

Higher Education

Summit 2009

27 – 30 October 2009
Hilton Hotel Singapore

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Education Globalization – Commercial opportunities in the Asian Higher Education sector

Highlights:

- 10+ market driven case studies from leading international higher education institutions
- Meet with leading regional government representatives from emerging higher education markets
- 2 targeted pre and post conference workshops on investment and marketing strategies
- Identify key higher education investment opportunities in the region

Key Conference Themes:

- Education Globalisation Strategies
- Emerging Higher Education Markets & Hubs
- Education Standards & Accreditation
- Investment & Funding Models
- Regional Partnerships and Opportunities
- Marketing and Branding Initiatives

Featuring renowned institutions from around the globe:



Diana Davies
Associate Provost for International Initiatives
Princeton University



Professor Sir Howard Newby
Vice Chancellor
Liverpool University



Professor Robin Pollard
Vice Chancellor
Monash University



Professor John Spinks
Senior Advisor to the Vice-Chancellor &
Director of International Student Exchange
University of Hong Kong



Professor Julia Buckingham
Pro-Rector (Education)
Imperial College

PLUS!!!

Pre-Conference Workshop
27 October 2009 • 9am - 5pm

Investment Strategies & Funding Models For Higher Education

Post-Conference Workshop
30 October 2009 • 9am - 5pm

Higher Education Marketing

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9:00 **Opening remarks by Chairperson**
Dr. Sujatha Ramdorai, Member, **National Knowledge Commission** & Professor, **Tata Institute of Fundamental Research, India**

9:10 **Placing Singapore on the global map for education excellence**

- Addressing trends in globalization, partnerships and development of the higher education sector in Singapore
- Updates & insights into the development of new universities in Singapore
- Outlook on the directions for the higher education sector in Singapore

EDUCATION GLOBALIZATION

9:40 **Strategies to meet the growing demand for higher education in Asia**

- Analyzing current trends and movement of student populations in Asia
- Leveraging on the current economic situation to encourage regional growth
- Delivering quality education locally: challenges and opportunities
- Evaluating socioeconomic factors in Asia and its long-term impact on higher education growth

Professor Julia Buckingham, Pro-Rector (Education)
Imperial College

10:30 **Morning tea & Networking**

11:00 **Strategies for developing world class Asian business schools**

- Addressing the rise in business education in Asia
- Understanding the role of global accreditation in Asian Management Education
- Challenges and opportunities of the delivery of quality business education locally

Eileen Peacock, Vice President Asia
The Association to Advance Collegiate Schools of Business (AACSB) International

EMERGING EDUCATION MARKETS

"The past decade has been a decade of higher education expansion in China, The gross enrolment ratio of higher education has increased from 9% in 1998 to 23% in 2007. Total enrolment has risen from 6.23 million to 27 million during this period..." (Bangkok Post; 2009)

11:45 **Outlook on demand for higher education in China and weighing investment opportunities**

- Commercial outlook on education trends for China
- Capturing the Chinese market while maintaining quality education standards
- Understand the driving factors behind education demand and what China really needs

Professor Sir Howard Newby, Vice Chancellor
Liverpool University

12:30 **Networking lunch**

"(India) has a large higher education sector – the third largest in the world in student numbers after China and the United States. ... the education system is gradually being opened up for change and decentralization. The goal for the 11th Five Year plan for 2007-2012 is an increase of 5 percent in the enrolment rate of higher education equivalent to the creation of approximately 8 million new seats in Indian higher and technical education". (The World Bank)

1:30 **Higher education opportunities in India**

- Supply and demand factors in higher education in India
- Considering funding opportunities for market entry into India
- Understanding the policies and partnership frameworks
- Analyzing successful strategies to gain presence in the higher education sector

Dr. Sujatha Ramdorai, Member, **National Knowledge Commission** & Professor, **Tata Institute of Fundamental Research, India**

"Education is set to go truly international once EduCity, Iskandar Malaysia's exciting educational hub, is completed by 2018. EduCity has been envisaged as a dynamic atmosphere where students can mingle and get a tertiary education in an international environment.... estimates 12,000 students will be enrolled when EduCity is completely ready in 10 years" (Asia One; 2008)

2:15 **Educity: An international platform for education**

- Establishing an international platform for education by 2018
- Outlook on the role of Educity in being an education hub in Southeast Asia
- Reviewing the incentives and return on investment for investing into Educity

Khairil Anwar Abdullah, Senior Vice-President of Education and Healthcare
Iskandar Development Authority

3:00 **Afternoon tea & Networking**

INVESTMENT & FUNDING

3:30 **Investment and funding for new projects in Asia**

- Understanding the investment environment for the education sector in Asia
- Are the current funding models adequate to secure the future of Asia's higher education sector?
- Contrasting the best investment strategies to capture the Asian market

Robert Daugherty, Chairman & Managing Partner
Knowledge Investment Partners LLC.

