

**SIARAN MEDIA
MEDIA RELEASE
KEMENTERIAN PENGAJIAN TINGGI**

***FOURTH ASIA-EUROPE MEETING OF MINISTERS FOR EDUCATION
(ASEMME4)***

ROYALE CHULAN HOTEL, KUALA LUMPUR

Education **Ministers and Senior Officers** from 51 ASEM member countries and partners will meet in Kuala Lumpur for the **Fourth Asia-Europe Meeting of Ministers for Education (ASEMME4)** from **12 to 14 May 2013**, to explore ways of win-win advancement and progress through dialogue and cooperation between countries of the two regions, especially in the field of education and training.

The Asia-Europe Meeting (ASEM) is an informal process of dialogue and cooperation between European and Asian countries was established in Bangkok, Thailand in 1996, bringing together **27 European Union member states, 2 European countries**, and the **European Commission** with **20 Asian Countries** and **ASEAN Secretariat**. During the 9th Asia-Europe Meeting Summit in Vientiane, Laos, ASEM was joined officially by three new members, **Bangladesh, Norway** and **Switzerland**. Hence, this brings the total number of ASEM members to **51** countries/partners.

The ASEM dialogue addresses political, economic and cultural issues, with the objective of strengthening the relationship between the two regions (Asia and Europe), in a spirit of mutual respect and equal partnership.

To this date, Malaysia has been given the honor to host two international ASEM events namely, the **Third ASEM University-Business Forum** (a stakeholder forum which was held in November 2012) and the **Fourth Asia-Europe Meeting of Ministers for Education (ASEMME4)**. The organization of the said meetings and event is a joint effort between

Ministry of Higher Education Malaysia (MOHE) with ASEM Education Secretariat.

Education Ministers and Senior Officials representing each member countries are expected to attend the meeting. The Draft Chair Conclusion which to be finalized at the Second Senior Officials Meeting (SOM2), will be brought up to be tabled and discussed at ASEMME4.

Four well-defined priority areas of ASEM Education Process are as the following:

- a. Quality Assurance and Recognition
- b. University-Business / Industry Cooperation
- c. Mobility
- d. Lifelong Learning (LLL) and Technical and Vocational Education and Training (TVET)

However, besides the four primary focus areas as stated above, several topics will be presented and discussed during the ASEM SOM2 and the four plenary sessions of ASEMME4, titled, **ASEF's Contribution to the ASEM Education Process, Global Inventory on National Qualifications Framework, Quality Assurance and Recognition, Engaging Business and Industry in Education, Lifelong Learning, including Technical Vocational Education and Training and Cooperation between Asian and Europe**. In addition, **Ministry of Higher Education Malaysia will be presenting a paper on Balanced Mobility**.

The theme of **Strategizing ASEM Education Collaboration** is indeed most relevant and timely and will provide opportunities for Asian and European Education Ministers and officers a platform to present and share latest developments, best practices and to discuss diverse approaches in building strategic and successful academic collaboration.