1st Asia-Europe Education Workshop:
Impact of the Financial Crisis to Higher Education

25-26 March 2010
Makati City, Philippines

Co-organised by the Asia-Europe Foundation’s ASEM Education Hub (AEH)
and the Asian Institute of Management (AIM)
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BACKGROUND

I. Introduction

The World Trade Organization (WTO), in 2009, estimated the world trade volume to collapse by ten percent and affect poorer countries in particular. This has a bearing on all sectors, also on education, as exemplified by UNESCO’s Education for All Global Monitoring Report 2010. The report warns that the aftershock of the global financial crisis threatens to deprive millions of children in the world’s poorest countries of an education. The severity of the financial crisis and ongoing uncertainties demonstrate the need for urgent action and long-term planning, both at national and international level.

With regard to higher education, emergency measures taken in response to the crisis can be observed across the globe. The reactions comprise cuts in public funding, extraordinary investments and political promises alike. They also span opportunities for institutions, such as partnerships between universities and the business sector, new forms of education delivery, etc. The logic and longevity of all these actions differ, the interrelations between measures in the various countries and sectors are unclear. In fact, each action taken must be seen in the light of the overall architecture of national higher education systems, particularly of their funding mechanisms.

A 2009 overview of the immediate reactions in 17 EU countries to the financial crisis reveals decreases in public funding for education in Hungary, Italy, Lithuania and Poland. The UK and Denmark, on the other hand have released extra funds for teaching and research respectively. But also in Asia, some institutions are expected to suffer cuts whereas others seem to benefit from counter-steering efforts. India, for example, announced an increase of its higher education budget by 21 percent last year, not least to counterbalance the strong outflow of Indian students, induced by a lack of university seats.

The 1st Asia-Europe Education Workshop on “The Impact of the Financial Crisis to Higher Education” is organised by the ASEM Education Hub (AEH), the higher education initiative of the Asia-Europe Foundation (ASEF). The AEH was established at the ASEM II Summit (London, April 1998) to promote educational exchanges between Asia and Europe. In 2006, it was revitalised as ASEF’s initiative aimed at fostering higher education co-operation among ASEM countries, 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 a platform for exchanges among relevant stakeholders.

The series of 1-3 Asia-Europe Education Workshops per year is started to bring together expertise from both continents to present practical arguments to governments in ASEM countries in the form of policy analysis.

The 1st Asia-Europe Education Workshop is a two-day experts’ meeting, which is expected to shed light on what is and will be the actual impact of the financial crisis on higher education across all ASEM countries, both at the institutional/national and international levels (e.g., how does the crisis affect mobility, international co-operation, funding systems, etc). Its prime objective is to

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1 http://www.wto.org/english/news_e/pres09_e/pr565_e.htm
4 http://indiabudget.nic.in/ub2009-10(1)/ubmain.htm
create a ‘reliable snapshot’ of the current situation of higher education institutions (HEIs) in ASEM countries. The outcome of this workshop will be presented at the ASEM VIII Summit (Brussels, October 2010) and the 2nd ASEM Rectors’ Conference (Korea, November 2010).

II. Objectives and expected outcomes

The specific objectives of the Workshop are:

- To identify key elements of higher education (funding) systems in ASEM countries;
- For the current crisis:

  (1) To map the immediate impact on higher education in the ASEM countries both at the institutional/national and international levels;

  (2) To identify and compare emergency measures taken at national and international levels (e.g. also by UNESCO, WB, OECD), as well as the long-term objectives of these measures;

- To attempt an assessment of the consequences of the crisis and the measures taken in ASEM societies;
- To consolidate an overview of national and international research on past experiences with financial crisis, particularly of any safety measures set-up by universities/governments that are based on the lessons from the previous crisis;
- To identify good practice examples and formulate recommendations to universities and governments.

The meeting is expected to produce the following outcomes:

- A workshop summary report, in the form of an e-publication. The publication will be the first of the series “Asia-Europe Education Work Papers”. It will include

  - an Introductory Note (Point 3);
  - 4-5 Papers by the expert participants, focusing on the issues picked up in each session; and
  - Conclusions on observed experiences and recommendations for improved practice.

