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## Questions raised by ASKASIA

- How should the European universities promote themselves to the Asian universities?
- What tools are effective in promotion of higher education in Asia? - Good and bad practices

## Background Information

### Higher education (HE) and its internationalization in Thailand: *responsible agency*

- The **Office of the Higher Education Commission (OHEC)**, Ministry of Education, is responsible for managing and promoting HE provision and development.
- The **Bureau of International Cooperation Strategy (BICS)**, under OHEC, is mainly responsible for undertaking international cooperation activities and promotion.
- Number of Universities and colleges

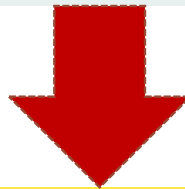
Public Universities (80)

Private Universities (71)



## Internationalization of Thai universities: *existing situations*

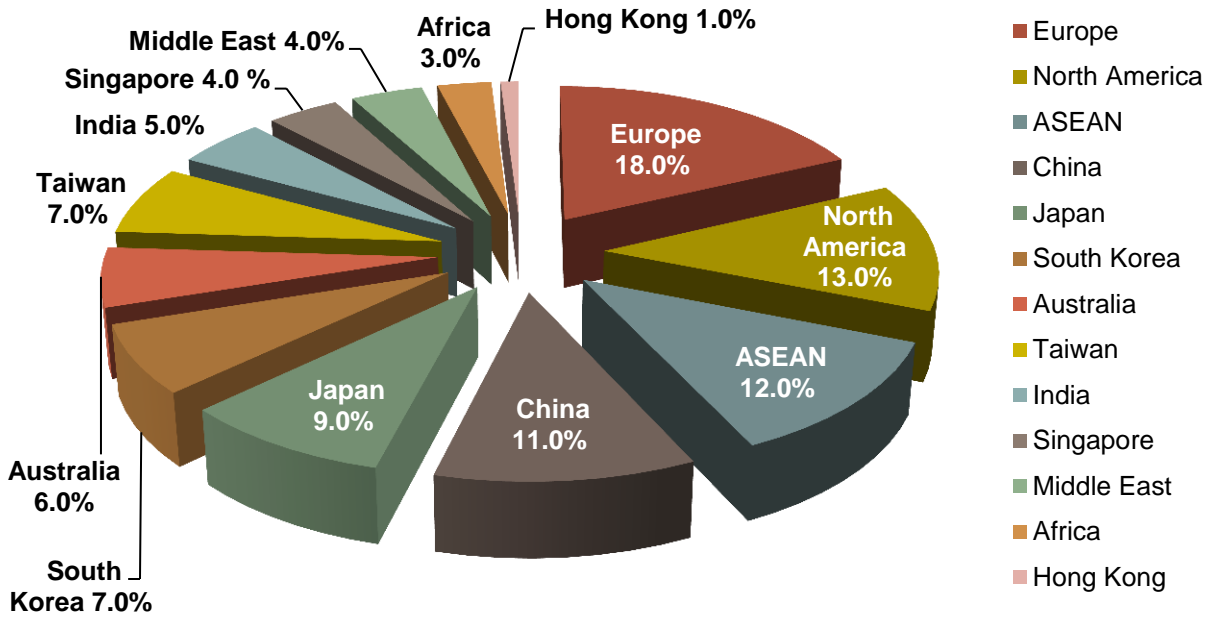
- High percentage (76%) of Thai institutions currently have initiatives underway to internationalize their undergraduate and graduate curriculums
- Curriculum internationalization in Thai universities focuses more on the '*global level*' as a whole than understanding specific countries or areas.



