

Partner South East Asia: Why South East Asia really matters

We are delighted to invite you to the Partner South East Asia (SEA) event that we are hosting virtually from **15 to 19 November 2021**.

Key event highlights

The Partner SEA event aims to raise awareness among UK higher education institutions on opportunities for collaboration with counterparts in the South East Asia region, while exploring and identifying avenues to deep and meaningful engagement.

At the event, you will have exclusive access to:

- In-depth analysis on market development in seven priority South East Asia countries
- Information on flagship projects and funding opportunities
- Partner networking and engagement

Background on South East Asia

South East Asia's collective population of 656 million is almost double that of the United States of America (328 million) and more than that of the EU (445 million). The region is an economic powerhouse, collectively forming the world's fifth biggest economy, and poised to move into fourth place by 2050. While SEA countries individually have not grown as quickly as China or India, the region represents one of the world's fastest growing markets, with its total GDP in 2019 doubling since a decade earlier, and standing at almost fivefold the value in 2000.

The SEA region is home to a fast-growing population that is young and digitally expert. The median age is 30. The digital economy in SEA alone, which expanded threefold from 2015 to 2019 even before the Covid-19 pandemic, represents 7 percent of the region's US\$2.8 trillion GDP. This presents tremendous opportunities for collaboration in international market development and knowledge exchange.

ASEAN - the Association of Southeast Asian Nations - established in 1967, and now including ten Member States of the SEA region, can point to many important achievements through its over 50-year history. Its members have experienced tremendous changes, albeit at different paces. Today, the group includes the wealthy Brunei and Singapore, successful middle-income countries like Malaysia and Thailand, emerging economies like Indonesia, Vietnam and the Philippines, and relative newcomers like Lao PDR, Myanmar and Cambodia.

In the growing rivalry between China and the US, countries in South East Asia are seen as crucial *swing states*. Meanwhile, trade between the ASEAN countries and the UK totalled £36.4 billion (US\$45.5 billion) in the four quarters to the end of Q3 2020.

What does this mean for the UK?

The ASEAN Socio-Cultural Community Blueprint 2025¹ aims to work towards creating a “*harmonious community that is aware and proud of its identity, culture, and heritage with the strengthened ability to innovate and proactively contribute to the global community*”. This ASEAN commitment to a global community provides the opportunity for the UK to engage and attract the next generation of young people through cultural cooperation.

However, forthcoming research by the British Council finds that those surveyed across six SEA countries do not rate the UK as being among the most attractive overseas countries in terms of culture, instead preferring countries in the East Asian region such as Japan and South Korea. This trend is particularly pronounced among younger age groups.

At the same time, the research found that SEA residents who rate the UK's culture as more attractive are substantially more likely to consider engaging with the UK in a variety of different ways, including being more likely to want to study in the country, visit for tourism purposes or to do business with British people or companies. Boosting interest in the UK in cultural terms could therefore translate to increased opportunities across a range of fields.

One aspect of culture provides significant opportunity for engagement: English is the working language of ASEAN, and is perceived as the language of modernisation and internationalism. English proficiency is in huge demand throughout the education system and increasingly important for young people in accessing opportunities and jobs. Under the ASEAN Education Work Plan for Education, particular emphasis is placed on providing technical assistance for English Medium programmes in Cambodia, Lao PDR, Myanmar and Vietnam.

Finally, the research also found that the UK's higher education system is seen as one of the country's important strengths across the ASEAN region, showing that this is an area with particularly strong opportunities which we need to continue to harness.

Programme objectives

The purpose of the Partner SEA event is to direct the UK sector's attention to the region and to raise awareness on why SEA really matters. In addition, we want to explore and to identify how and why the UK and the different countries across SEA can deepen engagement. We will aim to answer the following questions:

- What are the ambitions and aspirations of the next generation of young people in SEA?
- Geography of innovation: which countries in SEA have the potential for growing collaborative opportunities?