- The results of this workshop, as contained in the summary report, will be presented at the ASEM VIII Summit (Brussels, October 2010) and the ASEM Rectors’ Conference (November 2010).

III. Workshop preparation and selection of participants

In August 2009, the AEH drafted a concept note on the “Impact of the Financial Crisis to Higher Education.” Subsequently, a call for proposals was launched through the networks of the AEH Advisory Committee members and others, asking for recommendations for participants and for 4-5 volunteers for the workshop preparatory group.

In November 2009, the preparatory group was set-up to prepare the agenda and topics of the workshop. Please see the composition of the Preparatory Group on page 7.
The group was charged with:

1. drafting the **programme**;
2. selecting 20-25 **participants** for the workshop from among the recommendations; and
3. writing the **introductory note** for the workshop, which will also be contained in the final e-publication.

The **programme** is detailed under Point 4. Some main points are:

- The workshop will be organised in **5 topical sessions** (panel type: 1 chair, 3-5 speakers).
- Each session will be introduced by the **chair** (5-10 minutes), and followed by **presentations** of each session speaker (10-15 minutes). Each session should thus be allotted sufficient time for **discussion** (Q&A) among all participants.
- **Every participant will be involved** as a speaker/ chair at least once.

**Participan**ts will be 20-25 experts and practitioners from Asia and Europe, with the aim of a geographically balanced participation regarding regions and countries. Participants are:

- Researchers (from national and international bodies);
- Economists (from national and international bodies);
- Policy and decision makers, government representatives (education and finance ministries – case examples);
- University stakeholders (leaders, finance directors, student representative, etc);
- Selected international organisations;
- Selected higher education institutions.

The **Introductory Note**, to be ready by the end of February, will provide a basis and reference for the workshop discussions. In particular, it seeks to define a set of commensurable criteria for both EU and Asian members that could serve as the basis for further comparative studies. This comprises:

- an overview of data and texts from the EU, Asian and US sources on the returns from investment in higher education and R+D+I, which might be a useful tool for governments (SOMs & Ministers) to make decisions on the funding of higher education in times of economic crisis;
- a comparison of structures of higher education systems, to discuss an ASEM equivalent to the “Dublin descriptors”;
- a comparison of proportions of population that accede to higher education (% public HEIs, %private HEIs)
- a glossary of terms used in ASEM countries with reference to higher education and the financial crisis (e.g. what is “private” funding? )

To facilitate communication between the AEH Team, the preparatory group and the expert participants, AEH launched an **Online Forum**, and will allow for follow-up after the workshop.
PARTICIPANTS  (in alphabetical order)

PREPARATORY GROUP (PG)

1. **Dr (Mr) Marrik Bellen**, Director, Nuffic Netherlands Education Support Office (Neso) Indonesia

2. **Dr (Mr) Sean Golden**, Director, Institute for International & Intercultural Studies (IEII), Universitat Autonoma de Barcelona (UAB), Spain

3. **Dr (Mr) Igor Kitaev**, Programme Specialist, UNESCO International Institute for Educational Planning (IIEP), Paris, France

4. **(Ms) Chripa Schneller**, Special Advisor, ASEM Education Hub (AEH), ASEF

ASSISTING THE PREPARATORY GROUP

1. **Dr (Mr) Arne Carlsen**, Chairman, ASEM Education and Research Hub for Lifelong Learning (ASEM LLL Hub); Director, International Affairs, Danish School of Education (DPU), Aarhus University, Denmark

2. **Dr (Mr) Edilberto de Jesus**, President, Asian Institute of Management (AIM), Philippines

3. **(Mr) Thomas Estermann**, Head, Unit Governance, Autonomy and Funding, European University Association (EUA), Brussels, Belgium

EXPERTS GROUP (EG)

1. **Dr (Ms) Rosni Bakar**, Associate Research Fellow, National Higher Education Research Institute (IPPTN), Universiti Sains Malaysia

2. **Dr (Mr) Marrik Bellen**, Director, Nuffic Netherlands Education Support Office (Neso) Indonesia

