

# Proposal for a New APRU Initiative

## 3<sup>rd</sup> APRU Senior Staff Meeting 2006

### Joint PECC-APRU Study on “The Asia Pacific Education Market”

#### Background

The Chair of Pacific Economic Cooperation Council (PECC), Dr Charles Morrison met with APRU Secretary General Dr Lawrence Loh when he visited Singapore in November 2005. Possible collaborations between the two organizations were discussed during the meeting. Please refer to *Annex A* for information on PECC.

Following the meeting, the APRU Secretariat met with the PECC International Secretariat for a more in-depth discussion on a possible PECC-APRU collaboration in February 2006. PECC is keen to collaborate with APRU on a joint study on “The Asia Pacific Education Market”. Please refer to *Annex B* for PECC’s preliminary project proposal.

Professor Christopher Findlay of University of Adelaide (also PECC’s Coordinating Group Chair) is currently working on the project. The Coordinating Group Chair is appointed by PECC’s governing body for a two-year period. Some information on the Coordinating Group is also attached at *Annex A*.

The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) has also expressed interest in participating in the study. Through Asia-Pacific Research and Training Network on Trade (ARTNet), they could play a part in the study.

#### Objectives and Outcomes

The project aims to study the evolution of the tertiary education supply chain, as well as propose education policy reforms and business strategy initiatives in both education importing and exporting countries. Please refer to *Annex B (page 4)*.

Proposed deliverables of the project are: (i) a series of background papers on the regional education market, and (ii) a report on the evolution of the regional education supply chain, with key recommendations for domestic policy reform, international commitments and business strategy. Please refer to *Annex B (page 6)*.

PECC plans to table the report for discussion at its General Meeting in 2007. The project may culminate in a conference jointly organized by APRU and PECC.

#### Co-badging by APRU and PECC

The objectives of the project are central to APRU’s core work of advancing education in the Pacific Rim.

A joint PECC-APRU study on “The Asia Pacific Education Market” would allow both organizations to combine their resources for the project. By co-badging the project,

APRU and PECC will be equal partners and have similar level of access to the research findings and eventual summary report.

APRU member universities would be involved in various phases of the study such as project design, working group sessions, drafting of background papers series and the eventual summary report, and publication and distribution of the report.

### Benefits

The study will provide useful information for APRU members. By serving as a source of policy advice, APRU would have a further outreach to policy-makers, academics, students and international organizations. This would have a significant positive impact on APRU's visibility and profile.

### Approach

Several approaches could be contemplated for the joint study. The following are some possible approaches for the meeting's consideration (not exhaustive):

1. A Project Coordinating Group could be formed for the joint PECC-APRU study to define the project scope, deliverables and methodology. It could comprise of representatives from APRU and PECC.

A Project Research Working Group consisting of widely represented APRU and PECC members would contribute towards the series of background papers.

This approach would be similar to the one taken in the Technology Transfer and Wealth Creation (T2WC) study conducted in 2002. Please refer to *Annex C* for T2WC's Project Coordination Group and Working Group.

2. A project team consisting of participants from APRU and PECC could be formed to conduct the study. Headed by 2 Project Directors (one representative from APRU and PECC each), the team would be involved in all phases of the study, from the conceptualization to implementation and analysis.

### Moving Forward

Senior staff's thoughts and views are sought on the preliminary project proposal.

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Prepared by : APRU Secretariat  
Date : March 1, 2006

### PECC's Structure

- PECC is a unique *tripartite* partnership of senior individuals from business and industry, government, academic and other intellectual circles.
- All parties participate in their private capacity and discuss freely on current, practical policy issues of the Asia-Pacific region.
- Established in 1980, PECC has 25 Member Committees, including two associate members, from all over Asian-Pacific region. Each Member Committee comprises tripartite, senior representatives.
- It is the only non-governmental official observer of APEC since the APEC's formation in 1989.
- PECC has provided information and analytical support to APEC ministerial meetings and working groups. It also channels and facilitates private sector participation in the formal process.

