

ASEMUNDUS

A multinational project enhancing cooperation
between European and Asian higher education institutions

ASEM Seminar on Credits and Learning Outcomes
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Contents

- Brief introduction to Erasmus Mundus II (2009-2013)
- ASEMUNDUS - a multinational project enhancing cooperation between European and Asian higher education institutions
 - Key data
 - Background
 - Objectives
 - Activities
 - 2010 Activities
- Further information

ACTION 1 (€ 463,8 MIO.)**Joint Master and Doctoral Programmes**

- implemented by EU and non EU universities
- scholarships for non EU and EU students for the entire duration of the joint study programme

ACTION 2 (€ 460 MIO.)**Partnership projects**

- scholarships for EU and non EU students, scholars, academic and administrative staff in a variety of disciplines

ACTION 3 (€ 16 MIO.)**Attractiveness Projects**








- Studies
- Erasmus Mundus Alumni Association
- Information activities of EM National Structures



Key data

Coordination: **DAAD** (Unit 604 – Tempus/ Erasmus Mundus/ EU-Third Country Cooperation)

Partners: Erasmus Mundus National Structures:

 NUFFIC (NL)	 FRSE (PL)
 Flemish Ministry of Education and Training (BE)	 Cyprus Ministry of Education and Culture (CY)
 Tempus Public Foundation (HU)	 ARCHIMEDES (EE)
 OeAD-GmbH (AT)	 SEDA (LV)

Project life span: Oct. 2009 – Oct. 2012

Budget of ~ € 340.000 (75% European co-financing)



Background

1. Meeting of the ASEM Ministers of Education, Berlin 2008

- demand for increased higher education cooperation and mobility between Europe and Asia

2. Meeting of the ASEM Ministers of Education, Hanoi 2009

- Erasmus Mundus explicitly mentioned as example of good practice
- Meeting highly welcomed proposals and initiatives on promoting joint programmes and mobility between ASEM countries

► **ASEMUNDUS is designed to address this demand**



Objectives

- Enhance the visibility of Erasmus Mundus within Asian ASEM member states
- Enhance the participation of Asian higher education institutions within new and/or existing Erasmus Mundus Projects
- Facilitate and strengthen institutional cooperation between higher education institutions from Europe and Asia

Overall:

Enhance the attractiveness of European higher education and intensify higher education cooperation between Europe and Asia through an increased participation of Asian higher education institutions in Erasmus Mundus



Activities

The main activities conducted by ASEMUNDUS are twofold:

- 1. Enhance the visibility and general awareness of Erasmus Mundus in targeted Asian ASEM countries**
 - Active participation in four Asian higher education fairs in four different Asian ASEM countries
 - Produce information material on Erasmus Mundus in local language
 - Establish local network of Erasmus Mundus Promoters at institutional level in the 4 targeted Asian countries

Activities

2. Facilitate and strengthen cooperation and increase the number of EM partnerships between European and Asian higher education institutions

Organize thematic contact seminars prior to fair attendance, to:

- *train Erasmus Mundus Promoters on the programme's characteristics and on broader aspects of European higher education*
- *present good practice examples from previously selected Erasmus Mundus experts*
- *offer the possibility for networking for European and Asian higher education representatives*
- *take up the outcomes of ASEM Seminars for the thematic focus*

► **The seminar is open to all interested Asian and European higher education representatives**



2010 Activities



First target country: **INDONESIA**

- Low participation-rate of Indonesian Higher Education Institutions in Erasmus Mundus
- EHEF Jakarta 2008 with more than 15.000 visitors; offers on Erasmus Mundus attracted huge audience



2010 Activities



Oct. 9./10., 2010
Jakarta

- Organized by DAAD, NUFFIC, Campus France in cooperation with EU Delegation
- Followed by Promotion Tour Indonesia, organised by DAAD

<http://www.ehefjakarta.org/>



2010 Activities



Oct. 9./10., 2010
Jakarta

- **ASEMUNDUS contact seminar Oct. 7./8., 2010**
- Leading National Structures

	NUFFIC (NL)		FRSE (PL)
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Activities beyond 2010: countries still to be decided according to interest in the country on Erasmus Mundus, interest of European institutions and potential for cooperation



More information

<http://www.asem-education-secretariat.org/asemundus>

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Thank you!



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