech Republic  
European Studies (Graduate Student)

“...they can develop and empower our future employers and employees.”

Panagiotis CHATZIMICHAIL  
University of Cyprus  
Political Science (Graduate Student)

“...because done right it can contribute to education.”

Thor Steen LARSEN  
University of Copenhagen  
Political Science (Undergraduate)

“...they are two sides of the coin.”

Merilin PIIPUU  
University of Tartu, Estonia  
Anthropology (Graduate Student)

“...they are a key factor to youth employability after graduation.”

Oscar BOUE  
Åbo Akademi University, Finland  
International Human Rights Law (Graduate Student)
“...these two sectors are essential to each other's 21st century development.”

Paul SEDILLE
Sciences Po Paris, France
Political Science (Graduate Student)

“...it gives students an opportunity to think beyond their studies.”

Piet SCHÖNHERR
University of Oxford, United Kingdom
Condensed Matter Physics (Doctoral Candidate)

“...it ensures education corresponds to the labour market needs”

Christoforos PAVLAKIS
Athens University of Economics and Business Studies, Greece
Economics (Doctoral Candidate)

“...they shape higher education and thus have a huge influence on youth.”

Annamaria NEMETH
CEMS – Global Alliance in Management Education, Hungary
International Management (Graduate Student)

“...they drive economic growth by combining discovery-driven culture of universities with innovation-driven environment of companies.”

Arun TANKHA
Indian Institute of Technology Kharagpur, India
Ocean Engineering and Naval Architecture (Undergraduate)

“...it will change the world!”

Radyum IKONO
Bogor Agricultural University, Indonesia
Business Management (Doctoral Candidate)
“…they connect education to the real world and help businesses innovate.”

Rebecca Bourke
University of Limerick, Ireland
Media Studies and English Literature (Undergraduate)

IRELAND

“…they allow young people to enter the labour market with a renewed sense of purpose.”

Matteo GROSSO
University of Milano-Bicocca, Italy
Economics (Undergraduate)

ITALY

“…it encourages youth participation.”

Manami GOTO
Qatar University, Qatar
Gulf Studies (Graduate Student)

JAPAN

“…students' employability skills for the current and future labour markets can only be developed in this cooperation.”

Assel MUKHAMETZHANOVA
Nazarbayev University, Kazakhstan
Education (Doctoral Candidate)

KAZAKHSTAN

“…it boosts the world economy with synergy.”

KIM Yuna
Korea University, Korea
Business Administration (Undergraduate)

KOREA
“...it broadens perspectives to diverse and new ideas and it creates borderless networking.”

Soudachanh CHANTHALAVANH
Lao-American College, Lao PDR
Business Administration (Undergraduate)

“...theory and practice are two different things that perfectly match together and both are important.”

Inguna ZARINA
University of Latvia, Latvia
Psychology (Undergraduate)

“... what is done in universities must have an impact on the outside world.”

Andrius ZALITIS
Mykolas Romeris University, Lithuania
Law (Undergraduate)

“...they help to develop and shape the future of higher education.”

Giles WEBER
University of Luxembourg, Luxembourg
Law (Graduate Student)

“... a win-win situation can only happen with involvement of both key players!”

PUA Jia Jiu
Universiti Tunku Abdul Rahman, Malaysia
Chemical Engineering (Undergraduate)
“...students need hands-on training and the expected work must be related to their field of studies.”

Kenneth TERRIBILE
Malta University, Malta
Electronics and Electrical Engineering (Undergraduate)

“...experts are born from theory and experience in universities, without accurate engagement with business partnership.”

Tergel ODGEREL
Mongolian National University, Mongolia
Financial Economics (Undergraduate)

“... a university-business partnership for entrepreneurship polishes our skills and prepares for our job opportunities.”

Aung THU
Yadanarpon University, Myanmar
English (Undergraduate)

“... they are the key to a sustainable, innovative and thriving future.”

Lise WEERDEN
University of Groningen, the Netherlands
International Relations and International Organisations (Undergraduate)

“...they are interdependent. One cannot succeed without the other.”

Catherine O’DONNELL
University of Otago, New Zealand
Sociology (Undergraduate)
“...they represent two of the most dynamic and innovative fields in Asia-Europe relations today.”

**NORWAY**

Benjamin David BAKER
University of Oslo, Norway
Security Studies (Graduate student)

“...it is the seed of technology for every country.”

**PAKISTAN**

Syed KIRMANI
Superior University, Pakistan
Academic Entrepreneurship (Graduate Student)

“...the youth need a voice, and the corporations want to listen to them.”

**THE PHILIPPINES**

Pamela Anne BAYONA
University of the Philippines Diliman, Philippines
Development Economics (Graduate Student)

“...innovation is what drives the world forward.”

**POLAND**

Maximilian PIEKUT
China University of Political Science and Law, China
International Investment Law (Doctoral Candidate)

“...they create the path for career excellence.”

**PORTUGAL**

Sofia RIBEIRO
New University of Lisbon, Portugal
International Relations and Political Science (Graduate Student)

“...universities and business are part of the same organism - they need to function together.”

