



# ASEM Conference

## “Lifelong Learning: e-Learning and Workplace Learning”

20-22 July 2009, Bangkok, Thailand

Sponsored by



## Overview

### 1. Preface| p. 2

Welcome note by Dr.Sumate Yamnoon, Secretary General of the Commission on Higher Education, Thai Ministry of Education.

### 2. Programme| p. 3

### 3. Who is Who| p. 7

### 4. Academic Paper Presentations| p. 12

Title of paper presentations and mini bios of the presenters

### 5. Milestones in ASEM Process| p. 18

- 1996: What is ASEM?
- 1997: What is ASEF?
- 2002: What is ASEM LLL Hub?
- 2008: ASEM Ministerial Meeting on Education
- 2009: ASEM Ministerial Meeting on Education

### 6. Emergency contacts| p. 26

### 7. Organising committee| p. 26

## 1. Preface

Welcome to Bangkok and to the ASEM Conference "Lifelong Learning: eLearning and Workplace Learning"!

Lifelong learning is now a current concern for most countries including Thailand. Thailand's education is now undertaking the Second Education Reformation Policy. The policy includes 8 frameworks –student quality development, teacher cultivation and development, the increasing competency of education management and collaboration, the expansion of education opportunity, the development of human resources, the reformation of education budget, the reformation of education technology, and education law. Apart from these 8 frameworks, the Minister of Education has purposed an addition to the framework which is informal and non-formal education to foster lifelong learning society.

It is a great opportunity for Thailand Cyber University Project under the Commission on Higher Education, in collaboration with the Department of Skill Development, Ministry of Labour and ASEM LLL Hub; to jointly organize ASEM Conference: "Lifelong Learning: e-Learning and Workplace Learning" during 20-22 July, 2009. The purpose of this conference is to facilitate representatives from member countries to cooperatively establish a framework in developing human resources in ASEM region. This conference is also a stage for publishing and exchanging knowledge, experience, and research in lifelong learning, e-Learning and workplace learning; to promote and strengthen lifelong learning for students in formal education and workforces in labour market by e-Learning.

The policy-level meeting and the international conference will promote academic capacity and expansion of Thailand's research network in this area. In addition, it will also support the government policy to make Thailand a centre of human resource development.

This event consists of the meeting of ASEM LLL Hub Advisory Board, the meeting of Network 1 (e-Learning) researchers and Network 2 (Workplace Learning) researchers, ASEM LLL Hub Research Network introduction, and research paper presentations on lifelong learning, e-Learning, and workplace learning. The participants include 70 representatives and researchers from ASEM member countries and 200 scholars, government officers, educators from concerned organisations in Thailand.

On behalf of the Commission on Higher education, I would like to extend my gratitude to the Thailand Cyber University Project, the Department of Skill Development, the Ministry of Labour and the ASEM LLL Hub for their effort in making this event possible; which will surely contribute a great benefit to educational sphere. Our grateful thanks to paper presenters and members of ASEM LLL Research Network. And the most important, I wish to thank all participants for taking your time to join the conference. I sincerely hope that knowledge and experiences you will gain from this event can be effectively applied to create the benefit to education as a whole. Lastly, I wish you all return home safely.

**Dr Sumate Yamnoon**  
**Secretary-General, Commission on Higher Education**  
**Thai Ministry of Education**

## 2. Programme

### Venue

Adriatic Palace Hotel, 1178 Corner of Wireless Road and New Petchchaburi Road, Bangkok 10400, Thailand.  
Tel. +66 2 655 1600 4, Fax +66 2 655 1658, <http://www.adriaticpalace.com>

### Sunday 19 July

Arrival of international participants

1800-2100 Informal dinner for international participants at the Ambrosia Coffee Shop of the Adriatic Palace Hotel, 2<sup>nd</sup> floor.

### Monday 20 July (Day 1) -The Palace Hall, 7<sup>th</sup> floor

- 0900-0910 Report to H.E. Mr. Korbsak Sabhavas, Deputy Prime Minister of Thailand  
[Mr. Jurin Laksanawisit, Minister of Education](#)
- 0910-0915 Report to H.E. Mr. Korbsak Sabhavas, Deputy Prime Minister of Thailand  
[Mr. Phaithoon Kaeothong, Minister of Labour](#)
- 0915-0925 Report and Introduction  
[Mr. Arne Carlsen, Chairman of the ASEM LLL Hub](#)  
International Director, Danish School of Education, Aarhus University
- 0925-0935 Report and Introduction  
[Mr. Zoltan Loboda, Chairman of ASEM LLL Hub Advisory Board](#)  
Hungarian Ministry of Education and Culture
- 0935-0940 Report and Introduction  
[Ambassador Nguyen Quoc Khanh, Asia-Europe Foundation](#)
- 0940-0955 Welcome and Opening address  
[H.E. Mr. Korbsak Sabhavas, Deputy Prime Minister of Thailand](#)
- 0955-1015 Photo session
- 1015-1045 Refreshment Break
- 1045-1110 ASEM Lifelong Learning Cooperation: objectives, achievements and future prospects  
[Mr. Arne Carlsen, Chairman of the ASEM LLL Hub](#)
- 1110-1130 Taking stock of progress, interests and envisaged challenges for the Advisory Board of the ASEM LLL Hub  
[Mr. Zoltan Loboda, Chairman of ASEM LLL Hub Advisory Board](#)

- 1130-1200 Thailand's perspective [Dr. Sumate Yamnoon, Secretary General of the Commission on Higher Education](#), on behalf of the Thai members of the ASEM LLL Hub Advisory Board
- 1200-1330 Luncheon at the Ambrosia Coffee Shop of the Hotel, 2<sup>nd</sup> floor
- 1330-1400 Introduce research network 1 (e-learning)  
[Network1 Coordinator: Professor Bowon Kim](#)  
Korea National Open University 1400-1430 Introduce research network 2 (workplace learning)  
[Network2 Coordinator: Univ.-Prof. Dr. Lynne Chisholm](#)  
Danish School of Education, Aarhus University and University of Innsbruck
- 1430-1500 Refreshment Break
- 1500-1700 [Research network 2 \(workplace learning\) research paper presentations.](#)  
1) [Professor Karen Evans](#), University of London, Institute of Education, UK  
*Putting knowledge to work*  
2) [Professor Milan Pol](#), Masaryk University Brno, Czech Republic  
*Learning through different phases of Czech school heads' career*  
3) [Professor Jianmin Sun](#), Renmin University of China  
*Facilitating organizational innovation through human resource practices: employees' views*
- 1800-2100 Reception Dinner: At Foyer, 7<sup>th</sup> floor (by invitation only)  
Thai classical music and performances start from 1800  
Hosted by Thailand's Ministry of Education and Ministry of Labour

## Tuesday 21 July (Day 2) - The Palace Hall, 7<sup>th</sup> floor . eLearning paper presentations

- 0830-0910 1) **Dr. Tinsiri Siribodhi**, The Southeast Asian Minister of Education – SEAMEO  
*Social Network and E-Learning: Ways Toward Lifelong Learning*
- 0910-0950 2) **Dr. David Lancaster**, The International Training, Research and Education Consortium, UK  
*Workplace learning and the contribution of e-learning*
- 0950-1030 3) **Professor Dr. Tsuneo Yamada**, The Open University of Japan  
*Nation-wide and global services for sharing quality lifelong learning content in Japan*
- 1030-1100 Refreshment Break
- 1100-1140 4) **Associate Professor Dr. Archanya Ratana-Ubol**, Chulalongkorn University, Thailand  
*The Implementation of Lifelong learning in Thailand*
- 1140-1220 5) **Assistant Professor Christian Stracke**, University of Duisburg-Essen, Germany  
*Quality development and standards in e-Learning: Benefits and guideline for implementation*
- 1220-1330 Luncheon at the Ambrosia Coffee Shop of the Hotel, 2<sup>nd</sup> floor