4:15 **Designing public-private partnership projects in sustainable education for Asia**

- Collaborating with local governments in establishing presence with local communities
- Achieving a successful partnership by structuring the projects, selecting the right consultants and gaining buy ins from potential investors

Timothy Ryan, Principal Investment Officer - Health & Education Department
IFC

5:00 **End of Day 1**

9:00 **Opening remarks by Chairperson**
Professor John Spinks, Senior Advisor to the Vice-Chancellor and Director of Undergraduate Admissions and International Student Exchange
University of Hong Kong

PARTNERSHIPS

9:10 **Enhancing regional cooperation to develop a recognized education hub for Asia**

- Recognizing Asia's need for a co-operative effort by regional players
- How involved should regional governments be in allowing the entry of globally established education institutions
- Identifying key sectors in need of development in the region
- Selection criteria for partnerships between private education institutions and the local government

Steve Maharey, Vice Chancellor
Massey University

9:50 **Promoting sustainable partnerships among private higher education institutions**

- Reviewing the challenges and advantages of establishing international partnerships
- Achieving a mutually beneficial return on investment
- Uniting best practices from various parties in sustaining the co-operation
- Leveraging on partnerships to maximize resources and increase capacity building

Datuk Dr Paul Chan Tuck Hoong, President & Co-Founder
HELP University College

10:30 **Morning tea & Networking**

11:00 **Partnerships for Success: Effectively securing a local partner**

- Reviewing project investment opportunities in Asia through solid local partnerships
- Understanding the local policies & regulation in establishing your campus
- Maintaining the quality, branding and culture of your university in a new environment

INTERNATIONALIZATION TRENDS

11:45 **In the Service of All Nations: Princeton's Network-Based Approach to Internationalization**

- Keeping the internationalization approach true to the University's core mission and values which involves:
 - Prioritizing excellence in undergraduate teaching and learning
 - Maintaining excellence in research
 - Promoting "bottom-up," faculty-driven initiatives
- Understanding the rationale behind our approach in achieving internationalization without establishing satellite campuses overseas or 'island' study abroad programs
- Developing international research networks through incentive programs like our Global Scholars program and our Global Collaborative Research Network grant

- Emphasizing faculty-driven flexibility rather than satellite expansion

Diana Davies, Associate Provost for International Initiatives
Princeton University

12:30 **Networking lunch**

1:30 **Maintaining international standards through a branch campus**

- Analyzing the pros and cons of setting up a campus in your targeted market
- How do you maintain the same quality, standards and experience at a branch campus?
- Creating the balance between an international education experience and local context?

Professor Robin Pollard, Vice Chancellor
Monash University

2:15 **Accelerating the internalization of Higher Education in Asia and the Pacific through student mobility and credit transfer scheme**

- Analyzing current trends and movement of student mobility in Asia and the Pacific
- Harmonization of diverse higher education systems through student exchange and UMAP Credit Transfer Scheme
- Information Technology implementation to enhance student mobility
- Joint delivery of degree programs : Higher education cooperation to accelerate student mobility and internationalization

Asst. Prof. Voravan Limtong, Executive Director
UMAP International Secretariat

Norpisah Mat Isa, Deputy Registrar (Academic & International Affairs)
Universiti Sains Malaysia

Thanasiri Chara-um, Assistant President for International Affairs
Suan Dusit Rajabhat University, Thailand

3:00 **Afternoon tea & Networking**

COMPETITIVE BRANDING

3:30 **Market differentiation in a competitive higher education market**

- Developing and maintaining the university's image and recruitment
- Successful strategies on market differentiation and image enhancement
- Reviewing some policy and strategic development in brand equity

Professor John Spinks, Senior Advisor to the Vice-Chancellor and Director of Undergraduate Admissions and International Student Exchange
University of Hong Kong

4:15 **Building & maintaining an international brand**

- Role of the brand in education
- Approach to building global education brands
- Lessons & learnings – International & local education brands

Shauna Li-Roolvink, Chief Executive Officer
BrandHub

5:00 **End of Day 2**

Conference Workshops

Pre-Conference Workshop – Tuesday, 27 October 2009

Investment Strategies & Funding Models For Higher Education

Highlights

- Identifying programs, and courses with the greatest expansion prospects
- Valuation Strategies for profitable undertakings in higher education
- Which types of universities make the best investments?
- Analyzing international education markets to map out the best opportunities for profit
- Understanding the different funding models in establishing developing public and private universities
- Case studies and success stories of profitable universities and evaluating the investment strategies and funding models they employed

Course leader:



Bob Daugherty
Founder and Managing Partner
Knowledge Investment Partners

Bob Daugherty is the founder and managing partner of Knowledge Investment Partners (KIP) LLC, based in Ohio. KIP was founded in 2002 to invest in the securities of public and private education and information service businesses. KIP's investment criteria emphasize market leading businesses that display the potential for high returns on invested capital and that offer tangible value for their clients.