### PECC Members

Australia  
Brunei Darussalam  
Canada  
Chile  
China  
Chinese Taipei  
Colombia  
Ecuador  
Hong Kong, China  
Indonesia  
Japan  
Korea  
Malaysia  
Mexico  
New Zealand  
Peru  
Pacific Islands  
Russia  
Singapore  
Thailand  
The Philippines  
The United States  
Vietnam

### Associate Members

France (Pacific Territories)  
Mongolia

### PECC Coordinating Group

The Coordinating Group manages PECC's research work. The group is composed of representatives from each member economy and the coordinators of PECC's working groups. The Coordinating Group meets twice a year to discuss progress in the Council's work program and to further refine outputs with contributions from member committees. The Coordinating Group Chair is appointed by PECC's governing body for a two-year period.

For more details, please go to: <http://www.pecc.org/>.



## PECC Project Proposal: Preliminary Submission

<b>Part 1: Project Overview</b>	
<i>Project Title:</i>	The Asia Pacific Education Market
<i>Project Director</i>	To be confirmed
<i>Project Timeframe</i>	From: January 2006 To: March 2007
<i>Project Objective</i>	Report on the evolution of the tertiary education supply chain, including the impact of new technology, and propose education policy reforms and business strategy initiatives in both education importing and exporting countries.
<b>Part 2: Project Budget</b>	
<i>Estimate of Total Project Cost</i>	<p>Non-PECC Sources: Sponsorship from a consortium of universities in the region to contribute to costs of publication/distribution of the final report and to commission background papers: \$US50,000</p> <p>PECC Central Fund: for participant travel to working group session in Hawaii to review a project report: \$US45,000</p> <p>PECC Committees: UPSECC and AUSPECC and their partner institutions: in kind project management and drafting work: \$AUS50,000</p> <p>Total \$US145,000</p>
<b>Part 3: Project Description</b>	
<i>Outline of the objectives of the proposed project, detailing how it (1) conforms to the PECC principles and values, (2) is of regional significance, (3) is relevant to the business community, (4) will produce policy recommendations, (5) will entail collaboration with academic or other regional institutions to achieve its objectives.</i>	
	The project will report on trends in the various modes of supply of education services across international borders and identify impediments to efficient international cooperation in this sector. The project will focus on tertiary education.