### 1330-1640 Three parallel activities

<p><b>1330-1640: At the Palace Hall, 7th floor</b></p> <p><b>1. Research network 1 (e-learning) research paper presentation (continued from morning session)</b></p> <p>1330-1410 6) <b>Associate Professor Dr. Kenji Hirata</b> Toyo University, Japan <i>International Quality Standards in e-Learning</i></p> <p>1410-1450 7) <b>Ms. Ene Tammeoru</b> The Estonian e-Learning Development Centre <i>Cooperation Model For National e-Learning Development in Estonia</i></p> <p>1450-1520 Refreshment Break</p> <p>1520-1600 8) <b>Assistant Professor Dr. António Moreira Teixeira</b> Universidade Aberta, Portugal <i>The Importance of Open Educational Resources for Lifelong Learning: Wider access, new business models, an international collaboration culture</i></p> <p>1600-1640 9) <b>Professor Dr. Kinnya Tamaki</b> Aoyama Gakuin University, Japan <i>Collaborations among e-Learning Professionals for Quality Assurance of e-Learning</i></p>	<p><b>1330-1630: At the Hera, 3rd floor</b></p> <p><b>2. Information Meeting of Ministerial Representatives: Expansion of Advisory Board for strengthened ASEM cooperation in LLL. (by invitation only)</b></p> <p>Chaired by <b>Zoltan Loboda</b>, Chairman of the ASEM LLL Hub Advisory Board.</p>
	<p><b>1330-1700:</b></p> <p><b>3. Study visit (by invitation only)</b> <b>Study visit to the Muang Boran (Ancient City) at Samutprakarn province</b> <a href="http://www.ancientcity.com">http://www.ancientcity.com</a> (bus departs the hotel at 1330)</p> <p>Please note that this program is available for international participants only. Kindly make reservation at the registration desk on July 20 during morning session.</p>

- 1830-2100 Farewell dinner to Ministerial Representatives at the Thai Restaurant, 2<sup>nd</sup> floor (by invitation only). Hosted by the Commission on Higher Education, Thai Ministry of Education

## Wednesday 22 July (Day 3)

### Internal research network meetings

(only for researchers-members of RN1 and RN2 and observers by invitation)

0900-1630 **Research Network 1 Meeting. Chair: Professor Bowon Kim**

1200-1330 Luncheon at the Ambrosia Coffee Shop of the Hotel, 2nd floor

Meeting agenda: **At the Athena, 3<sup>rd</sup> floor**

- Preparing a policy paper (White Paper) on the role of e-learning in the field of lifelong learning to highlight the significant role and the relevance of e-learning in lifelong learning. Invite and confirm participating countries.
- Collecting information from the different network partners on the uses of ICT or e-learning in lifelong learning
- Action plan and next meeting

0900-1630 **Research Network 2 Meeting. Chair: Univ.-Prof. Dr. Lynne Chisholm**

1200-1330 Luncheon at the Ambrosia Coffee Shop of the Hotel, 2nd floor

Meeting agenda: **At the Hera, 3rd floor**

- An Asia-Europe joint workplace learning survey: questionnaire finalisation and fieldwork planning.
- A joint publication on a comparative research project "Compulsory and voluntary participation in workplace learning", highlighting the differences between the two world regions, considering context, reasons, and understanding of concepts, conditions, and motivations
- Action plan and next meeting

1730-2100 **Farewell dinner to ASEM LLL Hub researchers (by invitation only)**

At Siam Niramit: Dinner and a world-class performance of Thailand's arts and cultural heritage (<http://www.siamniramit.com/index.php>)

Hosted by the Commission on Higher Education, Thai Ministry of Education

(Bus departs from hotel at 1730)

### 3. Who is Who

#### Mr Jurin Laksanawisit, Thai Minister of Education



##### Education Background

- M.A. in Public Administration (Public Policy and Planning), National Institute of Development Administration
- B.A. in Political Science (Public Administration), Thammasat University

##### Royal Decorations

The Knight Grand Cordon (Special Class) of the Most Exalted Order of the White Elephant

##### Key Positions

20 December 2008 – present	Minister of Education
2003 – present	Deputy Leader of the Democrat Party
2001 – 5 January 2005	Chairman of the Opposition Whip
1997 – 2000:	Minister of the Prime Minister's Office, Chairman of the Government Whip
1994	Deputy Minister of Agriculture and Cooperatives
1992	Deputy Minister of Commerce
1989 – 1992	Spokesman of the Democrat Party
1990	Secretary to the Minister of Agriculture and Cooperatives
1989	Deputy Secretary-General to the Prime Minister

#### Mr Phaithoon Kaeothong, Thai Minister of Labour



Mr Phaithoon Kaeothong, Minister of Labour received the Bachelor Degree of Civil Engineering from Chulalongkorn University. He has had long and many political experiences since 1964 which are Member of Parliament of Democrat Party, Deputy Minister of Industry, Deputy Minister of Commerce, Deputy Minister of Labour and Social Welfare, Minister of Labour and Social Welfare, Member of various Committees under House of Representatives. He is working at the Ministry of Labour for his third term. For his social activities, he is Advisor Chairman of the Committee of Sraluangvittayakhom School, Advisor Chairman of Kaeothong Foundation etc.

##### Royal Decorations

Knight Grand Cordon (Special Class) of the Most Noble Order of Crown of Thailand  
Knight Grand Cordon (Special Class) of the Most Exalted Order of the White Elephant

**Dr. Sumate Yamnoon, Secretary General of the Commission on Higher Education**



Dr. Sumate Yamnoon has been a Secretary-General of the Commission on Higher Education, Ministry of Education, Thailand since October 2007. He received the Ph.D. in Applied Statistics and Research Methods from University of Northern Colorado, United States. Dr. Sumate has a wide range of experience in higher education management. He has undertaken the establishment of several university including, Suranaree University of Technology, Walailuk University, and Maefaluang University. He is also a member of the University Council of many universities both public and private.

**Asst. Professor Supanee Sombuntham, Thailand Cyber University Project  
Commission on Higher Education**



Assistant Professor Supanee Sombuntham currently serves as the Director of Thailand Cyber University Project (TCU), Commission on Higher Education. TCU is an ongoing project being carried out according to the National Education Act B.E, 1999 which put emphasis on expanding educational opportunities for people. The TCU acts as a learning resource sharing center and aims to assist all the higher education institutes to deliver distance learning via the Internet. It also works to ensure that all online courses are of a high quality and meet government standards.

Prior to being the Director of TCU, Assistant Professor Supanee was a lecturer in Physiology at Department of Physiology, Faculty of Phamaceutical Science, Chulalongkorn University during 1974-2005. She was also the Deputy Director at the Continuing Education Center, Chulalongkorn University during 1998-2004.