3. **(Mr) Gundars Berzins**, Director, Finance Department, University of Latvia

4. **Dr (Mr) Arne Carlsen**, Chairman, ASEM Education and Research Hub for Lifelong Learning (ASEM LLL Hub); Director, International Affairs, Danish School of Education (DPU), Aarhus University, Denmark

5. **Dr (Mr) Edilberto de Jesus**, President, Asian Institute of Management (AIM), Philippines

6. **(Mr) Thomas Estermann**, Head, Unit Governance, Autonomy and Funding, European University Association (EUA), Brussels, Belgium

7. **Dr (Ms) Monica Lindberg Falk**, Director of Studies, Centre for East and South-East Asian Studies, Lund University, Sweden
8. Dr (Mr) Sean Golden, Director, Institute for International & Intercultural Studies (IEII), Universitat Autonoma de Barcelona (UAB), Spain

9. (Ms) Cheng Cheng Loo, Corporate Affairs Manager, Intel Malaysia

10. (Ms) Kiira Kärkkäinen, Education Analyst, Centre for Educational Research and Innovation (CERI), OECD

11. (Ms) Hye-Rim Kim, Associate Programme Specialist in Education, Asia-Pacific Programme of Educational Innovation for Development (APEID), UNESCO Bangkok

12. Dr (Mr) Igor Kitaev, Programme Specialist, UNESCO International Institute for Educational Planning (IIEP), Paris, France

13. Prof (Mr) Mudrajad Kuncoro, Head, Department of Economics, Faculty of Economics & Business, Universitas Gadjah Mada, Yogyakarta, Indonesia

14. Prof (Mr) Ka Ho Mok, Associate Vice President (External Relations), Hong Kong Institute of Education (HKIEd)

15. Dr (Ms) Bobae Park, Team Head, Overseas Korean Education Team, National Institute for International Education (NIIIED), Korean Ministry of Education, Science and Technology

16. Dr (Mr) Brahm Prakash, Adjunct Professor, Asian Institute of Management (AIM), Philippines

17. Dr (Mr) Bancha Saenghiran, President, Assumption University, Thailand

18. (Mr) Robert Santa, Academic Affairs Committee Member, European Students’ Union (ESU), Brussels, Belgium

19. (Mr) Jouko Sarvi, Practice Leader & Chair, Education Sector Committee and Practice, Regional and Sustainable Development Department, Asian Development Bank (ADB)

20. Prof (Mr) Wei Shen, Assistant Professor, International Affairs, ESSCA Graduate School of Management, Angers, France

ASEM Education Hub (AEH)

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

2. (Ms) Edwige Rozier, Project Manager, P2P

3. (Ms) Helen Sophia Chua Balderama, Project Executive, ASEM Education Hub (AEH), P2P

4. (Ms) Chripa Schneller, Special Advisor, AEH

GUESTS AND OBSERVERS

1. Ambassador (Mrs) Rosario Manalo, Governor, Asia-Europe Foundation (ASEF)
# Programme

## Wednesday, 24 March 2010

Arrival and Check-in at AIM Conference Center Manila (ACCM)

Co-ordination Meeting of the ASEM Education Hub (AEH) and AIM

19.00 **Dinner**
Venue: Carte Blanche, 5th Floor, ACCM

## Thursday, 25 March 2010

**Venue:** Jollibee E-Library, 2nd Floor, AIM Conference Center Manila (ACCM)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>09.15</td>
<td>Registration</td>
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</table>
| 09.50 | **Welcome Address by the Host of the Meeting**
Dr. Edilberto de Jesus, President, Asian Institute of Management (AIM) |
| 10.15 | **Special Message**
Ambassador Rosario Manalo, Governor, Asia-Europe Foundation (ASEF) |
| 10.35 | Coffee break                               |

### SESSION 1:

**How has the crisis affected a) institutions, b) governments?**

This session will provide an impact assessment of the crisis in both regions.

- Clearly, all countries have been affected, but to what degree?
- Which systems were most vulnerable (e.g. public/private institutions? low income/middle income/high income countries)?

