



4th ASEM Rectors' Conference (ARC4)

University-Business Partnerships: Asia and Europe Seeking 21st Century Solutions

26-27 March 2015
Hangzhou, China

DRAFT PROGRAMME

Wednesday , 25 March 2015

- 14:00 – 18:00 **Arrival and Registration of Participants**
- 19:00 – 21:00 **Welcome Reception** (Remarks by ARC4 Partners)

Thursday, 26 March 2015

- 08:30 – 09:00 **Registration**
- 09:00 – 10:00 **OPENING CEREMONY**
- Opening Remarks**
- Amb. ZHANG Yan
Executive Director, Asia-Europe Foundation (ASEF)
 - Prof. LIN Jianhua
President, Zhejiang University (ZJU)
- Proposed Keynote Speeches**
- Senior Official from the Ministry of Education, P.R. China
 - Ms Irina BOKOVA
Director-General, UNESCO
- 10:00 - 10:30 **Group Photo & Tea Break**
- 10:30 – 11:30 **PLENARY 1 – INTRODUCTION**
- University-Business Partnerships in the 21st Century: Trends and Challenges from Asian and European Perspectives**
- Chair:**
- Ms Eva EGRON-POLLAK
Secretary-General, International Association of Universities (IAU)
- Proposed Panellists:**
- Prof. CHEN Jining
President, Tsinghua University, China
 - Prof. Sibrandes POPPEMA
President, University of Groningen, Netherlands (host-university of ARC3)
 - Senior Representative
Alibaba Group
 - Senior Representative
Volkswagen
- 11:30 – 11:40 **Overview of the Conference Outline and Expected Results**
- Ms Leonie NAGARAJAN
Acting Director of Education Department, ASEF



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11:45 – 12:45

PLENARY 2 – SETTING THE FRAMEWORK

Objective: To identify the key issues facing Asia and Europe related to the working group (WG) topics and to set the framework for subsequent discussions.

Chair:

- Dr Natana GAJASENI
Executive Director, ASEAN University Network (AUN)

Proposed Panellists: 1 Representative from each Working Group

WG1: University-Business Partnerships for Employability Skills

WG2: University-Business Partnerships for Entrepreneurship

WG3: University-Business Partnerships for New Learning Environment through Technology

12:45 – 14:00

Lunch

14:00 – 15:45

WORKING SESSION 1 – SHARING GOOD PRACTICES

Objective: To present good practices in university-business partnerships and exchange views; Each of the three simultaneous working groups features 2 Rectors and 2 Business Representatives presenting case studies, followed by discussions.

WG1: University-Business Partnerships for Employability Skills

Proposed Moderator:

- Mr Richard YELLAND
Head of Division, Directorate for Education and Skills
Organisation for Economic Co-operation and Development (OECD)

WG2: University-Business Partnerships for Entrepreneurship

Proposed Moderator:

- Mr Jordi Curell GOTOR
Director, Higher Education & Entrepreneurship
DG Culture and Education, European Commission

WG3: University-Business Partnerships for New Learning Environment through Technology

Proposed Moderator:

- Professor Yuk-Shan WONG
President, Asian Association of Open Universities
President, The Open University of Hong Kong, China

15:45 – 16:00

Tea Break

16:00 – 18:00

Visit to Alibaba Group Headquarters

19:00 – 21:00

Dinner



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9:00 – 10:30

WORKING SESSION 2 – SEEKING SOLUTIONS

Objective: To deliberate on potential solutions to challenges for existing university-business partnerships; Each of the three simultaneous working groups features 2 Rectors and 2 Business Representatives initiating the discussions; The opinions from the Students' Forum will be integrated into the deliberation.

WG1: University-Business Partnerships for Employability Skills

Proposed Moderator:

- Mr Richard YELLAND
Head of Division, Directorate for Education and Skills
Organisation for Economic Co-operation and Development (OECD)

WG2: University-Business Partnerships for Entrepreneurship

Proposed Moderator:

- Mr Jordi Curell GOTOR
Director, Higher Education & Entrepreneurship
DG Culture and Education, European Commission

WG3: University-Business Partnerships for New Learning Environment through Technology

Proposed Moderator:

- Professor Yuk-Shan WONG
President, Asian Association of Open Universities
President, The Open University of Hong Kong, China

10:30 – 11:00

Tea Break

11:00 – 12:30

WORKING SESSION 3 – FORMULATING POLICY RECOMMENDATIONS

Objective: To develop policy recommendations for the 5th ASEM Education Ministers' Meeting (ASEM ME5) on key issues, in particular university governance innovation to facilitate partnerships with the business. Each of the three simultaneous working groups features 2 Rectors and 2 Business Representatives initiating the discussions. The suggestions from the Students' Forum will be integrated into the recommendations.

WG1: University-Business Partnerships for Employability Skills

Proposed Moderator:

- Mr Richard YELLAND
Head of Division, Directorate for Education and Skills
Organisation for Economic Co-operation and Development (OECD)

WG2: University-Business Partnerships for Entrepreneurship

Proposed Moderator:

- Mr Jordi CURELL GOTOR
Director, Higher Education & Entrepreneurship
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WG3: University-Business Partnerships for New Learning Environment through Technology

Proposed Moderator:

- Professor Yuk-Shan WONG
President, Asian Association of Open Universities
President, The Open University of Hong Kong, China

12:30 – 14:00 **Lunch**

14:00 – 15:00 **PLENARY 3 - PRESENTING AND FINALISING POLICY RECOMMENDATIONS**

Chair:

- Dr Alexander LEICHT
Chief of Section for Education for Sustainable Development
Division for Teaching, Learning and Content, UNESCO

Proposed Panellists: 6 Rectors (2 from each working group)

15:00 – 16:30 **NETWORKING FOR PARTNERSHIPS (with tea break)**

16:30 – 17:00 **CLOSING CEREMONY**

Proposed Keynote Speeches

- Ms Mārīte SEILE
Minister of Education and Science, Latvia
- Prof. LIN Jianhua
President, ZJU
Handing over ARC4 Policy Recommendations for ASEM ME5

Concluding Remarks by

- Amb. ZHANG Yan
Executive Director, ASEF

17:00 – 17:30 **Press Conference**

19:00 – 21:00 **Farewell Dinner**

END OF ARC4

Saturday, 28 March 2015

09:30 – 17:00 **Cultural Tour in Hangzhou (Optional)**