**Indicating positive outlook for future development of  
both European and Thai partners.**



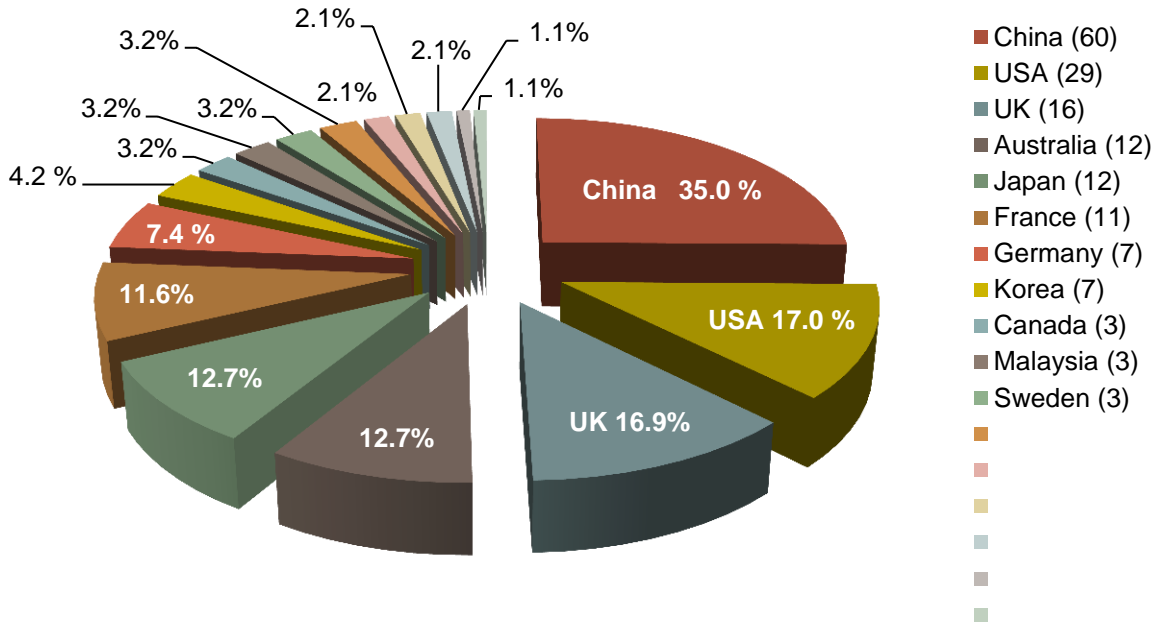
## European countries are important partnership of Thai universities: *existing situations*



Target countries/regions for new collaborations in recent years



## Collaborations and partnerships are concentrated in only few EU countries



Number of collaborative degree programs classified by countries of partner institutions



## Existing Active Countries and Projects

### At National Level

- **Franco-Thai Junior Research Fellowship Program:** aims at jumpstarting the career of young Thai researchers (post doctorates) by giving them the opportunity to develop promising collaboration with their French counterparts
- **Franco-Thai Cooperation Programme in Higher Education and Research** (since 1999)
- **20t5 GKS for ASEAN countries' Science and Engineering Students:** training programme funded by the Korean Government to provide students with an in-depth academic training in the science and engineering fields and invaluable experience in Korea.
- **Newton Researcher Links workshop grants 2015/16:** providing funded opportunities for researchers from the UK and internationally to interact, learn from each other and explore opportunities for building long-lasting research collaborations.
- **Diplomatic Academy of Vienna:** a postgraduate professional school, dedicated to preparing talented university and college graduates for international careers and positions of leadership in international organizations



## Existing Active Countries and Projects

### Regional & Global Level

- **New Zealand ASEAN Scholars Awards:** aid program wishes to offer up to 4 New Zealand - ASEAN Scholars Awards (NZ-AS) to Thai candidates for full-time postgraduate study at one of nine eligible New Zealand
- **ASEM-DUO** or ASEM-DUO Fellowship Programme: made by the Asia-Europe Vision Group in 1999 to establish deeper understanding between the peoples of the two continents
- **Endeavour Scholarships and Fellowships:** internationally competitive, merit-based scholarships provided by the Australian Government that support citizens around the world to undertake study, research and professional development in Australia and for Australians to do the same overseas.



## Answers:

How should the European universities promote themselves to the Asian universities?

### Thai University commitment

- Major Thai Research Universities (public/autonomous universities) have strong commitment to the international or global education
- Most of them (>90%) have offices leading internationalization efforts

### EU Universities

- **Active and assertive actions**
- **Approaching target Thai universities with common interest and sustainable relationship**
  - **Using existing linkage and strength**

# Answers:

## What tools are effective in promotion of higher education in Asia? - Good and bad practices

### Possible tools for promotion of EU higher education in Thailand

Tools	+	-
<b>Direct contact</b> with the target universities using Directory of Coordinators for International Affairs available at the Office of Higher Education Commission website ( <a href="http://inter2.mua.go.th">http://inter2.mua.go.th</a> )	Interesting activities will receive the audience The visit following the constructive communication with several opportunities would be successful.	-
<b>IT-features:</b> Facebook, YouTube, Twitter, Instagram, web pages and e-mail services	To some extent	Limited information and correspondence
<b>Demonstrated through common activities:</b> open-houses, seminars and fairs with focus on face-to-face interactions and agents	50%	-
<b>Joint / co-curriculum development</b>	Difficult to implement If successful, it has a long term effect	-
<b>Exchange programs/scholarships by EU universities both short term and long term programs</b> – internship, lab work	Very efficient tool	-



**Thank You for the Questions**