**Chair:**
Ms. Chripa Schneller, AEH Special Advisor

**Speakers:**

- Mr. Thomas Estermann, Head, Unit Governance, Autonomy and Funding, European University Association (EUA), Brussels, Belgium
- Dr. Igor Kitaev, Programme Specialist, International Institute for Educational Planning (IIEP)/ UNESCO, Paris, France
- Dr. Edilberto de Jesus, President, Asian Institute of Management (AIM)
- Prof. Mudrajad Kuncoro, Head, Department of Economics, Faculty of Economics & Business, Universitas Gadjah Mada, Yogyakarta, Indonesia

**Discussion (Q&A)**

12.45 **Lunch**
SESSION 2: The impact of crisis on the mobility of students and staff
This session will look at one specific impact of the financial crisis on higher education: the trends in student and staff mobility. As “one man’s meat is another man’s poison”, the session will explore the following:
- What are the push and pull factors for student and staff mobility from a national perspective?
- Sneaking a peak at the debate on return on investment in higher education: (how) can the return on investment on mobility be meaningfully assessed?

Chair: Dr. Jouko Sarvi, ADB

Speakers:
- Dr. Marrik Bellen, Director, Nuffic Netherlands Education Support Office (Neso) Indonesia
- Mr. Robert Santa, Academic Affairs Committee Member, European Students’ Union (ESU), Brussels, Belgium
- Prof. Wei Shen, Assistant Professor, International Affairs, ESSCA Graduate School of Management, Angers, France
- Dr. Bobae Park, Team Head, Overseas Korean Education Team, National Institute for International Education (NIIED), Korean Ministry of Education, Science and Technology

Discussion (Q&A)

15.30 Coffee break

SESSION 3: What has been the response to the crisis of a) institutions, b) governments?
This session will look more concretely on the measures taken by stakeholders. Above all, it strives to analyse the rationale behind long-term measures and the use of emergency mechanisms.

Chair: Mr. Thomas Estermann, EUA

Speakers:
- Dr. Arne Carlsen, Chairman, ASEM LLL Hub
- Ms. Kiira Kärkkäinen, Education Analyst, Centre for Educational Research and Innovation (CERI), OECD
- Mr. Gundars Berzins, Director, Finance Department, University Latvia
- Mr. Brahm Prakash, Adjunct Professor, Asian Institute of Management (AIM)
- Dr. Rosni Bakar, Associate Research Fellow, National Higher Education Research Institute (IPPTN), Universiti Sains Malaysia

Discussion (Q&A)

17.30 End of first workshop day

18:30 Welcome Reception and a Cultural Presentation hosted by Intel Corporation
Venue: Function Room 1-4, Ground Floor, ACCM
**Friday, 26 March 2010**  
Venue: Jollibee E-Library, 2nd Floor, AIM Conference Center Manila (ACCM)

### SESSION 4:
**Why study? Return on investment in higher education**

This session will look at the alleged mismatch between education and work and embark on a theoretical discussion of investment in higher education from an economic perspective. Questions to be addressed are:
- (Why?) should governments invest more?
- (Why?) should governments step in – how and where?
- Picking up on the previous sessions: what is the rationale behind countercyclical reactions (e.g. in India, Scandinavia)?

**Chair:**  
Dr. Igor Kitaev, UNESCO-IIEP

**Speakers:**
- Prof. Sean Golden, Director, Institute for International & Intercultural Studies (IEII), Universitat Autonoma de Barcelona (UAB), Spain
- Dr. Monica Lindberg-Falk, Director of Studies, Centre for East and South-East Asian Studies, Lund University, Sweden
- Prof. Ka Ho Mok, Associate Vice President (External Relations), Hong Kong Institute of Education
- Ms. Cheng Cheng Loo, Corporate Affairs Manager, Intel Malaysia

**Discussion (Q&A)**

### 11.00 Coffee

### 11.30 SESSION 5:
**Are there any lessons to be learned from the previous crisis?**

The Asian Financial Crisis gripped much of Asia in July 1997, and raised fears of a worldwide economic meltdown. This session will address the following questions:
- How have national higher education systems reacted then?
- With what effect from today’s perspective?