**Ms. Areeya Rojvithee, Deputy Director General of the Department of Skill Development**



Ms Areeya Rojvithee, the Deputy Director General of the Department of Skill Development (DSD) Ministry of Labour, Thailand has been active in the work of the ASEM LLL for Employability since the kick off meeting in 2001 in Copenhagen, Denmark. She was the first member of ASEM Advisory Board from Thailand. She wrote many background papers of Thailand for ASEM as well as conducted research work on workplace learning. With her support, ASEM LLL Hub organized conferences in Bangkok in the year 2001 and 2006 and this year 2009.

She graduated with Honour degree from the Thammasat University and Master degree from the Chulalongkorn University. She has also studied and received postgraduate Diploma from the London School of Economics and Political Sciences, University of London, Diploma on Vocational Training Management from Germany and got Certificate on Labour Market Policy from the World Bank Institute, Washington D.C. With her professional experiences and academics background she makes significant contribution to the development of the ASEM LLL Hub.

**Mr Arne Carlsen, Chairman of the ASEM LLL Hub**

International Director, Danish School of Education, Aarhus University



Arne Carlsen is Director for International Affairs at the Danish School of Education, Aarhus University, Denmark. He is the founding chairman in 2004 of the ASEM Education and Research Hub for Lifelong Learning, which is a network of ASEM leading universities in lifelong learning and includes five research networks, a university management council and an advisory board consisting of representatives from ministries and international organisations. The ASEM LLL Hub provides a platform for research-based policy recommendations, and dialogue between researchers and policy makers in building competences in ICT and e-learning, workplace learning, adult teacher training, national strategies of lifelong learning, and core competences.

His areas of expertise and significant contributions lie within national and international lifelong learning policies; the interface between evidence-based educational research, educational policies and educational practises; transformation of knowledge, skills and attitudes into competences; and the role of vocational education and training and of higher education for development of knowledge economy and learning society.

He was Vice-rector for Education at the Danish University of Education from 2001 to 2006, and heading the designing of 21 new master programmes in education, that enrolled more than 4000 postgraduate students. He has served as an expert in adult education, new basic skills, non-formal adult learning, vocational education and training, and lifelong learning policy to UNESCO, European Commission, OECD, and Nordic Council of Ministers. When taking up a research position in the Danish National Institute of Educational Research in 1999 he was leading a comparative research project on "Lifelong Learning, Democracy and Civil Society – a comparative analysis of lifelong learning reforms in the Nordic countries". He was the national research coordinator in Denmark for the OECD-CERI review "ICT and Organisational Change" within the "Schooling for Tomorrow" programme. He was in the 1990s rector of the Nordic Council of Ministers institution - Nordic Folk Academy in Gothenburg, Sweden and initiated the Nordic-Baltic cooperation in adult education. He also recently served as a member of the Nordic Think-Tank on future competences.

Arne Carlsen is an author of articles and book chapters. He is also a member of editorial boards and a scientific referee of international journals in lifelong learning, and has been visiting professor at Kaunas University in

Lithuania, the German Institute for Adult Education in Frankfurt, University of Western Timisoara in Romania, and Malaysia National University. He graduated from Aarhus University in Philosophy and has been a scholarship-holder at La Sorbonnes Institute for History and Philosophy of Science in Paris, France. He was awarded the Estonian Ministry of Education's medal, and the Lithuanian Ministry of Education's Letter of Honour for his significant contributions to these countries.

**Mr Zoltan Loboda, Chairman of ASEM LLL Hub Advisory Board**

Hungarian Ministry of Education and Culture



Mr Zoltán Loboda, director of EU Relations Department in the Hungarian Ministry of Education and Culture. He represents Hungary in the EU Education Committee, which is the Education Council working party that focuses to increase opportunities for education equally in all countries of the European Union. Currently he is doing preparatory work for the Hungarian EU Presidency in the field of education, which will be in the first half of the year 2011. During the Hungarian Presidency in the EU he will be chairing the EU Education Committee. He is the Hungarian delegate to the OECD Education Policy Committee.

Since 2007 he has been the chair of the Advisory Board of the ASEM Education and Research Hub for Lifelong Learning, that aims to create a link between policy and practice, a meeting place for Asian and European stakeholders and a forum generating bilateral and multilateral projects; and to empower stakeholders through supporting policy learning.

**Ambassador Nguyen Quoc Khanh, Asia-Europe Foundation**



Ambassador Nguyen Quoc Khanh, a career Vietnamese diplomat, joined ASEF as its Deputy Executive Director in August, 2008. Prior to this, he was Director - General of Department for South Asia, Southeast Asia and South Pacific Affairs, Ministry of Foreign Affairs of Vietnam, the post he previously held in 2000-2002.

He graduated from Hanoi's Institute of International Relations in early 1974 and joined Vietnamese Foreign Service soon after. In 1991-1992 he undertook post-graduate study in International Relations and Development in the Institute for Social Studies, the Netherlands.

Ambassador Khanh served at Vietnamese diplomatic missions abroad at various capacities; the latest was the Vietnamese Ambassador to the Kingdom of Thailand and Permanent Representative to the UNESCAP during 2002-2006.

He has long been involving in promoting Asia and Europe understanding and co-operation and served as ASEF Governor for Viet Nam in 2001-2002.

**Research Network2 Coordinator: Univ.-Prof. Dr. Lynne Chisholm**

Danish School of Education, Aarhus University and University of Innsbruck



Lynne Chisholm, Professor of Education and Generation at the University of Innsbruck (Austria) is an international specialist in education, training and youth research in comparative and intercultural context. She coordinates the university's Research Centre on Education, Generation and Life-course, where she leads research projects focusing on competence development in non-formal learning contexts, especially social and intercultural competences (Homepage: [http://www.uibk.ac.at/ezwi/team/profs/chisholm\\_a\\_lynne/](http://www.uibk.ac.at/ezwi/team/profs/chisholm_a_lynne/) (click 'Zur Person') and <http://www.uibk.ac.at/ezwi/forschung/bgl/index.html>).

She is currently co-editing UNESCO's Global Report on Adult Learning and Education for CONFINTEA VI and is coordinating the current review of the Austrian national lifelong learning strategy. Member of the Austrian Council for Universities of Applied Sciences, she further holds a Visiting Professorship at the University of Oslo and from October 2009 she will join the Danish School of Education, University of Aarhus as Professor of Adult and Continuing Education in conjunction with her chair in Innsbruck.

**Research Network1 Coordinator: Professor Bowon Kim**

Korea National Open University



Bowon Kim is Professor of Korea National Open University (KNOU) since 1991. He received his Ph. D from Seoul National University, majored in and teaching English Literature.

He is now working for KNOU as Dean, Office of Planning and the Coordinator of Research Network 1 (e-ASEM) since January 2008.

## 4. Research paper presentations

**Professor Karen Evans, University of London, Institute of Education, UK**



Karen Evans is Chair in Education (Lifelong Learning) at the Institute of Education, University of London, and Co-Director of the WLE Centre. She was previously Professor of Post-Compulsory Education and Director of the Post-graduate Centre for Professional and Adult Learning at the University of Surrey. Her main fields of research are learning in life and work transitions, and learning in and through the workplace. She has directed 16 major studies of learning and the world of work in Britain and internationally. Books include *Learning, Work and Social Responsibility* (2009); *Improving Workplace Learning* (2006); *Reconnection: Countering Social Exclusion through Situated Learning* (2004); *Working to Learn* (2002); *Learning and Work in the Risk Society* (2000). She is also joint Editor of *COMPARE*, the journal of comparative and international education (2004-2009).