Post-Conference Workshop – Friday, 30 October 2009

Higher Education Marketing

Highlights

- Targeted marketing strategies: Deciding your target market and applying the right channels to reach them
- Measuring the success of your marketing campaigns
- Looking at long-term strategic planning
- Brand building
- Leveraging on technology to gain more reach (new media and social networking tools)
- Getting the buy-ins from all your stakeholders (internal & external) through your marketing initiatives

Course leader:



Simon Healy
Consultant
Higher Education Marketing

Simon is a specialist in SEO and web start-ups and also heads up their search engine division PageOneRankings.com.au. He has been involved with successful technology firms including currently project managing the web's largest education domain network - StudyInternational.com whose assets include 525 top level domains such as StudyinAustralia.com, StudyinNewZealand.com, StudySport.com, StudyinChina.com, StudyinEurope.com, StudyIT.com via the OutsourcingTo.us education division HigherEdMarketing.com.au.

Simon's previous company EdMedia grew to service over 300 clients in more than 15 countries before he exited the firm in 2006. Simon currently serves on a number of NGO boards such as OrphanIT.com and the SolvePoverty.com website which was launched by Princess Anne at Oxford University in September 2000. He is also a co-founder of a venture capital fund for young social entrepreneurs called Young Social Entrepreneurs Initiative (YSEI).

Register before 21 August 2009 and save S\$300.

Call us now on +65 6514 3180 or email register@ibcasia.com.sg to book your place today.

Against the backdrop of developments and buzz taking place in the education sector, is the growing interest among higher educational institutions to expand into the Asia.

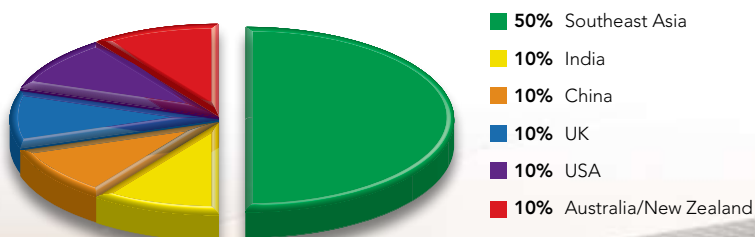
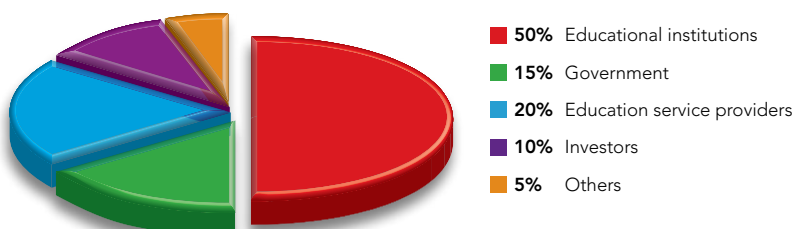
ATTEND THE HIGHER EDUCATION SUMMIT and identify new investment opportunities to meet the growing demand for Higher Education in the region. Key areas to be addressed include:

- Directions and demand for higher education in Asia
- Potential markets in the region for expansion and partnerships
- Strategies to deliver quality education, maintain high standards and gain accreditation
- Opportunities, incentives and challenges to establishing an international education platform in Asia
- Public private partnerships for sustainable education
- Market driven strategies to building brand presence in Asia



Who will attend

The event will gather regional and international education institutions to discuss expansion plans and potential partnerships in the region including; CEOs/Presidents/Deans, Business Development/ Marketing Directors, and Investment Officers from:



“Demand for higher education is surging across the Asia-Pacific region, home to over 3 billion people”.

UNESCO (2009)

“Demand for higher education is booming and is expected to double in five years and triple in 10 years in many developing member countries”

ADB (2008)

“Facing an unprecedented expansion, Asian centres of higher education are looking for ways to diversify opportunities for learning...”

University World News



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Department
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10270

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<input type="checkbox"/> 2 Day Package - Conference only	S\$2400	S\$1500	S\$2600	S\$1700	S\$2700	S\$1900
3 Day Package <input type="checkbox"/> Conference + 1 Workshop <input type="checkbox"/> Pre-Conference Workshop OR <input type="checkbox"/> Post-Conference Workshop	S\$3200	S\$2300	S\$3400	S\$2500	S\$3500	S\$2600
4 Day Package <input type="checkbox"/> Conference + 2 Workshop	S\$3900	S\$3000	S\$4100	S\$3200	S\$4200	S\$3300

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* Fee includes luncheons, refreshments and complete set of documentation. It does not include accommodation and travel cost.

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