



**UNIVERSITY
OF MALAYA**



Asia-Europe Institute
University of Malaya

The AEI-ASEM Summer Camp: Towards Balanced Mobility

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ASEM's Vision and AEI

- ❖ Established in 1996 at the first Asia Europe Summit
- ❖ Enhancement of Asia-Europe cooperation in higher education
- ❖ A 'single higher education area linking Europe and Asia' where 'mobility of students, teachers, researchers, ideas and knowledge' would be the core common goal'
- ❖ The establishment of Asia-Europe Institute (AEI) as a postgraduate center for Social Sciences to continuously promote Asia-Europe cooperation in higher education



ASEM and Balanced Mobility

- ❖ Balanced Mobility- more students from Europe in Asia
- ❖ Fourth Meeting of ASEM Ministers of Education (ASEMME4) 2013 in KL
- ❖ *"Welcomed the willingness of Malaysia and its Asia-Europe Institute of the University of Malaya to develop, in cooperation with other interested ASEM members, a strategy for a better balanced mobility of students, academicians and researchers between Asia and Europe. The strategy would include proposals for complete activities that would draw more students, academics and researchers to Asia."*



ASEM and Balanced Mobility

- ❖ For every 15 students and academics going to Europe for education, only one European comes to Asia
- ❖ Objective therefore is to bring more European students to Asia
- ❖ In promoting **Balanced Mobility**, AEI Summer Camp (ASC) was piloted in 2015 with the theme “Biodiversity and Cultural Heritage”

The theme for this year is... and

Multiculturalism



Multi-ethnicity



Aims and Rationale

- ❖ To attract learners from Europe and other countries to learn, discuss and interact on topics on multiculturalism and multi-ethnicity in both the European and Asian regions
- ❖ To promote AEI as a body that brings Europe to Asia, and to create future opportunities for European higher education institutions to explore and initiate outbound mobility programmes and exchanges with AEI
- ❖ To foster Asia and Europe ties through deeper understanding of both regions' national and cultural heritage; experiential learning through local immersion and extracurricular activities facilitate participant's interactions and networking



Learning Outcomes and Participants

- ❖ Upon completing the summer school, participants will be able to:
 - identify and explain cultural diversity in the region
 - compare, differentiate and critique patterns of behavior, ideology, etc. in the different regions
 - demonstrate awareness of different ways of doing business from the Malaysian and European perspectives
- ❖ **Participants**- European or Asian youth pursuing undergraduate/postgraduate studies and academics with intercultural interests and/or keen to know more about socio-cultural/political-security/economic aspects of Asia/Europe



Socio-cultural Aspects I

❖ Malaysia: The Past, Present and Future

- History, colonialism and European encounters leading to diversity today, modern Malaysia and aspiration to become a high-income society ...

❖ “Rojak” or a Melting Pot? Cultural Diversity in Malaysia

- Domestic peace notwithstanding the differing religions and culture- traditions, customs, festivals, arts, heritage, etc.



Socio-cultural Aspects II

❖ When East Meets West

- Asian values, European values, EU and ASEAN regionalism, interactions with European cultures ...

❖ The Good, the Bad and the Ugly

- Globalisation, ideological exchanges, impact on cultures and societies, effects of social media, and values of global society

❖ Plurality/harmonisation in Asia and Europe

- Religious pluralism, peaceful co-existence, role of education, intercultural relations- education and communication, traditional and contemporary thoughts ...



Economy/Business Aspects

- ❖ Malaysia as an Islamic Hub in Asia
 - Developments of Syariah-compliant standards for business and impact on societies, Islamic finance, concepts ...
- ❖ Doing Business in Asia: from the European perspective
 - Expatriate's perceptions on business and economic trends, professional practices, industrial opportunities related to European businesses ...



Political/Security Aspects

❖ Migration in Asia and Europe

- Issues on refugees, diaspora, identity crisis, crisis management ...
- Case studies- Rohingya/Myanmar, Syrian issues (in Europe) etc.
- Challenges and reactions to migration in Asia and Europe



Youth Connectivity in Asia-Europe

- ❖ Bridging the Gap between Asia and Europe
 - The concept of 'youth connectivity' in ASEAN
 - The role of youth and emerging youth trends in Asia and Europe
 - Connectivity initiatives including ASEM, UNESCO, ASEAN Community Vision 2025 (ASEAN 2025), etc.
- ❖ Appreciation of multiculturalism
 - Perspectives of youth towards multiculturalism/multi-ethnicity in both regions
 - An interactive opportunity to explore technological and contemporary norms practiced by youth



Experiential Learning

- ❖ Immersion in the local culture
 - Home-stay in a rural village (or kampong)
 - Visit to the historical town of Malacca, a UNESCO heritage site
 - Visit to Putrajaya, KL's administrative capital
- ❖ Fun and interactive learning
 - Exposure to traditional relics/elements/settings
 - A chance to acquire useful phrases of the local languages (Malay, Chinese, Indian and Malaysian English)
 - Quizzes, debates, wordplay, reflective sharing and many more ...
 - Explore European footprints in Malaysia e.g., Asian/European films, Marks & Spencer or IKEA hypermarts, etc.



Other Highlights

- ❖ A **savoury experience** of Malaysian and Asian, as well as Fusion European-Asian cuisines
- ❖ **Get-together** picnic/pot-luck style of socialising with local students/participants from various countries
- ❖ **Stay active** with youth-loving sports and favorites of the Malaysians- karaoke, dancing ...
- ❖ Acquire **intercultural understanding/awareness** through 'real' multiculturalism and multi-ethnicity experiences



Linking AEI-ASC with the ASEM Vision

- ❖ balanced mobility
- ❖ connectivity
- ❖ cultural heritage
- ❖ an education hub in Asia
- ❖ common education frameworks for long-life learning and recognition of qualifications
- ❖ Intercultural understanding and awareness



Outcomes of the SC

- ❖ Motivate more students from European countries to study in higher education institutions in Malaysia/Asia
- ❖ Structure credit mobility in the modules of SC to facilitate recognition- based on compatible/complementary learning outcomes (awarding the relevant ECTS-credits)
- ❖ Procedures and infrastructure in place to facility credit transfer- Learning Agreements, Transcript of Records, institutional support
- ❖ Increase interest in exchange programmes between universities in Europe and Malaysia/Asia
- ❖ Contribute towards other areas of mutual interests in education

Find out more about AEI-ASC 2016!



- ASEM-ASC 2016 Website

SURF @

PICK-UP

- ASC 2016 Flyer

- AEI@ UM
- Summer Schoolites!

ASK FROM

Summer School-ites = Past summer camp participants



Continuity gives us Roots;
Change gives us Branches,
letting us Stretch and Grow
and Reach New Heights.

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