**Chair:**  
Mr. Brahm Prakash, AIM

**Speakers:**
- Dr. Bancha Saenghiran, President, Assumption University, Thailand
- Dr. Jouko Sarvi, Practice Leader & Chair, Education Sector Committee and Practice, Regional and Sustainable Development Department, Asian Development Bank (ADB)
- Ms. Hye-Rim Kim, Associate Programme Specialist in Education, Asia-Pacific Programme of Educational Innovation for Development (APEID), UNESCO Bangkok

**Discussion (Q&A)**

### 13.00 Lunch
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>14.00</td>
<td>Preparation of recommendations</td>
<td>Chair: Prof. Sean Golden, Universitat Autonoma de Barcelona (UAB)</td>
</tr>
<tr>
<td>16.30</td>
<td>Wrap-up and Closing of the Meeting</td>
<td>Mr. Zhang Hongtie, Director-in-Charge</td>
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<td>ASEM Education Hub (AEH), Asia-Europe Foundation (ASEF)</td>
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<tr>
<td>18:00</td>
<td>Farewell Dinner</td>
<td>Venue: Via Mare, Greenbelt, Makati City</td>
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PRACTICAL INFORMATION

Meeting Venue and Accommodation

The Workshop will be set-up at the **Jollibee E-Library, 2nd Floor**

A Secretariat will be located at the **ICTSI Room, 2nd Floor** (across the workshop venue)

**AIM Conference Center Manila (ACCM)**
Trasierra cor. Benavidez Streets
Legaspi Village, Makati City
Tel: (+632) 750-1010
Fax: (+632) 750-4459, 751-7160
Website: [www.accm.aim.edu.ph](http://www.accm.aim.edu.ph)

Main contacts:

**Asia-Europe Foundation - ASEM Education Hub (ASEF-AEH)**

**Ms Chripa Schneller**
Special Advisor, AEH
Email: aehsecretariat@asef.org; aeh.advisor@asef.org

**Ms Helen Sophia Chua Balderama**
Project Executive, AEH
Tel: +65.6874.9715; +65 91590782 (mobile)
Email: helen.chuabalderama@asef.org

**Asian Institute of Management (AIM)**

**Ms Rima R. Laurel**
Associate Director, AIM Scientific Research Foundation (AIM-SRF)
Asian Institute of Management
Eugenio Lopez Foundation Bldg.
123 Paseo de Roxas, Makati City 1260
Tel. (632) 817-2852 or 892-4011 ext. 335
Fax (632) 867-2114
E-mail: rlaurel@aim.edu

Accommodation

AIM will provide accommodation for a maximum of three nights’ stay: check-in on **24 March and checkout on 27 March 2010 (12:00 noon)**. Participants who would like to extend their stay beyond the meeting may do so at their own expense.

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.
**Local Transportation**

**Airport to and from the Accommodation:** Arrangements have been made for transfers to and from the airport.

Upon arrival at the Ninoy Aquino International Airport Terminal 1, please proceed to the arrival extension area and wait under the first letter of your last name. The person who will meet you will be carrying a sign with your name and the logo of AIM.

Philippine Airlines flights arrive at the Ninoy Aquino International Airport Terminal 2. Those arriving here should proceed to the exit and look for someone carrying a sign with your name and the logo of AIM.

The airport is around 10 kilometers away from Makati. Travel time is approximately 30-45 minutes.

**Accommodation to Dinner Venue:** Transportation shall be provided for dinner venues outside the AIM Conference Center Manila.

**Foreign Exchange and ATMs**

Currency and money: Philippine Peso

Foreign currency may be exchanged at your hotel, most large department stores, banks and authorized exchange dealers. Most large stores, restaurants, hotels and Beach Resorts accept major credit cards including American Express, Visa and MasterCard. Major Credit Cards (Visa, MasterCard, American Express and Diners Club) can be used to pay for most goods and services.

