

## **The 9<sup>th</sup> Asia-Europe Foundation University**

**Theme: “ Asia and Europe Economic Partnership: Opportunities and Challenges for Enterprises in Changing Global Environment”**

**Host: Ateneo de Manila University John Gokongwei School of Management**

**Date: January 31 to February 15, 2004**

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### **A. The ASEF University**

The ASEF University is an initiative of the Asia-Europe Foundation (ASEF), and is organized twice a year at venues alternating between Asia and Europe. It is a special enrichment programme for up to thirty-eight (38) senior undergraduate students drawn from universities in the twenty-five (25) ASEM countries. For two weeks, students are immersed in a uniquely multicultural environment, while learning contemporary issues in international relations, particularly political, economic, and social development in Asia and Europe, and efforts to strengthen Asia-Europe relations.

The programme of each ASEF University consists of both academic and non-academic or social/cultural components. The **academic component** features lectures and presentations by leading academics and practitioners, plenary discussions as well as facilitated and more intensive discussions in smaller working groups.

The **non-academic or social/cultural component** is made up of activities which promote interaction and exchanges among the participants, which enable participants to learn more about the culture of the host country.

### **Past AU Hosts and Themes**

- AU1 Reutlingen University, Reutlingen, Germany, 1998  
“Asia, Europe and the Challenges of Globalization”
- AU2 Peking University, Peking, China, 1999  
“Asia & Europe – Towards a Better Mutual Understanding”
- AU3 Lund University, Lund Switzerland, 2000  
“Asia and Europe: Regional Cooperation in a Globalizing World”
- AU4 National University of Singapore, Singapore, 2001  
“Social Changes in Asia and Europe in the Age of Globalization”
- AU5 Fundacao Oriente, Lisbon, Portugal, 2001  
“Integration or Disintegration of the Modern World? Challenges in Europe and Asia”
- AU6 Chulalongkorn University, Bangkok, Thailand, 2002  
“Asia and Europe: Towards Greater Inter-Cultural Exchange”
- AU7 Universitat Autònoma de Barcelona, Barcelona, Spain, 2002  
“Regionalism in Asia and Europe and Significance for Asia-Europe Relations”
- AU8 University of Warwick, Coventry, England, 2003  
“The Future of International Order: Unilateralism or Multilateralism?”

## B. AU9

The 9<sup>th</sup> ASEF University (AU9) will be held on 31 January to 15 February 2003 at the Ateneo de Manila University, Philippines. It will be co-hosted by the Ateneo de Manila University John Gokongwei School of Management and the Asia Europe Foundation (ASEF).

Its central focus will be the fields of Asia-Europe business and entrepreneurship and the **theme** is “Asia and Europe Economic Partnership: Opportunities and Challenges for Enterprise in a Changing Global Environment.”

### Summary of Schedule

DAY	DATE	ACTIVITY	VENUE
0	31 Jan, Sat	Arrival of early participants	
1	01 Feb, Sun	Arrival of other participants	
		Check-in	Holiday Inn Galleria Manila
		Pre-conference Briefing & Country Presentations	Ateneo campus
		Opening of AU9 & Welcome Dinner	Ateneo campus
2	02 Feb, Mon	Teambuilding session	Ateneo campus or outside venue
3	03 Feb, Tues	Plenary Sessions, Topics 1 & 2 Business Competition Briefing	Ateneo campus
4	04 Feb, Wed	Plenary Session, Topic 3 Introduction to ASEFUAN Discussion on AU9 Project	Ateneo campus
5	05 Feb, Thu	Plenary Sessions, Topics 4 & 5	Ateneo campus
6	06 Feb, Fri	Plenary Sessions, Topics 6 & 7	Ateneo campus
7	07 Feb, Sat	Manila Tour	Downtown Manila & Intramuros Lunch in China town Dinner: Fort Santiago Weekend stay with the host family
8	08 Feb, Sun	Part of weekend stay with host family ASEF Buddies are to be brought back to Holiday Inn by 22:00 Hour or brought to the Ateneo the following day at 8:00 hour	

9	09 Feb, Mon	Plenary Sessions, Topics 8 & 9	Ateneo campus
10	10 Feb, Tues	Plenary Sessions, Topics 10 & 11	Ateneo campus
11	11 Feb, Wed	Plenary Session, Topic 12 Election of AU9 Reps to ASEFUAN Presentation of AU9 Project Extra time to finalize Business Competition Plans	Ateneo campus
12	12 Feb, Thu	Business Competition AU9 Public Forum AU9 Evaluation	Ateneo campus
13	13 Feb, Fri	Out of town trip	Rizal & Laguna towns overnight at Villa Escudero
14	14 Feb, Sat	AM: Half day tour & lunch  PM: Farewell Dinner	Ugu Bigyan Pottery  Holiday Inn
15	15 Feb, Sun	Departure	

**Non-Academic or Social/Cultural Component:** AU9 will include a home-stay for the participants, featuring a weekend stay with the families of selected students of the Ateneo de Manila. Other activities being planned include a visit to Villa Escudero in Laguna, a walking tour of Intramuros, and a day excursion to Tagaytay City.

### C. List of Asia Europe Meeting (ASEM) Countries:

#### Asia

1. Brunei
2. China
3. Indonesia
4. Japan
5. Korea
6. Malaysia
7. Philippines
8. Singapore
9. Thailand
10. Vietnam

#### Europe

1. Austria
2. Belgium
3. Denmark
4. Finland
5. France
6. Greece
7. Germany
8. Ireland
9. Italy
10. Luxembourg
11. Netherlands
12. Portugal
13. Spain
14. Sweden
15. United Kingdom

**Observer Status:** European Commission

Notes:

A more detailed tentative programme/schedule of activities has been included in the application kits given to the universities.

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