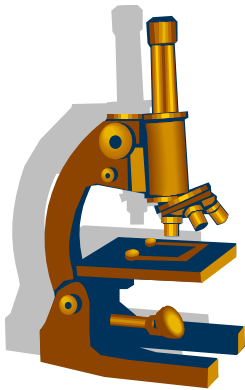


# THE ASEM WORKPLACEMENT PROGRAMME



29-30 January 2015, Bangkok

Background/History

Benefits for stakeholders involved

Possible modalities

# Background/History

## **During ASEMME 3 in Copenhagen, 9-10 May 2011, the Ministers:**

- Considered the establishment of an ASEM placement programme in terms of setting up a pilot scheme for higher education-business mobility of qualified students between Asia and Europe (partly funded by public resources and industry)

## **ASEM University Business Fora**

- **2nd ASEM University Business Forum**

Bonn: 10/11 November 2011

....recommend to establish and ASEM Placement Programme

- **3rd ASEM University Business Forum**

Kuala Lumpur: 5/6 November 2012

....the proposed ASEM Placement Programme should be worked out and followed up by interested ASEM member countries.

## **During ASEMME 4 in Kuala Lumpur, 13-14 May 2013, the Ministers:**

- Emphasised that work placements in higher education play a key role in enhancing graduate employability and endorsed the launch of an interregional ASEM Work Placement Pilot Programme that promotes practical experiences, cross-cultural skills and competences of Asian students in Europe and European students in Asia. The Ministers asked the ASEM Education Secretariat to give organisational support to launch the programme and welcomed Belgium's (Flemish Community), Brunei Darussalam's, Thailand's and Germany's intention to take part in the pilot phase.

# Benefits for stakeholders involved

- **BENEFITS TO GOVERNMENTS**

- Supports their workforce development strategy
- Contribution to economic growth in the sector
- Meeting different (demographical) challenges

- **BENEFITS TO HIGHER EDUCATION INSTITUTIONS**

- Provide high quality education by creating a real life based curriculum
- Establish international links and strategic alliances



- **BENEFITS TO THE INDUSTRY/ BUSINESS SECTOR**
- Beneficial to employers in that an ASEM trainee can help to enhance a company's/organisation's competitiveness through transfer of academic know-how
- Express their needs and having a direct input in the programme
- Access to a supply of talented internship students or skilled workforce

- **BENEFITS TO THE STUDENTS**
- Beneficial to students by provision with a unique opportunity to gain work experience and contact outside the academic sector
- Abilities needed to work in multicultural environments
- Close cooperation with the tourism industry
- Real life examples
- Employability

# Possible modalities

- **MODALITIES for a pilot scheme**

*Target Group: „Qualified students“*

- LEVEL: Master students
- Subject: open to all subjects
- Duration: 2-6 month

*Partners*

- Governments
- University-business networks from both regions
- Employers
- Higher Education Institution
- Students

## STRUCTURE

### *1. Preparation Phase (1 year)*

- Identifying placements
- Setting up a website

### *2. Establishing Phase (2 years)*

- Running the programme
- Evaluating
- Enlarging if applicable

## FINANCIAL REQUIREMENTS

*Funding: „Partly funded by public resources and industry“*

- Staff costs for a 0,25 Full Time Equivalent(FTE) for 3 years
- Travel cost for academic staff for a period of 3 years
- Material resources (website...)
- Grants for students (financial support by companies/organisations or by public resources).
- Further elements to be supported:
- Preparatory training e.g. cross-cultural and language training
- Evaluation/Follow-up by home and host organisation

**THANK YOU FOR YOUR ATTENTION!**

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