Bank Hours: Banks are open 9am-3pm Mon-Fri (except public holidays).
Shop Hours: Most shops operate 10am-7.30pm daily (except public holidays)

**Visa Requirements**

**GUIDELINES ON THE ENTRY OF TEMPORARY VISITORS TO THE PHILIPPINES**

Nationals from countries listed below who are travelling to the Philippines for business and tourism purposes are allowed to enter the Philippines without visas for a stay not exceeding twenty-one (21) days, provided they hold valid tickets for their return journey to port of origin or next port of destination and their passports valid for a period of at least six (6) months beyond the contemplated period of stay. However, Immigration Officers at ports of entry may exercise their discretion to admit holders of passports valid for at least sixty (60) days beyond the intended period of stay.

Nationals from the following countries are allowed to enter the Philippines without a visa for a period of stay of twenty-one (21) days or less provided they hold valid tickets for their return journey to port of origin or next port of destination and their passports are valid for a period of at least six (6) months beyond the period of stay.
Andorra, Angola, Antigua and Barbuda, Argentina, Australia, Austria, Bahamas, Bahrain, Barbados, Belgium, Benin, Bhutan, Bolivia, Botswana, Brazil*, Brunei Darussalam, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canada, Cape Verde, Central African Republic, Chad, Chile, Colombia, Comoros, Congo, Costa Rica, Cote d’Ivoire, Cyprus, Czech Republic, Democratic Republic of the Congo, Denmark, Djibouti, Dominica, Dominican Republic, Ecuador, El Salvador, Equatorial Guinea, Eritrea, Estonia, Ethiopia, Fiji, Finland, France, Gabon, Gambia, Germany, Ghana, Gibraltar, Greece, Grenada, Guatemala, Guinea, Guinea Bissau, Guyana, Haiti, Honduras, Hungary, Iceland, Indonesia, Ireland, Israel*, Italy, Jamaica, Japan, Kenya, Kiribati, Kuwait, Lao People’s Democratic Republic, Latvia, Lesotho, Liberia, Liechtenstein, Lithuania, Luxembourg, Madagascar, Malawi, Malaysia, Maldives, Mali, Malta, Marshall Islands, Mauritania, Mauritius, Mexico, Micronesia, Monaco, Mongolia, Morocco, Mozambique, Myanmar, Namibia, Nepal, Netherlands, New Zealand, Nicaragua, Nigeria, Norway, Oman, Palau, Panama, Papua New Guinea, Paraguay, Peru, Poland, Portugal, Qatar, Republic of Korea, Romania, Russia, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Sao Tome and Principe, Saudi Arabia, Senegal, Seychelles, Singapore, Slovakia, Slovenia, Solomon Islands, Somalia, South Africa, Spain, Suriname, Swaziland, Sweden, Switzerland, Thailand, Togo, Trinidad and Tobago, Tunisia, Turkey, Tuvalu, Uganda, United Arab Emirates, United Kingdom of Great Britain and Northern Ireland (UK), United Republic of Tanzania, United States of America (USA), Uruguay, Venezuela, Vietnam, Zambia, Zimbabwe.

The following are allowed to enter the Philippines without a visa for a stay not exceeding fifty-nine (59) days:

1. Holders of Brazil passports; and
2. Holders of Israel passports

The following are allowed to enter the Philippines without a visa for a stay not exceeding seven (7) days:

1. Holders of Hong Kong Special Administrative (SAR) passports
2. Holders of British National Overseas (BNO) passports
3. Holders of Portuguese Passports issued in Macao
4. Holders of Macao Special Administrative Region (SAR) passports

**Note:**
- All tourists wishing to stay longer than 21 days need a visa
- All nationals from other countries do require a visa to enter the Philippines.

**Electric Outlets**

Electricity: 220 volts

Outlets:
Meals

Breakfast is served at the **Carte Blanche Bistro** on the 5th Floor from 6:00 to 10:00am

Lunch shall be at the **Makati Business Club Room** on the 2nd Floor (same floor as workshop venue)

Other meals sponsored by the organisers include:

<table>
<thead>
<tr>
<th>Dinner/ Reception</th>
<th>Venue</th>
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<tbody>
<tr>
<td>Dinner on the 24 March, 19.00</td>
<td>Carte Blanche, 5th Floor, ACCM</td>
</tr>
<tr>
<td>Welcome Reception on 25 March hosted by Intel Corporation, 18.30</td>
<td>Function Rooms 1-4, Ground Floor, ACCM</td>
</tr>
<tr>
<td>Farewell Dinner on the 26 March, 18.00</td>
<td>Via Mare, Greenbelt, Makati City</td>
</tr>
</tbody>
</table>

**Note:** Please promptly advise the organisers, in your registration form, of any dietary restrictions.

Reimbursements

Travel reimbursements will be made **exclusively via wire transfer** upon the presentation of relevant travel documentation, during the **on-site registration on 25 March**.