### **Paper: "Putting Knowledge to Work: Bringing together subject-based and work-based knowledge in intermediate level qualifications and workforce up-skilling"**

Approaches to the longstanding challenges of 'integrating' subject-based and work-based knowledge have typically focused on questions of how learning can be 'transferred' from one setting to another, usually from theory into practice. What has continually dogged attempts at transfer is how to overcome the assumed 'abstract' nature of theory in relation to the assumed 'real' nature of practice. This is often seen as a single movement as encapsulated in the term 'from theory to practice'.

The presentation will offer a fresh approach that concentrates on different forms of knowledge and the ways in which these are contextualised and 'recontextualised' as people move between different sites of learning in universities, colleges and workplaces.

The aim has been to improve practice by researching how the subject-based and work-based aspects of a curriculum or learning programme can articulate with one another. In a research field that has come to be dominated by consideration of organisational arrangements and the technical issues that accompany credit and quality assurance frameworks, questions of knowledge, teaching and learning have been relatively neglected. The concept of recontextualisation provides some new ways into longstanding and seemingly intractable problems, by articulating what is involved in successfully moving knowledge from disciplines and workplaces into a curriculum; from a curriculum into successful pedagogic strategies and learner engagement in educational institutions and workplaces. Specifically, the research has identified a number of pedagogic strategies that facilitate this outcome. Some strategies are a 'smart' re-working of long-standing pedagogic practices, for example, the 'gradual release' of knowledge and responsibility builds engagement and confidence. Other

strategies, such as the use of ‘Industry Educators’, supplement educational expertise in vital ways by bringing real-world perspectives into teaching and learning process without losing sight of academic and/or education-related requirements.

These and other key principles will be explored for their potential in developing practice in a range of programmes that aim to ‘integrate’ work-based and subject-based knowledge in different ways.

#### **Professor Milan Pol, Masaryk University Brno, Czech Republic**



Milan Pol is Professor of Education and Chair of the Department of Educational Sciences, Faculty of Arts, Masaryk University in Brno, Czech Republic. In his research, education and development activities he has been focusing on development of schools as institutions, specific organisations and communities. His recent research projects concern school culture, democracy at schools and life and professional paths of school leaders.

#### **Paper Presentation: “Learning through Different Stages of Czech Headteachers’ Careers”**

This contribution deals with the results of a research project aimed at the life and professional careers of basic school (6-15) headteachers in the Czech Republic. The relation between headteachers’ life and professional careers is emphasized first, with typical characteristics of specific stages observed in detail. Pinpointed is the explicit reference to the specifics of the learning processes which headteachers undergo during various stages of their professional careers. Also, their changing needs in regard to learning are explored. Concludingly, some implications related to the possibilities of the support to headteachers in their work and learning are pointed out.

#### **Professor Jian-Min Sun, Renmin University of China**



Jian-Min Sun is a professor and Chair of the department of psychology, and adjunct professor at the School of Labor and Human Resource and the School of Business at Renmin University of China. He was a Fulbright visiting scholar in the College of Business Administration at University of Florida in 2007–2008. He received his Ph.D. in Psychology from Beijing Normal University.

His research focuses on personality and performance, leadership, human resource management, and cross-cultural differences in the business field. His works appear in journals such as Strategic Management Journal, Journal of Applied Social Psychology, Leadership and Organizational Development Journal, Sociological

Review, Journal of Social Psychology, Management World, etc. He is a member of International Association of Applied Psychology, Academy of Management, Society of Industrial and Organizational Psychology.

**Dr. Tinsiri Siribodhi, The Southeast Asian Minister of Education – SEAMEO**



Dr. Tinsiri is currently the Deputy Director (Administration and Communication) at the Southeast Asian Minister of Education Organization (SEAMEO). Before joining SEAMEO, she was with UNESCO, Asia Pacific Regional Bureau for Education.

She served as the Director of the Information Technology Center at St. Jonh's Group of Institutions, Thailand. Prior to that she worked at the School of Education, University of Kansas, USA, as an instructor for graduate classes and Manager of the Educational Computing Lab.

In addition to her work at SEAMEO, she is also an executive committee of the Information Technology Project under the Initiative of Her Royal Highness Princess Maha Chakri Siridhorn of Thailand. The project focuses on using ICT to help the disadvantage groups improve quality of life.

Tinsiri Siribodhi received her Ph.D. in Educational Technology from University of Kansas, USA in 1995. She serves as a facilitator, trainer and resource person on ICT in Education and sustainable development.

**Dr. David Lancaster, The International Training, Research and Education Consortium, UK**



Dr David Lancaster is Managing Director of the International Training, Research and Education Consortium (InTREC), a group of 6 British education organisations working on international projects in the education sector. The consortium comprises 2 universities (King's College London; and Birmingham University), 2 vocational education colleges (Manchester College; and Solihull College) and 2 private sector training organisations (Partners in Training, in York; and PTP International, in Sheffield). InTREC has working experience in about 50 countries, and David Lancaster personally has project working experience in about 30 countries, including most countries in Asia.

Dr Lancaster's PhD researched computers in the education sector in terms of the take-up of an innovation nationally, locally and within schools.

Prior to joining InTREC, Dr Lancaster taught in university, colleges and schools in UK and overseas, and was training policy and planning manager for one of the largest employers in UK, where workplace learning was a key feature.

Two years ago, David, together with colleagues in Thailand, established Gap Year Thailand, [www.gapyearthailand.org.uk](http://www.gapyearthailand.org.uk), which provides opportunities for young people from UK to work as volunteers helping students of schools and universities in Thailand in learning and improving English language.

#### **Professor Dr. Tsuneo Yamada, The Open University of Japan**



Tsuneo Yamada is a professor and the director of Department of International Collaboration, Center of ICT and Distance Education, the Open University of Japan (OUJ). He worked for thirteen years at National Institute of Multimedia Education (NIME), which was closed and merged into OUJ in March 2009. His main research fields are Educational Technology, Learning Psychology, and Second Language Learning.

He has been engaged both in the study on advanced use of Information and Communication Technology (ICT) in educational fields and in the development of various e-learning materials. Under the new project, his current interests are on the development and evaluation of learning objects, the strategies for their sharing and distribution, and their quality assurance. He is participating in Global Learning Object Brokered Exchange (GLOBE) Initiative from his institution. He is also an adjunct professor of Department of Cyber Society and Culture at the Graduate University for Advanced Studies (SOKENDAI), a visiting professor of the Global Scientific Information and Computing Center (GSIC) at the Tokyo Institute of Technology and a member of the board of directors, Accreditation Council for Practical Abilities (ACPA).