**ROMANIA**

Alexandru FOTESCU
University of Bucharest, Romania
International Affairs (Graduate Student)
“...they create a multiplier effect in job creation.”

RUSSIAN FEDERATION
Mikhail B Alyasin
Danube University Krems, Austria
Higher Education (Graduate Student)

“...the complementary nature of the partnerships provides mutually beneficial outcomes.”

SINGAPORE
NG Wah Chun
Singapore Management University
Information Systems Management (Undergraduate)

“...it’s important for employability and useful knowledge and skills of future graduates.”

SLOVAKIA
Lenka Čurillová
University of St. Cyril and Methodius in Trnava, Slovakia
Political Science (Doctoral Candidate)

“... it enables win - win for both sides (students get experiences, businesses well educated workforce).”

SLOVENIA
Mojca Kozole
University of Ljubljana, Slovenia
International Business (Graduate Student)

“...what we can take away from them are more than just a grade on your transcript, but skills that will last a lifetime.”

SPAIN
Erika Terrones-Shibuya
Yale-NUS College, Singapore
Philosophy, Politics and Economics (Undergraduate)

“...they are essential for socio-economic development.”

SWEDEN
Daniel Schatz
Humboldt University of Berlin, Germany
Political Science (Doctoral Candidate)
“...it can help a larger part of society benefit from knowledge.”

**SWITZERLAND**

Anja BODENMANN
Université de Genève, Switzerland
International Relations (Undergraduate)

“...they create a living laboratory for students try early, fail cheaply, and finally succeed.”

**THAILAND**

Puttiporn SOONTORNWIPART
Lee Kuan Yew School of Public Policy, Singapore
Public Policy (Graduate Student)

“...students become the business leaders of the future and benefit from the real-world exposure.”

**UNITED KINGDOM**

Nick SWAIN
University of Warwick, United Kingdom
Creative and Media Enterprises (Graduate Student)

“...they open a new door for both education and economy.”

**VIET NAM**

Thi An Khanh VU
Foreign Trade University, Viet Nam
Banking and International Finance, Undergraduate
University-Business Partnerships for Employability Skills

Caitriona O’DRISCOLL
Ireland
European Students’ Union

Sharon YEO
Singapore
Singapore Management University, Singapore
Business Management (Undergraduate)

Mikhail BALYASIN
Russian Federation
Danube University Krems, Austria
Higher Education (Graduate Student)

University-Business Partnerships for Entrepreneurship

Filip PŘÍHODA
Czech Republic
Student Chamber of the Council of Higher Education Institutes

Nick SWAIN
United Kingdom
University of Warwick, United Kingdom
Creative and Media Enterprises (Graduate Student)

Pamela Anne BAYONA
The Philippines
University of the Philippines Diliman, The Philippines
Development Economics (Graduate Student)

University-Business Partnerships for New Learning Environments through Technology
<table>
<thead>
<tr>
<th>Name</th>
<th>Nationality</th>
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<tbody>
<tr>
<td>Mr Filip PRIHODA (MODERATOR)</td>
<td>Czech Republic</td>
<td>Masaryk University, Czech Republic</td>
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<tr>
<td>Ms Caitríona O’DRISCOLL (MODERATOR)</td>
<td>Ireland</td>
<td>European Students’ Union</td>
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<td>Mr Andrius UZDANAVICJUS (RAPPOREUR)</td>
<td>Lithuania</td>
<td>Vilnius University</td>
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<td>Mr Antoan SHOTAROV</td>
<td>Bulgaria</td>
<td>University of National and World Economy, Bulgaria</td>
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<td>Mr Minea KIM</td>
<td>Cambodia</td>
<td>National University of Singapore, Singapore</td>
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<tr>
<td>Ms Shuangmiao HAN</td>
<td>China</td>
<td>University of Oxford, United Kingdom</td>
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<td>Mr Panagiotis CHATZIMICHAIL</td>
<td>Cyprus</td>
<td>University of Cyprus, Cyprus</td>
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<td>Mr Thor Steen LARSEN</td>
<td>Denmark</td>
<td>University of Copenhagen, Denmark</td>
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<td>Mr Christoforos PAVLAKIS</td>
<td>Greece</td>
<td>Athens University of Economics and Business Studies, Greece</td>
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<td>Ms Annamária NÉMETH</td>
<td>Hungary</td>
<td>CEMS - Global Alliance in Management Education, Hungary</td>
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<td>Mr Matteo GROSSO</td>
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<td>University of Milano-Bicocca, Italy</td>
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<td>Ms Manami GOTO</td>
<td>Japan</td>
<td>Qatar University, Qatar</td>
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<td>Ms Assel MUKHAMETZHANOVA</td>
<td>Kazakhstan</td>
<td>Nazarbayev University, Kazakhstan</td>
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# University-Business Partnerships for Entrepreneurship

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<td>United Kingdom</td>
<td>University of Warwick, United Kingdom</td>
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<tr>
<td>Mr Lauri TAMMI (RAPPORTEUR)</td>
<td>Finland</td>
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## University-Business Partnerships for New Learning Environments through Technology

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