



PRESS RELEASE

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MORE INFORMATION

<http://bit.ly/HxHV69>

Full list of participants and universities
<http://bit.ly/QmsslT>

Programme
<http://bit.ly/SAxCNL>

ASEM universities and business sector to discuss record youth unemployment

On 24-26 September, some 100 heads of universities and higher education institutions from 37 Asian and European countries will meet for the 3rd ASEM Rectors' Conference (ARC3) in Groningen, the Netherlands.

Entitled, *Universities, Businesses and You: For a Sustainable Future*, ARC3 will tackle the education sector's response to record youth unemployment. Asian and European university leaders, together with the business sector, will discuss ideas and potential solutions to overcome the unemployment crisis and improve the skills of graduates for the future. The conference will also pave the way to create new opportunities for co-operation between Asian and European universities.

Mr Halbe Zijlstra, Dutch Secretary of State for Higher Education, will open the conference on Tuesday 25 September, together with Mr Roelof Joosten, Executive Board member of Royal Friesland Campina.

More than 70 Asian and European universities are expected to be represented, with almost 20 universities in the Top 200 of the Times Higher Education's *World Universities Ranking 2011-2012*.

Some of the participating universities from 37 countries include the University of Göttingen (Germany), Universiti Kebangsaan Malaysia, the University of Newcastle (United Kingdom), Chulalongkorn University (Thailand) and Aarhus University (Denmark).

This biennial conference is organised by the Asia-Europe Foundation together with the ASEAN University Network. This year it is hosted by the Netherlands' second oldest university, the University of Groningen (1614). It was previously hosted by the Korea University (2010) and the Free University of Berlin (2008).

The conclusions of the conference will be shared with the upcoming 4th Asia-Europe Meeting of Ministers of Education (ASEMME4), which will be held in Kuala Lumpur, Malaysia in 2013. #####

Media Advisory

Members of the media or their representatives are invited to attend the following sessions:

Event: Opening Ceremony with
Mr. Halbe Zijlstra, Dutch Secretary of State for Higher Education
Mr. Roelof Joosten, Royal Friesland Campina N.V.

Date: Tuesday, 25 September 2012

Time: 09.00 – 12.00

Venue: **Academy Building (Academiegebouw)**
Broerstraat 5, 9712CP, Groningen
The Netherlands

Event: Press Conference with
Prof. Dr. Sibrandes Poppema, President, University of Groningen
Mr. Karsten Warnecke, Deputy Executive Director, Asia-Europe Foundation
Assoc. Prof. Dr. Piniti Ratananukul, Deputy Secretary-General, the Office of Higher Education Commission, ASEAN University Network
Prof. Dr. Kua Wongboonsin, Vice-President of Research and Innovation, Chulalongkorn University (TBC)
Ms. Myriam Abboud, University of Sydney, Australia

Date: Wednesday, 26 September 2012

Time: 16.15

Venue: Curatorenkamer
Academy Building (Academiegebouw)
Broerstraat 5, 9712CP, Groningen
The Netherlands

If you are interested to attend, or wish to discuss interview opportunities, kindly contact:

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Further materials, including multimedia, speeches, etc. may be requested as well.

ABOUT THE ORGANISERS



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), which currently comprises of 46 member states plus the European Commission and the ASEAN Secretariat (www.aseminfoboard.org). ASEF was established in February 1997 by the participating governments of ASEM and has since engaged over 17,000 direct participants through more than 600 projects in the realms of economy and society, environment, education, public health, arts and culture and human rights and governance. www.asef.org

In 2012, ASEF is commemorating its 15th Anniversary and invites everyone to take part in celebrating **Connected Histories, Shared Future**.



Founded in 1614, the **University of Groningen (RUG)** enjoys an international reputation as one of the oldest and leading research universities in Europe with around 28,000 BA, MA and PhD students and more than 5,000 staff members. More than 10% of the student population is international, whereas 20% of the academic staff comes from abroad. Through research on themes such as 'healthy ageing', 'energy and sustainability' and 'sustainable society' the University of Groningen is contributing to some of the major social issues of the 21st century, using to the full the added value of cooperation with other knowledge institutes, government, industry and citizens in both Europe, Asia and other parts of the world. www.rug.nl



The **ASEAN University Network (AUN)** established under the umbrella of ASEAN as a result of the 4th ASEAN Summit in 1992. The AUN came into full operation in November 1995 with its secretariat office set up in Bangkok. AUN is an autonomous organisation responsible for higher education in ASEAN countries, dealing with the promotion of human resources and development in higher education within the region and its dialogue partners. The AUN is the main coordinating and monitoring agency as identified as one of the ASEAN Sectoral Ministerial bodies serving as ASEAN's implementing agency in higher education for the region's move towards ASEAN Community. www.aunsec.org

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