#### **Associate Professor Dr. Archanya Ratana-Ubol, Chulalongkorn University, Thailand**



Associate Professor Archanya Ratana-Ubol, Ph.D is a lecturer in the Non-formal Education, Division of Non-formal Education, Department of Educational Policy, Management and Leadership, Faculty of Education, Chulalongkorn University. She has researched and published widely about non-formal and informal education, adult education, continuing education, and lifelong learning in practices with several academic institutions within the country (e.g Sukhothai Thammathirat Open University,

Office of the National Council, Department of Local Administration Promotion, Ministry of Interior, and Thai Health Promotion Foundation) and other international organizations (e.g UNESCO). Since 1981, the dedication, expertise and commitment of Associate Professor Archanya Ratana-Ubol, Ph.D has resulted in many invitations as visiting professor and DDS/PhD Advisory Committee member in many government and private universities in Thailand. Associate Professor Archanya Ratana-Ubol, Ph.D has Bachelor degrees in Non-formal Education and

Health Education with second class honors from the faculty of Education, Chulalongkorn University and holds a Masters Degree in Secondary Education- Adult Education and Doctoral degrees in Adult Education- Research Design from the University of Missouri-St. Louis, USA.

**Assistant Professor Christian Stracke, University of Duisburg-Essen, Germany**



**Christian M. Stracke** is Assistant Professor at the University of Duisburg-Essen (UDE), Institute for Computer Science and Business Information Systems and Adjunct Professor at the Korea National Open University (KNOU) in Seoul. He has studied Educational Sciences and is an expert and innovator with international reputation and numerous references and publications within his main working fields e-Learning, competences, quality and standards for learning, education, and training. As senior consultant and project manager he gained extensive experience in consulting and supporting enterprises and public organizations to develop long-term policies and to implement and improve e-Learning and capacity building.

He is Convener of the international standardization committee ISO/IEC JTC1SC36 WG5 (see: <http://jtc1sc36.org>) and Vice-Chair of the European standardization committee CEN/TC 353 (see: [www.cen.eu/issc/TC\\_353](http://www.cen.eu/issc/TC_353)). In addition he is engaged in several standardization organizations (ISO/IEC, IEEE, CEN/ISSS, DIN) and co-author of several standards and specifications for E-Learning and competencies in HR. Christian M. Stracke is co-initiator and Member of the Executive Committee of the German E-Learning Association D-ELAN (see: [www.d-elan.net](http://www.d-elan.net)) and has established the eLC Institute (see: [www.elc-institute.org](http://www.elc-institute.org)).

**Associate Professor Dr. Kenji Hirata, Toyo University, Japan**



He is an associate professor in Department of Social Psychology, Toyo University. He received a bachelor in Education from Waseda Univ., and Ph.D. from Tokyo Institute of Technology. His main research interest is "expert system and science", which is acquisition, assessment and management of knowledge, ability, skill and competency from the viewpoints of both psychometrics and informatics. He worked in a business consulting firm for 17 years as an training and e-Learning developer, and then a consultant on IT management and HRM. Now he is also an individual consultant in business and workplace learning.

While he have contributed to many standardization activities as follows:

- project editor on ISO/IEC 19796s
- vice president of Society for Human Resources Markup Language
- committee member of Embedded Technology Skills Standard, IT Skills Standards and other skills standards.

- chair on Skill Management sub group in OMG (Object Management Group)
- delegation of ISO/IEC JTC1 SC36 Japan national body
- delegation of ISO/TC 236
- chair of quality management WG in Asian e-Learning Network

He received several awards, from HR-XML consortium as the award of outstanding contribution, from Japan Industrial Standards Committee as the award of ISO standard development.

### **Ms. Ene Tammeoru, The Estonian e-Learning Development Centre**



Ene Tammeoru is the Head of the Estonian e-Learning Development Centre where she started working in June 2003. The Estonian e-Learning Development Centre manages two consortiums – Estonian e-University and e-VET.

Estonian e-University was founded on 16 February, 2003. There are 7 universities. Estonian e-VET was founded on 16 February, 2005. There are 27 vocational schools and 8 applied universities in the Estonian e-VET consortium. The main goal of the consortiums is to cooperate in the following areas:

1. e-Learning content development
2. Staff training (teachers, educational technologists)
3. Staff support (educational technologists)
4. Infrastructure
5. e-Learning studies
6. Coordination of the e-Learning programs

She has participated in several working groups within the Estonian Ministry of Education and Research and contributed to preparation and writing of the new strategy for Estonian higher education. She takes active part in the work of several different international e-learning organizations (EADTU; EFQUEL; EifEL; EDEN).

### **Assistant Professor Dr. António Moreira Teixeira, Universidade Aberta, Portugal**



António Teixeira is an Assistant Professor at Universidade Aberta (the Portuguese Open University), working in the Education and Distance Learning Department, and an Executive Committee member of EDEN - European Distance Education Network. From 2006 to 2009, he was Pro-rector for innovation in Distance Learning at his university. In that period he conceived the strategy and was responsible for the management of the university's successful complete transition from a print-based low-interaction conventional distance learning mode to a fully online e-learning one. He was also responsible for the design and

initial implementation of the university's research lab on distance education (LEaD).

He holds a PhD in Philosophy by the University of Lisbon and is a member of that university's Philosophy Research Centre. Additionally, he has received advanced training in online tutoring from the University of Turku. He's a member of *Eurodl*, *RUSC*, *Co-Learn* and *Formamente – International Reserarch Journal on Digital Future* scientific boards, e-ASEM network and several task forces at EADTU (European Association of Distance Teaching Universities) and the Portuguese Rectors Council, namely on open educational resources, open access, lifelong learning, virtual mobility and sustainable development. His research activities have included also participation in over ten European Union funded research projects, working in large international partnerships.

His teaching experience covers both undergraduate and postgraduate courses delivered in conventional distance learning mode or online learning.

**Professor Dr. Kinnya Tamaki, Aoyama Gakuin University, Japan**



Kinnya Tamaki received the PhD from Waseda University, School of Science and Engineering, 1989. He is Professor of School of Business Administration, Aoyama Gakuin University. He currently serves as the Director of Research Center for e-Learning Professional Competency, Aoyama Gakuin University Research Institute (2005-). His research interests are mainly in human resource development for e-Learning professionals, and innovative business strategy.

## 5. Milestones in ASEM Process

### 1996: What is ASEM?

Asia-Europe Meeting (ASEM) is a vital forum for dialogue and cooperation between Europe and Asia since 1996. ASEM brings together the 27 European Union Member States and the European Commission with 16 Asian countries and the ASEAN Secretariat. The 45 ASEM partners represent half of the world's GDP, almost 60% of the world's population and 60% of global trade.

Within the process, ASEM has Summit meetings which is held every second year in Asia and Europe alternatively. This is the highest level of decision making in the process. Since 1996, ASEM Head of States Summits have been held every two years in London (1998), Seoul (2000), Copenhagen (2002), Hanoi (2004), Helsinki (2006) and Beijing (2008). Besides the attendance of the head of states, the Summit also features accompanying ministers, Head of the European Commission and other stakeholders.

Apart from the Summit meetings, the ASEM process is carried forward through a series of Ministerial and working-level meetings, as well as a number of activities arising from this.

ASEM process has recently developed a new focus on education and the first Ministerial Meeting on Education (MME1) was held in Berlin, Germany in May 2008, the second MME2 was held in Hanoi, Vietnam in May 2009, and the third MME3 will be held in Copenhagen, Denmark in spring 2011.

