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How to promote EU universities yourself to Asian universities?

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Increase the **attractiveness**,
enhance the **visibility**

Facilitate and strengthen the
institutional cooperation

EU universities

Enhance the
participation of Asian HEIs

Increase the
number of mobility

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- **Increase the attractiveness and enhance the visibility** of the EU educational programme and Erasmus Mundus to students of targeted Asian countries (*determine and show your advantages and benefits*);
 - **Enhance the participation of Asian higher education institutions** within new and/or existing Erasmus Mundus programmes;
 - **Facilitate and strengthen the institutional cooperation** between HEIs from the EU and Asia (*establishing the MOU, which will lay solid foundation for the sustainable development of interscholastic cooperation between Asian and European universities*);
 - **Increase the number of mobility**, especially in graduate level, post-doc study and staff exchange programme. Increasing the mobility of students and staff will serve as a major motivator for cooperation across the two regions;

Targeted programs

/joint study, double-degree study,
summer programme, capacity-building/

Two-way mobility

/exchange programme, guest lecturer/

**EU
universities**

Align motivation

/determine the priority fields/

Brand alumni

/alumni association in each Asian
country/

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- A vertical green sidebar on the left side of the slide. It contains several white icons: a sun at the top, two stalks of wheat below it, two interlocking gears, a silhouette of a pig, a cow, a sheep, a goat, a camel, and a tractor at the bottom.
- Run **various targeted programmes and projects**, which are integrated advanced courses delivered by a consortium of universities on a priority field and for management staff;
 - **Two-way mobility** is the best way to widen the engagement of EM programme. As the guest scholar gives lectures each side will become more visible;
 - **Brand alumni**, or the establishment of an EU-Asian alumni association will be a great promoter. Well operating alumni association will become a binding link to industry and business and an entry to the world of work for future graduates;
 - **Align motivation** between Asian and European partners. Usually, Asian side looks for the cooperation improvements in terms of capacity building. It is very important to determine the priority field;



Website - the most important source of information for EM and other European courses and programmes. It must be **clear to understand and easy to navigate**, and must **provide guidelines and sufficient information**.



Project representative in Asian country - close and tight collaboration with project representative in Asian country will accelerate the promotion. They can be **a link between EU universities and Asian universities**, who are able to provide with necessary information on EU HEIs to Asian students.



Educational EXPO - **Education Abroad Fair** on Erasmus Mundus and European higher education in each Asian country and **participation of the alumni**



EM alumni leaflet - **impression on mobility**, which inspire students to discover new world (*great experience, international way of thinking, language skills, the opportunity to gain knowledge, the door to possibility...*)



Joint and double degree - powerful tool to promote mutual **recognition of qualifications**, to attract talent, and to **enhance the international experience and competence, and employability of graduates**.

**Association for alumni
of Erasmus Mundus
Master and Doctoral programmes
in life sciences**

TO BE OR NOT TO BE?

*That is the
question.*

To promote the European Union as a centre of excellence in the field of higher education among Asians;

To establish a network of professionals and universities throughout Mongolia;

To support the fund from EACEA for European universities;

To enhance the visibility and attractiveness of European higher education in Asian country;

To create, awareness, distribute knowledge in Mongolia;



EMA

Erasmus Mundus Students and Alumni Association



Life Sciences

Activities



Information events on Erasmus Mundus at Mongolian universities;

Charity actions and community service for people with disabilities;

Promotion of the bilateral relationship between Mongolia and the EU in all sectors;

Encourage and support alumni initiatives and effort for societal and community development;

Participation at the events of the EC and the EU Delegation in Mongolia and discussion of EU-Mongolia policy on education and student mobility;

Organization of intercultural pre-departure trainings for scholarship grantees, entrepreneurship incubator;

Participation of Erasmus Mundus alumni in the Educational EXPO;

Mentoring Programme of experienced alumni to help graduates in their professional and personal development, to provide guidance students, who wish to study in Europe;



***Thank you very much for
your attention***