**IMPORTANT:** Please submit the following documents during registration:

1. **Original** Travel agent invoice / receipt for airfare

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

2. **Original** boarding passes

3. Photocopy of Ticket

ASEF-AEH will only reimburse sponsored participants upon submission of complete reimbursement documents. To facilitate this, please ensure that the bank information details are completely and accurately filled out in the registration form.

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 **25 April 2010**. 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) advances mutual understanding and collaboration between the people of Asia and Europe through intellectual, cultural, and people-to-people exchanges. These exchanges include conferences, lecture tours, workshops, seminars and the use of web-based platforms. ASEF’s goal is the establishment of permanent bi-regional networks focused on areas and issues that help to strengthen Asia-Europe relations.

Established in February 1997 by the partners of the Asia-Europe Meeting (ASEM), ASEF reports to a board of governors representing the ASEM partners. ASEF is the only permanent physical institution of the ASEM process. Since 1997, the Foundation has initiated projects engaging 14,000 individuals from Asia and Europe. ASEF works in partnership with other public institutions and civil society actors to ensure its work is broad-based and balanced among the partner countries. More information on the Asia-Europe Foundation is available at http://www.asef.org.

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ASEM (the Asia-Europe Meeting) is an informal process of dialogue and cooperation. It brings together Austria, Belgium, Brunei, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, Pakistan, the Philippines, Poland, Portugal, Romania, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam, the ASEAN Secretariat and the European Commission. http://www.aseminfoboard.org
The Asian Institute of Management (AIM) is one of the leading international graduate management schools in Asia. It was founded in 1968 as a joint project of the Inter-University Consortium consisting of three of the top schools in the Philippines – Ateneo de Manila, De La Salle College and the University of the Philippines. The consortium had received a grant from the Ford Foundation for the development of a full-time MBA program, with Harvard University as project grant administrator. For 40 years, AIM has been known as the "Harvard of Asia" using the case method as the primary mode of learning in all its programs. AIM has received numerous awards and was voted into the Partnership in International Management (PIM), an international association of the finest management schools in North America, Latin America and Europe. In 2000, it became the first graduate school of management in the world to receive ISO 14001 Certification, and in 2004, AIM was accredited by the Association to Advance Collegiate Schools of Business (AACSB). It was the first graduate business school in Southeast Asia to attain accreditation from the two major international accrediting institutions, AACSB and EFMD. For more information, please visit: [http://www.aim.edu](http://www.aim.edu)
MAKATI CITY, PHILIPPINES

Population of the capital city, Manila
10 million

Location
Makati City lies to the east of Manila, the country’s capital. It is one of the most important cities in the Philippines in terms of finance and commerce.

Local weather
High: 32C/ 90F
Low: 23C/ 73F

Time zone
GMT +8 hours

For more information please visit:
http://www.tourism.gov.ph/SitePages/general information.aspx

Telephone
Country code of the Philippines: +63
Area code of Makati City (Metro Manila): 2
AIM CONFERENCE CENTER: Benavidez corner Trasierra Streets, Legaspi Village, Makati City
Tel. 750-10-10
Mr Zhang Hongtie  
Director, People-to-People Exchange Department (P2P), ASEF

Mr Zhang Hongtie is currently the Director of People-to-People Exchange at the Asia-Europe Foundation (ASEF), seconded by the Chinese Ministry of Foreign Affairs. Mr Zhang attained his BA in English literature at the Tianjin Foreign Languages Institute (China) in 1986. He joined the Chinese Ministry of Foreign Affairs after his graduation and held different positions in the Ministry of Foreign Affairs and Chinese Embassies in several countries over the past 20 years.