Reference:

[http://ec.europa.eu/external\\_relations/asem/process/index\\_en.htm](http://ec.europa.eu/external_relations/asem/process/index_en.htm)

<http://www.aseminfoboard.org/page.phtml?code=About#>

[http://ec.europa.eu/external\\_relations/asem/index\\_en.htm](http://ec.europa.eu/external_relations/asem/index_en.htm)

### **1997: What is ASEF?**

Established in February 1997 and based in Singapore, ASEF is a not-for-profit foundation, entrusted with the mission to promote greater mutual understanding between the peoples of Asia and Europe through intellectual, cultural and people-to-people exchanges. Fulfilling the vital role of interface between civil society groups and governments, ASEF facilitates interactions among non-officials from diverse fields and transmits the resulting outputs as recommendations to policy-makers. ASEF also brings civil society representatives together with bureaucrats, diplomats and other government officials for direct and open dialogue. Through ASEF, civil society concerns can be included as a vital component of official deliberations at ASEM.

Reference:

[www.asef.org](http://www.asef.org)

### **2002: What is ASEM LLL Hub?**

The ASEM LLL Hub is a network of Asian and European universities, striving for excellence of comparative research in lifelong learning and wishing to learn from each other. It further supports mobility of students and academic staff within and between the two regions. The Hub provides a platform for dialogue between researchers, practitioners and policy makers in order to create foundations for evidence-based educational reforms. In parallel with five active research networks, the Hub currently has a council of management representatives and an advisory board, representing national ministries and international organisations.

The ASEM LLL Hub was established as the result of a preparatory work for ASEM IV Heads of State Summit in Copenhagen 2002. Three working groups were set up to explore the possibilities for a stronger cooperation between Asia and Europe.

The initiative to establish the ASEM LLL Hub was welcomed at the ASEM V Heads of State Summit in Hanoi 2004 and further supported at the ASEM VI Heads of State Summit in Helsinki 2006. The ASEM LLL Hub set up links with Asia-Europe Foundation (ASEF) in 2005.

With support from the Danish government, the ASEM LLL Hub was officially launched in its first conference in Copenhagen 2005. Since then the Hub has received support from various governments and ASEF.

In the Chair's conclusion of the first ASEM Ministerial Meeting on Education in Berlin 2008, the ASEM LLL Hub was regarded as an innovative cooperation between Asia and Europe and invited to expand its activities to include all ASEM countries.

At the ASEM VII in Beijing 2008, the ASEM LLL Hub presented its achievements in an exhibition. On this occasion, the heads of states renewed their commitment to further strengthen their cooperation in human resources development and sustained dialogue and exchanges in lifelong learning.

The recent ASEM Ministerial Meeting on Education (ASEM MME2) in Hanoi, May 2009, acknowledged that Lifelong Learning (LLL) provides a solid framework for sustainable human resource development, which generates economic growth, social welfare and enables individuals to pursue stimulating learning opportunities at all stages of their lives. Therefore, it deserves specific attention for intensified cooperation among the ASEM countries.

At the ASEM MME2, it was agreed to strengthen the role of ASEM LLL Hub in order to deepen common understanding of LLL concepts, to make research and research-based policy recommendations in the fields concerned, and to expand the existing ASEM LLL cooperation to all ASEM countries, the European Commission and the ASEAN Secretariat.

#### **2008: ASEM Ministerial Meeting on Education in Berlin, Germany.**

##### ***Education and Training for Tomorrow: Common Perspectives in Asia and Europe***

Berlin, 5-6 May 2008

##### **Conclusions by the Chair**

The first meeting of the Ministers responsible for education of the ASEM countries was held in Berlin on 5-6 May 2008.

The meeting was chaired by the German Federal Minister of Education and Research, Dr. Annette Schavan, and supported by the President of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder*, Annegret Kramp-Karrenbauer. The meeting was co-sponsored by China, Denmark and Japan.

The discussion on the first day was focussed on strengthening cooperation in higher education by forging strategic partnerships. Exchanges of views on the second day concentrated on enhancing employability and lifelong learning by bringing together education and the labour market.

The Meeting congratulated Germany on having taken the initiative for this first meeting of ASEM Education Ministers and underlined the importance of a stable and productive dialogue, thus supporting the key role of education and training in each country's efforts towards economic and social development as well as in making globalisation a success for all parties concerned.

##### **The Meeting recognised that**

1. There is a growing need for more intensive relations and cooperation between Europe and Asia in a globalising world and stressed the increased economic interdependence of the two regions. ASEM plays a vital role as a platform for dialogue and cooperation among the European and Asian partners of the ASEM process.

2. The ASEM Education Ministerial Meeting in Berlin is an important first step towards strengthening the dialogue and fostering cooperation between ASEM partners in the field of education and training. The two regions look back on a history of long and successful bilateral partnerships in science and education. Experience with cultural and academic diversity has created many opportunities for personal growth, has promoted tolerance and has reduced discrimination by helping to develop a global democratic culture. The knowledge of languages and cultures of the ASEM partners is considered important by the Meeting.
3. Ensuring the quality and competitiveness of higher education systems and institutions is a key element for educating qualified and employable citizens and promoting economic growth in Asia and Europe. Higher education is therefore regarded as an important area of exchange and cooperation. The internationalisation of education in general, and of higher education in particular, is an important factor for making education systems and institutions more attractive and competitive worldwide.
4. The visibility of and the information on European and Asian education systems and institutions still leave room for improvement in both regions. Obstacles that may prevent the extension of individual exchange and institutional partnerships must be defined and tackled. Structural cooperation (e.g. bilateral agreements, partnerships, joint study programmes and research projects, offshore activities) is crucial for creating sustainable links between European and Asian universities.
5. In view of the rapid social and economic changes and demographic challenges in both regions, education systems have to deliver both broad general knowledge and labour-market related competences and skills. Close cooperation between education and industry at international, national, regional and local level is a core element for ensuring the employability of the young generation entering the workforce as well as the employability of older generations.

#### **The Meeting agreed**

- (1) To set up a strategic Asia-Europe education partnership for the 21st century, to strengthen the ASEM dialogue and cooperation in the field of education to include stakeholders at all levels and to convene a second Ministerial Meeting on Education in Vietnam in 2009.
- (2) To send key messages from the Berlin Conference to the ASEM summit in Beijing for acknowledgment and to pass on the chair's conclusions to the Asia- Europe Higher Education Leadership Dialogue Meeting in Berlin in October 2008 for further discussion.
- (3) To invite ASEM members to join an EU-Asia working group including Senior Officials and stakeholders from the education sector to identify the challenges connected with strengthening the mobility of students, teachers and researchers, and to make suggestions for improving the framework conditions for bi-regional exchanges with special regard to recognition of qualifications and degrees.
- (4) 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. A regular exchange of experience on how to promote knowledge, skills, and competences relevant to the labour market could thus be established.
- (5) To continue to internationalise their education systems and to encourage the internationalisation of institutions, especially in higher education. The Meeting acknowledged the role of internationalisation processes in the field of higher education in both regions and expressed its interest in exchanging views and

experiences between Asia and Europe.

(6) To encourage international educational mobility between both regions and to especially enhance more balanced exchanges of talented students graduates and researchers by strengthening the potential of national, bilateral and multilateral mobility schemes (such as ASEM DUO and ERASMUS Mundus). Bi-regional exchanges, including foreign language learning, intercultural training and practical work experience, should be considered. The Meeting acknowledged the efforts of the European Commission and the Asia Europe Foundation (ASEF) to enhance bi-regional people-to-people exchanges. Exchanges with less economically developed countries are encouraged.