¹ <https://www.asean.org/wp-content/uploads/2012/05/8.-March-2016-ASCC-Blueprint-2025.pdf>

- What does globalisation look like in the context of the region, and how do we ensure a strong foundation of trust?
- What is the basis of international collaboration with a confident, maturing SEA?

Registration

Do register for the Partner SEA event [here](#) by **11 November 2021**

Event details

Day	Time (GMT)	Session
Mon, 15 November	9.00am to 10.30am	<p>Opening plenary: <i>Why South East Asia matters</i></p> <p><u>Welcome and opening speech</u></p> <p>Kate Ewart-Biggs, Deputy CEO, British Council</p> <p><u>Plenary speakers:</u></p> <ul style="list-style-type: none"> - Dr Ethel Agnes Pascua-Valenzuela, Director, Southeast Asian Ministers of Education Organization Secretariat (SEAMEO Secretariat) - Tan Sri Prof Dr. Noorul Ainur Mohd. Nur, Chairman, University College of Yayasan Pahang, Malaysia (former Secretary General, Ministry of Higher Education Malaysia) - Paula Sanderson, Managing Director, Falmouth Exeter Plus - Associate Professor Hoang Anh Tuan, Vice President, Diplomatic Academy of Viet Nam - Maddalaine Ansell, Director Education British Council - Jeremy Chan, British Council East Asia Interim Head of Insights and Research
Tue, 16 November to Fri 19 November	<p>SEA country specific sessions, with a special focus on the Cultural Dividend research, market insights and moderated case studies on partnerships, recruitment and TNE.</p> <p>All country sessions will start with a country overview presentation by Jeremy Chan, Interim Head of Insights and Research, East Asia.</p>	
Tue, 16 November	9.00am to 10.00am	<p>Country overview: Indonesia</p> <p><u>Panel speaker:</u></p> <ul style="list-style-type: none"> - Dr Junaidi, Head of 'Kampus Merdeka' Working Group, Ministry of Education, Indonesia
	10.30am to 11.30am	<p>Country overview: Philippines</p> <p><u>Panel speakers:</u></p> <ul style="list-style-type: none"> - Ashley Burke, Senior International Partnerships Manager, University of Reading - Atty Lily Milla, Director, International Affairs Staff, CHED (tbc)

Day	Time (GMT)	Session
Wed, 17 November	9.00am to 10.00am	Country overview: Malaysia <u>Panel speakers:</u> <ul style="list-style-type: none"> - Prof. Andrew Abbott, Academic Dean, Vice-Chancellor's Office, Lancaster University - Tan Sri Prof. Dzul Razak, Rector, International Islamic University Malaysia
	10.30am to 11.30am	Country overview: Singapore <u>Panel speakers:</u> <ul style="list-style-type: none"> - Prof. Desmond Johnston, Vice Dean (International) and Dr Emma Keeling, Academic Lead (Collaborative Partnerships), Faculty of Medicine, Imperial College London - Prof. Wei Kwok Kee, Provost, SIM Global Education
Thu, 18 November	9.00am to 10.00am	Country overview: Vietnam <u>Panel speakers:</u> <ul style="list-style-type: none"> - Gwen Williams, Head of International, Universities Wales (tbc) - Associate Professor Huynh Quyet Thang, President, Hanoi University of Science and Technology - Nguyen Thi My Huong, Dean, VN UK Institute for Research and Executive Education, The University of Danang
	10.30am to 11.30am	Country overview: Thailand <u>Panel speakers:</u> <ul style="list-style-type: none"> - Mr Punpermsak Aruni, Human Resource Development Specialist, MHESI - Steven Edwards, University of Liverpool - Kevin Dunn, Regional Manager, South and South East Asia International Office, University of Coventry
Fri, 19 November	9.00am to 10.00am	Country overview: Myanmar <u>Panel speakers:</u> <ul style="list-style-type: none"> - Andy Shenstone, Director, Advance HE - Tim Seal, Senior Manager (TEL), International Development, The Open University