Prior to his secondment to ASEF, he was Counselor of the Information Department at the Ministry where his responsibilities include the co-ordination and consultation with governmental offices as well as academic and other sectors on issues of publicity and promotion. Advisory on and involvement in media arrangements such as sponsored reporting trips by the Foreign Ministry for all international media bureau stations in Beijing across the country as well as interviews with governmental officials.

Mr Zhang is fluent in Mandarin and English language as well as basic French. His interest includes history, ancient Chinese philosophy, music, literature-books reading, short distance jogging and taiji.

Ms Edwige Rozier  
Project Manager, People-to-People Exchange Department (P2P), ASEF

Ms Edwige Rozier joined the Asia-Europe Foundation in January 2008 as a Project Officer for the People-to-People Exchange Department mainly in charge of the Database on Education Exchange programmes (DEEP). As a Project Executive, she was responsible for the ASEM Education Hub (AEH), the platform for cooperation and exchanges among higher education stakeholders. She is now Project Manager and supervises the activities of the department, comprising of formal and non-formal education projects focusing on youth. Her educational background includes the study of the English language, literature and civilisation with a specialisation in “American civilisation”. Prior to joining ASEF, she had diverse international professional experiences thus resulting in a broad skills portfolio arising from duties in finance, sales, marketing and public relations. She started as a trainee in Brussels at the Academic Cooperation Association (ACA).
**Ms Helen Sophia Chua Balderama**
Project Executive, ASEM Education Hub, P2P, ASEF

Ms Helen Sophia Chua Balderama, Filipino national, joined ASEF in August 2008, first as a Project Officer and currently responsible for the ASEM Education Hub (AEH), a programme under the People-to-People Exchange Department of ASEF. From 2001-2007, Helen was Development Management Officer at the UNESCO National Commission of the Philippines (UNACOM) in-charge of education and youth programmes and worked closely with UNESCO Offices in Bangkok, Jakarta and Paris (UNESCO HQ) on projects involving the Philippines. Helen studied Philosophy at the University of the Philippines and has a Post Graduate Degree on Cultural Projects for Development from the International Labour Organization (ILO) Training Centre (Turin, Italy). In July 2008, Helen earned her Master Degree in Public Administration from the Lee Kuan Yew School of Public Policy at the National University of Singapore (NUS).

**Ms Do Nhu Quynh**
Project Officer, ASEM Education Hub, P2P, ASEF

Do Nhu Quynh, a Vietnamese national, joined ASEF in July 2009 as Project Officer. She currently handles projects under the ASEM Education Hub (AEH) within ASEF’s priority areas. Prior to joining ASEF, Quynh worked as Assistant Programme Officer in UNESCO Country Office in Vietnam for more than two (2) years where she managed projects initiated by UNESCO to support the government of Vietnam in formulating and implementing policies on culture and education. She developed good working relations with Vietnam government agencies as well as UNESCO Headquarters (France) and UNESCO Office (Thailand). Quynh earned her Master Degree in Public Policy through a Li Ka Shing Scholarship at the Lee Kuan Yew School of Public Policy, National University of Singapore (NUS) and Graduate Institute for International Studies, University of Geneva (Switzerland) in May 2009.

**Ms Chripa Schneller**
Special Advisor, ASEM Education Hub

Chripa Schneller joined ASEF’s higher education initiative, the ASEM Education Hub (AEH), in 2009 as Special Advisor with a focus on the development of AEH’s overall strategy and outreach. She coordinates the Preparatory Group for the first Asia-Europe Education Workshop on “The Impact of the Financial Crisis on Higher Education”. Chripa, who is a French-German citizen of Indian descent, worked as a Policy Officer at the Academic Cooperation Association (ACA) in Brussels before, where she was in charge of several projects aiming at improving availability and accessibility of European higher education, among them a pilot project for the set-up of “Study in Europe Promotion Networks” world-wide. She is the main author of Handbook of International Associations in Higher Education (ACA, 2009) and has organised and represented the organisation at various international conferences. Holding a Master’s degree in cultural studies and economics, she is currently preparing a PhD thesis on “Access of migrants to higher education”.

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