(7) To promote all kinds of structural education cooperation among ASEM partners in both regions to increase sustainability. Special attention should be given to university partnerships and networks (e.g. AUN-SEED Net, ASEA and EURASIA-PACIFIC UNINETS) and to the joint development of study programmes (possibly with double or joint degrees) and common research projects. Joint off-shore activities, such as the organisation of summer schools, joint study programmes and the foundation of area study centres, could be of considerable value. The activities of the German Academic Exchange Service in this field could be a source of inspiration.

(8) To intensify EU-Asia cooperation in the field of lifelong learning. The Meeting encouraged the ASEM Lifelong Learning HUB to extend its network to all ASEM partners and to increase its research activities. Higher education institutions play a key role in lifelong learning, especially as regards the continuing education and further training of post-graduates and non-academics.

(9) To increase the visibility of the education systems and institutions of both regions by improving information and stimulating joint marketing initiatives.

Existing transnational platforms for dialogue and information (as implemented by Asia-Link and ASEF) as well as existing marketing tools at international (e.g. European Higher Education Fairs in Asia) and national level should be used and developed further. Alumni and their networks are encouraged to contribute to the dissemination of information.

#### **The Meeting welcomed**

Vietnam's offer to host the next ASEM Education Ministerial Meeting in Hanoi in 2009 and encouraged all ASEM members to contribute to the preparation of this event.

#### **2009: ASEM Ministerial Meeting on Education in Hanoi, Vietnam**

##### ***Sharing Experience and Best Practices on Higher Education***

Hanoi, 14 - 15 May, 2009

##### ***The Conclusions by the Chair***

The Second Meeting of the Ministers Responsible for Higher Education of the ASEM countries was held in Hanoi, Vietnam on 14-15 May 2009.

The Meeting was chaired by the Vietnamese Deputy Prime Minister, Minister of Education and Training, Prof. Dr. Nguyen Thien Nhan, co-chaired and co-sponsored by the Chinese Ministry of Education, the Danish Ministry of Education, the German Ministry of Education and Research, the Korean Ministry of Education, Science and Technology and the Thai Ministry of Education.

The discussion focused on the comments and proposals of the First Meeting and on strengthening cooperation in higher education by forging strategic partnerships for quality assurance, credit recognition and transfer in ASEM countries. Exchanges of views also concentrated on sustainable human resource development for ASEM's future needs through the promotion of lifelong learning and vocational education and training (VET), on enhancing mobility and employability, on strengthening university-industry partnerships, and on fostering quality vocational education in member countries.

The Meeting congratulated Vietnam on hosting the second meeting of ASEM Education Ministers Responsible for Higher Education and on effective coordination of a range of activities to increase visibility of higher education, removing obstacles to educational mobility, making quality assurance and accreditation more transparent, and lifelong learning more effective in member countries.

#### **The Meeting:**

1. Acknowledged the efforts of the Asia-Europe Foundation (ASEF) through the ASEM Education Hub (AEH) in facilitating dialogue and co-operation between and among various actors in the field of higher education: ASEM governments, university leaders, researchers, teachers and students.
2. Recognized the efforts and positive results of the Erasmus Mundus and the ASEM-DUO fellowship programmes in facilitating the mobility of students and teachers between Asia and Europe.
3. Recognized the ASEM Rectors' Conference process (with the AEH as its permanent Secretariat) as a dialogue partner, representing higher education stakeholders from the ASEM countries, at the ASEM Ministerial Meeting.
4. Further acknowledged that Lifelong Learning (LLL) provides a solid framework for sustainable human resource development, which generates economic growth, social welfare and enables individuals to pursue stimulating learning opportunities at all stages of their lives. Therefore, it deserves specific attention for intensified cooperation among the ASEM countries.
5. Recognized the role of the Information and Communication Technology (ICT) in the general development of education, and encouraged ASEM members to share their e-learning resources to maximize the use of ICT in capacity building, learning and teaching, and welcomed India's contributions in this field.
6. Encouraged ASEM members to upload the list of accredited educational institutions and programmes on the existing UNESCO portal to facilitate mobility of students, teachers and researchers.
7. Recognized UNESCO/OECD guidelines on quality provision in cross-border higher education as a basis for quality assurance, credit recognition and transfer in ASEM countries.
8. Recognized that solutions to the global economic crisis are no longer local or national, and that the whole spectrum of lifelong learning, education and training is not only a short-term recovery instrument, but a long-term economic and social response to the crisis.
9. Welcomed the call from the European Higher Education Ministers in their Communiqué of the Leuven/Louvain-la-Neuve conference 28-29 April 2009 for enhancing policy dialogue through the organization of the Bologna Policy Fora. The meeting applauded EUA for initiating a Round Table on 'The Bologna Process and Europe-Asia Dialogue' in Brussels<sup>1</sup>.

---

<sup>1</sup> “ Part of the EU-Asia Higher Education Platform – a European Union's initiative implemented by EUA, DAAD and Nuffic”

10. Emphasized the importance of ensuring that all initiatives taken are based on collective consultation and reflect the interests of all parties involved in order to make the ASEM Education Process a truly bi-regional initiative.
11. Considered relevant outcomes of the ASEM Labour and Employment Ministers Meeting in Bali in October 2008, where similar topics and certain actions in the field of VET and Labour Migration were proposed.

**The Meeting agreed:**

**A. Quality assurance, credit recognition and transfer in ASEM:**

(A1) - To adopt the suggestion from the Second ASEM Education Ministerial meeting on starting an ASEM dialogue by forming three pilot groups of experts on credits and learning outcomes, quality assurance and qualification frameworks, while respecting the diversity of higher education systems and institutions in Asia and Europe. The Meeting applauded Germany for volunteering to coordinate a pilot group of Asian and European experts on credits and learning outcomes, and Austria for volunteering to take an active part in working with pilot group of experts on mutual recognition of higher education qualifications among the ASEM countries.

(A2) - To provide more support to trans-national initiatives and activities that aim to enhance the attractiveness, accessibility, profile, image and visibility of, and accessibility to Asian and European Higher Education in the world, and to welcome the proposal from the German Academic Exchange Service (DAAD) for a project on promoting joint programmes and mobility between ASEM countries.

(A3) - To organize meetings for relevant Quality Assurance Agencies in Asia and Europe to exchange experience and good practices with the focus on quality assurance and accreditation of joint programmes, and the development of standards and guidelines in this field. The Meeting welcomed offers from France and Korea to organize two inter-regional workshops in France and Korea on Quality Assurance among quality assurance and accreditation agencies. The Meeting also welcomed the offer from the EUA, the AUN and the Commission on Higher Education of Thailand to organize a workshop on Regional Approaches to Quality Assurance in Bangkok, Thailand as part of the EU-Asia Higher Education Platform (EAHEP). Universities, governments, quality assurance agencies (including the ASEAN Quality Assurance Network (AQAN)), and other interested partners from ASEM countries are invited to attend. The meeting also welcomed Cyprus' offer to host a conference on quality assurance in 2010, as a continuation and expansion of the workshops in Korea and France.

