



**ASEM University-Business Seminar**

**Brussels, 4 March 2015**

**Ministry of Education and Training**

**Conscience Building**

**Koning Albert II-laan 15, 1210 Brussels**

The ASEM University-Business Forum was agreed during the ASEMME4 ministerial conference in Kuala Lumpur in May 2013.

The Chair's conclusions of the fourth Asia-Europe Meeting of ministers for Education (ASEMME 4) the ministers welcome Belgium's willingness to organize the 4<sup>th</sup> University-Business Forum (4<sup>th</sup> UBF) and Vietnam's readiness to host the 5<sup>th</sup> UBF. The ministers invited both Forums to discuss how to combine study with work-based learning. The ministers also asked the European Commission to give special attention to the ASEM Education Process in its European University-Business Forum.

Due to the election in Belgium and in the European Union we decided to postpone the 4<sup>th</sup> UBF.

The European Commission is organizing the next European University-Business Forum in Brussels, 5 and 6 March 2015. In order to fulfil our commitment we have decided to organize a half day ASEM University-Business seminar in the evening before the European UBF.

A tentative draft programme:

- 16.00-16.30: registration of the participants
- 16.30-19.00: seminar
- 19.15-21.00: reception

The ASEM seminar will focus on the education side of the University-Business cooperation according to the wish of ASEM ministers for Education. How can higher education contribute better to the social, economic, technological and cultural innovation through education? To what extent could trans-regional and cross-border (Asia-Europe) university-business cooperation enhance the effectiveness and the impact on innovation, taking into account the global nature of business and the fact that many companies have branches in the other region? To what extent trans-regional

university-business cooperation could better ensure that the graduates can successfully operate in international/global environments).

It is our expectations that the speakers and the participants will touch upon some of the following topics:

- Entrepreneurship and the student as a young entrepreneur;
- Workplacements and if possible cross-regional workplacements – internships – hosting and employing students;
- Work-based learning opportunities – hosting and employing students;
- Link between practical work and theory : balanced curriculum and dual study programmes;
- The role of employers and the role of HEIs and in particular in case of cross-regional work placements;
- The university-business cooperation in LLL;
- Higher education as an engine for social, technological and cultural innovation;
- Higher education and community engagement and regional development.

The seminar will be hosted by the Flemish Ministry of Education and Training.

Speakers:

- Prof. Akiyoshi Yonezawa from the Nagoya University in Japan: ‘Fostering Global Human Resources, Policies and Debates’
- José-Ginès Mora visiting professor in the Institute of Education London and emeritus from the Technical University of Valencia and one the project leaders of the GOODUEP-project (Good Practices in University-Enterprise Partnerships): ‘Managing University-Enterprise Partnerships’
- Ms Shuang-Ye Chen, assistant professor in the dept. of Education Administration and Policy at the Chinese university of Hong Kong: ‘Chinese universities: supporting a new knowledge economy’
- Udo Thelen from Udo Thelen Consulting: ‘University-business Cooperation in LLL: strategies, formats and constraints in cross-regional perspectives’
- Representative from Samsung (tbc)
- Representative from IMEC (tbc)

The seminar will be chaired by Paul Temple from the Institute of Education in London.