

# 2nd ASEM University-Business Forum

## Bonn, 10/11 November 2011

**Dr. Siegbert Wuttig**  
**Director of the ASEM Education Secretariat (AES)**

## The DAAD has...

- an annual budget of 384 million euros (= US\$ 558 million)
- almost 800 staff
- 64 Regional Offices and Information Centres (IC) all over the world
- 475 DAAD Lecturers
- 106.000 DAAD and ERASMUS scholarship holders p.a.
- around 600 professors on 90 selection committees



**DAAD** Deutscher Akademischer Austausch Dienst  
German Academic Exchange Service

## The DAAD is...

- Internationalisation agency for German higher education institutions
- **ASEM Education Secretariat**
- **National Agency for EU Higher Education Cooperation**
- National IAESTE Secretariat (traineeships and internships)
- (Co-)responsible for the Marketing Consortium GATE
- (Co-)responsible for the TestDaF Institut



 Federal Ministry  
of Education  
and Research

**Individual Mobility:  
10,706 student  
placements in 2010**

**Joint scholarship  
programmes:  
Siemens/DAAD**



**University-  
business  
cooperation  
and the DAAD**

**International  
marketing and  
alumni activities**

**Transnational  
Education:  
Chinese-German  
College Tongji**

## Important steps in the ASEM Education Process

### Ministers for Education met

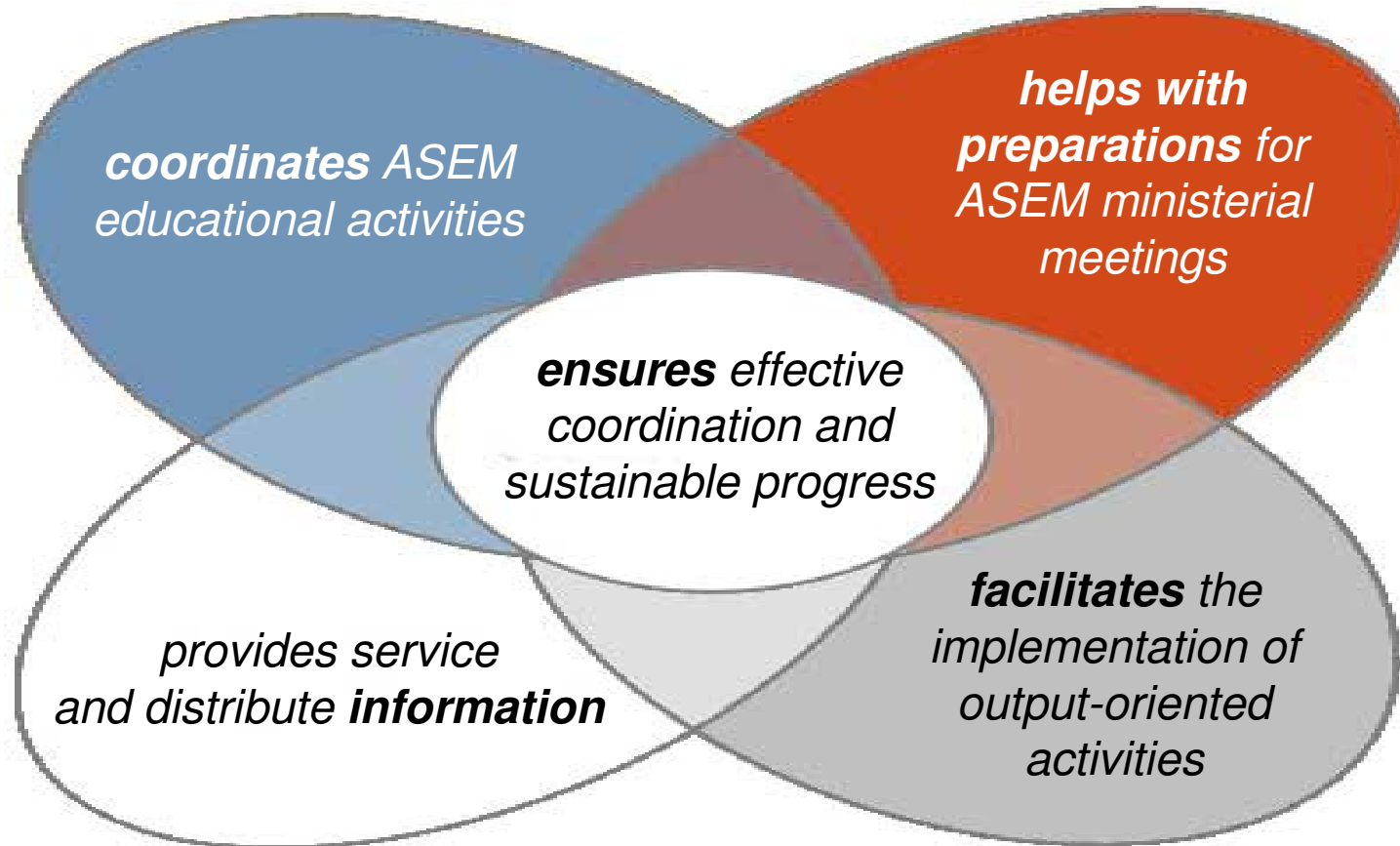
- in **Berlin** in **2008** (**ASEMME1**)
- in **Hanoi** in **2009** (**ASEMME2**)
- in **Copenhagen** in **2011** (**ASEMME3**)
- Next Ministerial Conferences in **Malaysia** (2013), **Latvia** (2015) and **Republic of Korea** (2017).



**In Hanoi, the Ministers agreed to establish a rotating ASEM Education Secretariat to ensure effective coordination and sustainable progress of the ASEM Education Process.**

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## The ASEM Education Secretariat ...



**Mobility**

**Quality assurance  
and recognition**



**Key topics of  
the ASEM  
Education  
Process**

**Lifelong learning**

**Education-  
business  
cooperation**

## The history of the University-Business Forum (1)

### 1. Asia-Europe Meeting of Ministers for Education, Berlin 2008

The Meeting agreed:

- to propose the establishment of a bi-regional forum involving stakeholders from the education and economic sector to strengthen the dialogue and cooperation between education and industry at local, national and international level.

### 2. Asia-Europe Meeting of Ministers for Education, Hanoi 2009

The Meeting agreed:

- to set up the ASEM University-Business Forum, as agreed in the first Meeting in Berlin, to enhance exchange of views and good practices, and welcomed Thailand for volunteering to organise this activity.

## The history of the University-Business Forum (2)

### 3. Asia-Europe Meeting of Ministers for Education, Copenhagen 2011

The Ministers:

- agreed to make the ASEM University-Business Forum an annual event (...); Germany offers to host the second ASEM University-Business Forum in late 2011. Malaysia offers to host a stakeholder meeting in 2012;
- invited the European Commission to link the ASEM University-Business Forum to the EU University-Business Forum and include a specific session with Asian and European representatives from academia and the world of work (...);



# Thank you for listening!

[www.asem-education-secretariat.org](http://www.asem-education-secretariat.org)