**B. Sustainable human resource development for ASEM's future needs:**

(B1) - To strengthen the role of ASEM LLL Hub in order to deepen common understanding of LLL concepts, to make research and research-based policy recommendations in the fields concerned, and to expand the existing ASEM LLL cooperation to all ASEM countries, the European Commission and the ASEAN Secretariat. The Meeting welcomed Vietnam's offer to host a workshop in October 2009 in Nha Trang, Vietnam on lifelong learning and sustainable human resource development in cooperation with the Danish Ministry of Education, the ASEM LLL Hub and the EUA. The Meeting also welcomed Thailand's offer to host a conference on lifelong learning: workplace learning and e-learning, in cooperation with the ASEM LLL Hub, in July 2009 in Bangkok, Thailand.

(B2) - To endorse the detailed proposal and budget for the ASEM Education and Research Hub for Lifelong Learning and invited the ASEM countries and organisations to make this possible by voluntary contributions over the three year period of 2010-2012.

(B3) - To set up the ASEM University-Business-Forum, as agreed in the First Ministerial Meeting in Berlin, to enhance exchange of views and good practices, and welcomed Thailand for volunteering to organise this activity.

(B4) - To increase the exchange of information on skills forecast among ASEM countries by maximising inter-linked existing networks of member countries, and to encourage ASEM countries to explore EU's new initiative on new skills for new jobs, which aim at mapping out the skills of the future to better anticipate and match the needs of the labour market.

(B5) - To link the existing European Network on Quality Assurance (ENQA) with initiatives in Asian countries in order to exchange experience and practices on the implementation of QA in VET. To facilitate this exchange, a voluntary group of Asian countries, with the help of the ASEM Education Secretariat, shall take the lead in exploring the European Network. The Meeting welcomed China's offer to organize a workshop, supported by Germany, on attractiveness, employability in VET in China.

(B6) - To further increase the visibility of the education systems and institutions of both regions by organizing joint ASEM higher education meetings, conferences, fairs and joint marketing and information activities. The Meeting welcomed suggestions for the establishment of an EU-Asia portal providing information on jobs and learning opportunities in ASEM.

(B7) - To make the Asia-Europe Rectors' Conference a bi-annual event and encouraged balanced participation of universities from both regions.

### **C. The Establishment of the ASEM Education Secretariat**

(C1) -To establish a rotating ASEM Education Secretariat to ensure effective coordination and sustainable progress of the ASEM process. The ASEM Education Secretariat will coordinate ASEM educational activities, help with preparations for ASEM ministerial meetings, and facilitate the implementation of output-orientated initiatives that contribute to educational policy development and practices. The Meeting welcomed Germany's offer to host the ASEM Education Secretariat for the first four-year cycle and invited ASEM member countries to join and send in staff. The Meeting also acknowledged China's, Indonesia's and Vietnam's confirmation on personnel contributions to the Secretariat.

#### **The Meeting welcomed**

Denmark's offer to host the third ASEM Education Ministerial Meeting and encouraged all ASEM members to contribute to the preparation of this event.

#### References

<http://www.dpu.dk/site.aspx?p=12094>

[http://www.aseminfoboard.org/page.phtml?code=MinisterialMeetings\\_EDUMM](http://www.aseminfoboard.org/page.phtml?code=MinisterialMeetings_EDUMM)

## 6. Emergency contacts

### Tourist Police:

- Tel: 1155

### Hospital Bumrungrad International:

- Tel: +66 (0) 2 667-1000

### Ms. Areeya Rojvithee:

Deputy Director General, Department of Skill Development,  
Ministry of Labour, Mitr Maitri Road,  
Din Daeng, Bangkok, 10400 Thailand  
Tel: +66 (0) 2 245-1820  
Fax: +66 (0) 2 248-3449  
Mobile: +66 (0) 82 329-6677

### Thailand Cyber University Project contact points:

- [Mr. Vorasuang Duangchinda \(Michael\)](#)

Mobile: +66 (0) 8 4653-0303

- [Ms. Chanoknan Chomchai](#)

Mobile: + 66 (0) 8 6574-8811

## 7. Organising committee

### [Asst. Prof. Supanee Sombuntham](#)

Director, Thailand Cyber University project  
[Asst. Prof. Chawalert Lertchalolarn](#)  
Chair, Advisory board, Thailand Cyber  
University Project

[Asst. Prof. Dr. Thapanee Thammetar](#)  
Professor, Silpakorn University

[Asst. Prof. Dr. Anuchai  
Theeraroungchaisri](#)

Deputy Director, Thailand Cyber University Project  
[Assoc. Prof. Dr. Jaitip Nasongkhla](#)

Deputy Dean (IT),  
Faculty of Education, Chulalongkorn University

[Asst. Prof. Dr. Kobkul  
Sunphakitjumnong](#)

Deputy Department Head, Educational Technology  
Kasetsart University

[Dr. Praweenya Suwannathachote](#)  
Professor, Chulalongkorn University

[Asst. Prof. Dr. Jintavee Monsakul](#)  
Assistant Dean (IT),  
Faculty of Education, Chulalongkorn University

[Mr. Vorasuang Duangchinda \(Michael\)](#)  
Assistant Director, Office of International Relations,  
Sripatum University

[Ms. Patchara Pliansakul](#)  
General Officer, Thailand Cyber  
University Project

[Ms. Maneerat Manyuen](#)  
Academic Officer, Thailand Cyber  
University Project

[Ms. Chanoknan Chomchai](#)  
International Coordinator, Thailand  
Cyber University Project

### [Ms. Areeya Rojvithee](#)

Deputy Director General, Department  
of Skill Development  
[Mrs.Maliwan Wanna-apa](#)  
Director of Planning and Information  
Technology

[Mrs.Arin Choochote](#)  
Secretary to the Department

[Mrs.Panida Thanaporn](#)  
Director of Skill Development  
Promotion Division

[Mrs.Anchana Ketgarnda](#)  
Director of Foreign Relation Division

[Miss.Boobpha Suwanwarangkul](#)  
Technical Officer for Skill Development

[Mrs.Pimchanok Sarakul- Lakesumrit](#)  
Technical Officer for Skill Development

[Miss.Prommongkol Wongboonfoo](#)  
Technical Officer for Skill Development

[Miss.Palaporn Rattanaparikon](#)  
Technical Officer for Skill Development

[Mr.Chaipon Promsarnpan](#)  
General Management Officer

[Miss Somsri Sabaidee](#)  
Technical Officer for Skill Development

[Miss Sopa Jariengjit](#)  
Public Relation Officer

[Mrs.Piengjan Pojphosri](#)  
Technical Officer for Skill Development

[Mrs.Sasikarn Sermcharoenkit](#)  
Technical Officer for Skill Development

[Mr.Theerasak Yoopphet](#)  
Technical Officer for Skill Development

[Miss Krongkarn Suebjakplong](#)  
Technical Officer for Skill Development

[Mr.Paisarn Thongsong](#)  
Technical Officer for Skill Development

[Miss Masiri Anamarn](#)  
Technical Officer for Skill Development

[Miss Soontaree Chaipichit](#)  
Technical Officer for Skill Development

### [Mr.Prasarn Kiddee](#)

Technical Officer for Skill  
Development

[Miss Janram Jan-on](#)  
Photographer

[Miss Renukachalee  
Kamnuansin](#)

Audiovisual Education Officer  
[Miss Chadawee Chompoothip](#)  
Public Relation Officer

### [Arne Carlsen](#)

Chairman of the ASEM LLL Hub

### [Que Anh Dang](#)

Head of ASEM LLL Secretariat