	<p>Getting policy right in this sector is matter of significant concern for all economies in the region, to remove constraints to growth and to promote structural change.</p> <p>Work in this area has both immediate application (eg in commitments in the WTO) and long term benefit.</p> <p>Already a number of important shifts in the regional education market are evident, associated with liberalization in importing countries – this has led to an increase in capacity in those economies including through the building of foreign campuses. The number of students moving in the region has grown but that growth may slow as home capacity increases. Other recent developments in visa policy in the main exporting countries have contributed to a redirection of student flows. There is also the emergence of new forms of cooperation across borders (such as twinning arrangements and sandwich programs), the delivery of programs through the internet, new forms of partnership with private education providers and also with private sector ‘buyers’ of education services etc.</p> <p>Behind these developments are a number of changes in the domestic arrangements for, and in the demand for and supply of, tertiary education around the region. This includes the interest in achieving higher rates of participation in tertiary education, including in already developed economies. The project will examine these trends and identify implications for both providers and consumers and for options for international cooperation.</p> <p>The project will then draw implications of the work for questions such as – will the University sector be dominated by leagues of global super-institutions, do Universities perform a variety of missions and are different structures required for each type of missions, how does international cooperation help develop new models and add to capacity, what are the implications of different funding models, how do for-profit and not-for-profit performances vary, are the big-campus research-oriented Universities likely to become relics (a Drucker hypothesis), etc?</p> <p>The project also aims to catalogue the impediments to international cooperation in the various modes of supply, and to draw implications for domestic policy development, international cooperation on policy affecting education (eg through trade agreements) and business strategy by the institutions involved (importers and exporters, host and home countries).</p> <p>It also aims to review work on the outlook for the demand for education in various PECC member economies, including the influence of economic growth and demographic change, and its implication for international cooperation in the provision of education services.</p> <p>A key interest in the project will be the implications for research performance in Universities participating in the international market</p> <p>Many of the issues for consideration were identified in a survey in The Economist in September 2005: see</p>
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	<p><a href="http://www.economist.com/surveys/displayStory.cfm?story_id=4339960">http://www.economist.com/surveys/displayStory.cfm?story_id=4339960</a></p> <p>Opportunities for collaboration with international and regional organizations, in both developing the principles and distributing the results of the work. These organizations include the OECD, UNCTAD, ESCAP (who may be a research partner in the project), the World Bank (including its trade research group working on trade in services) the ADB, the ADB Institute, Inter-American Development Bank, the APEC Business Advisory Council, the Association of Pacific Rim Universities, the Association of East Asian Research Universities and the Latin America/Caribbean and Asia/Pacific Economics and Business Association (LAEBA).</p> <p>A copy of correspondence with ESCAP about this project is attached.</p>
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<b>Part 4: Project Team</b>				
	Name*	Economy	Affiliation:	PECC Member
	<p>The Project Director will convene a small group of wide representation to design background papers, commission their preparation and on the basis of those papers draft a report.</p> <p>The report will be distributed to sponsors for further comment and then more widely to the PECC network and finally tabled for discussion at the PECC General Meeting in 2007.</p>			
<b>Part 5: Project Outcomes and deliverables (including communications plan)</b>				
<i>Outline of the expected outcomes/deliverables of the project</i>	<ol style="list-style-type: none"> <li>1. A summary report on the evolution of the regional education supply chain, with key recommendations for domestic policy reform, international commitments and business strategy.</li> <li>2. A series of background papers on the regional education market, its outlook and the impact of policy reform and technological change.</li> </ol>			



## Attachment

Extract of an email from

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(These) project objectives sit well with overall objectives of our research programme on trade in services that we plan to undertake over next two years. Furthermore, we think that improving access to education services is one of the key factors necessary for development in the region. Therefore we are keen to participate in this project.

While we cannot contribute directly to support the project financially, we envisage our contribution through provision of research (time and output) and networking. This will be done through allocation of ARTNeT (Asia-Pacific Research and Training Network on Trade) funds dedicated for "2006 short-term projects" towards a study of one or more aspects of the following:

- a) tertiary education services in regional trade agreements of Asia and Pacific (currently we track 86 regional agreements)
- b) impediments to international mobility of students as demanders and academics/researchers as suppliers of tertiary education services and other impediments to trade of such services (e.g. national investment rules, intellectual property standards, qualification standards...).
- c) regional frameworks towards "standardization" of qualification for providers of tertiary education to facilitate mobility
- d) supply of education and demand for outsourcing of other services - investigation of links.
- e) or other topics which might be suggested by research institution(s) and which fit under the overall project theme.

We would welcome a discussion with Christopher Findlay on how the above can be given a narrower focus if necessary.

To formalize a collaboration between us, we would include PECC among ARTNeT associate partners (please see details on [www.artnetontrade.org](http://www.artnetontrade.org)). We also welcome any contribution by the PECC towards funding one or more of the short-term studies to be delivered by ARTNeT members on this or other topics.

I hope this provides enough details on possible channels of collaboration of ESCAP and PECC on this project. Please do not hesitate to contact me if in doubt on any of the above or if you have further questions.

# Acknowledgements

This paper is based on the Technology Transfer and Wealth Creation (T2WC) research project conducted by APRU which looked at how universities transfer and apply new knowledge and technologies generated by research. It involves a multi-university study on the scope, pattern, trends and impact of technology transfer activities by universities along the Pacific Rim.

The study was conducted in 2002 with a research workshop held at University of Southern California in May that year.

## T2WC Project Research Coordinating Group

### Co-chairs:

**National University of Singapore**  
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**University of Southern California**  
Professor Neal Sullivan  
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**University of Sydney**  
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## T2WC Project Research Working Group

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