

**Upgrading Institutional Capacity of
Industry Relations
Offices in two Universities of ASEAN
Countries**

PROJECT SUMMARY AND OUTLOOK

Presentation at the European Higher
Education Fairs (EHEFs), Bangkok
November 2006



1. Project Summary

Contents of Project
Motivation for institutions for participation
Project Results and Evaluation

2. Outlook on following project

Extension of Project Partners
Team
Objectives, Activities, Estimated Results



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Survey of participants and project locations of the finished project

Project Summary (I)

Contract	ASI/B7-301/98/679-059
Call for Proposals	EUROPEAID/115157/c/g of 1 February 2003
Component	Asia-Link Institutional and Systems Development
Area (s)	Business/economy
Lead Applicant	Aachen University (RWTH Aachen) (Germany)
Partners	Partner 1: Gadjah Mada University, Yogyakarta (Indonesia) Partner 2: Chulalongkorn University, Bangkok (Thailand) Partner 3: Delft University of Technology (The Netherlands) Associate Partner: The Habibie Center, Jakarta (Indonesia)
Project Location	Germany, Indonesia, Netherlands, Thailand



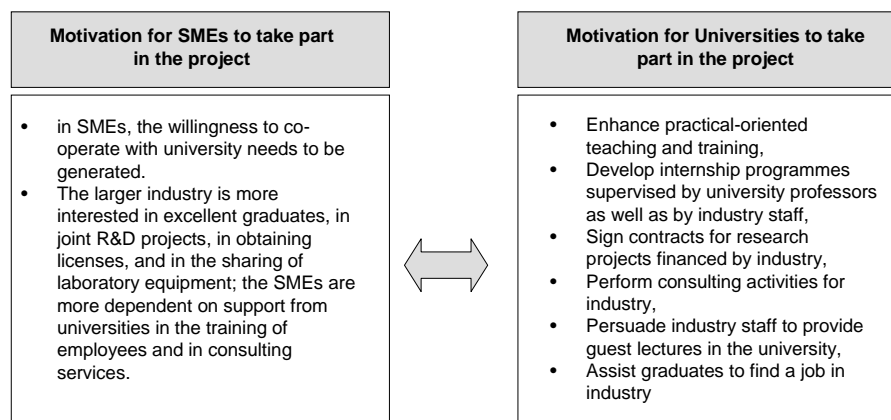
The project addresses essential macroeconomic needs of the concerned nations

Project Summary (II)



Both the SMEs and the universities profit from the project results

Motivations of parties participating in the project





The project brought benefit to a lot of parties both in the academic as well as in the practical field

Results (I)

- 1 Extensive Knowledge Transfer**
 - Comprehensive training and knowledge transfer in the fields of services to business start-ups and SMEs from the European partners RWTH Aachen and TU Delft to the staff of the newly established CU Business Incubator Center and the two IROs at UGM (SMEDC, Techno Center)
 - upgrading of professional knowhow of 19 staff members in CU and 7 staff members in UGM during 2005.

- 2 Establishment of contacts to SMEs**
 - New contact to SMEs (12 at CU and 18 at UGM in 2005) and industry related institutions.
 - upgraded contract services provided to SMEs(10 at CU, 47 at UGM in 2005),
 - Upgraded research contacts and technology transfer services to industry (17 at CU and 20 at UGM in 2005).



The project brought benefit to a lot of parties both in the academic as well as in the practical field

Results (II)

- 3 Support for founders**
 - Substantial support for business founders at CU and UGM (11 at CU and 5 at UGM),

- 4 Dissemination of results**
 - Distribution of project information to 70 universities in Asia,
 - Comprehensive exchange of experience with 22 universities in Thailand

In sum, the objectives of the project were successfully met both from perspective of the universities and the perspective of the SMEs and company founders

Advisory Board Meeting



Pictures (I)



0105 - Sept. 06

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Incubator Training



Pictures (II)



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Student Exchange Program



Pictures (III)



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Publications



Pictures (IV)



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Agenda



1. Project Summary

- Contents of Project
- Motivation for institutions for participation
- Project Results and Evaluation

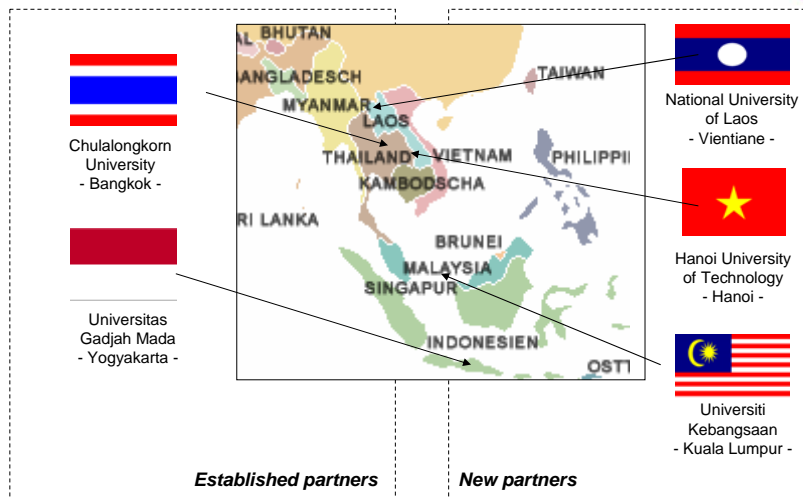


2. Outlook on following project

- Extension of Project Partners
- Team
- Objectives, Activities, Estimated Results

The main objective of the new project is to extend the knowledge gained in the first project to further countries

Nations participating in the project in SE Asia



We extended our European team by experts with comprehensive knowledge

The Team in Europe



Prof. Dr. Malte Brettel



Prof. Dr. Werner Gocht



Prof. Dr. Andreas Engelen



Dr. Mats Magnusson

Team in Europe

Germany

Sweden

- Comprehensive knowledge and experience in teaching entrepreneurship
- Experiences in building up entrepreneurship centers
- Practical success in setting up own businesses



- Experiences in building up relationships between European and Asian institutions
- Practical and academic knowledge about the cultural and macroeconomic conditions for entrepreneurship in Southeast Asia

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The project will profit from the knowledge and experience of the established partners

The Team in SE Asia



Chulalongkorn University



Prof. Dr. Achara Chandrachai



Prof. Dr. Chintana Bungbonkarn



Prof. Dr. Pakpachong Vadhansindhu



Gadjah Mada University

Team in SE Asia

- Proven and reliable partners of the prior project
- Extensive knowledge and experience in building up relationships with SMEs
- Experience in cooperation with European partners

Chulalongkorn University and Gadjah Mada University will take over a pilot role in implementing the activities in SE Asia

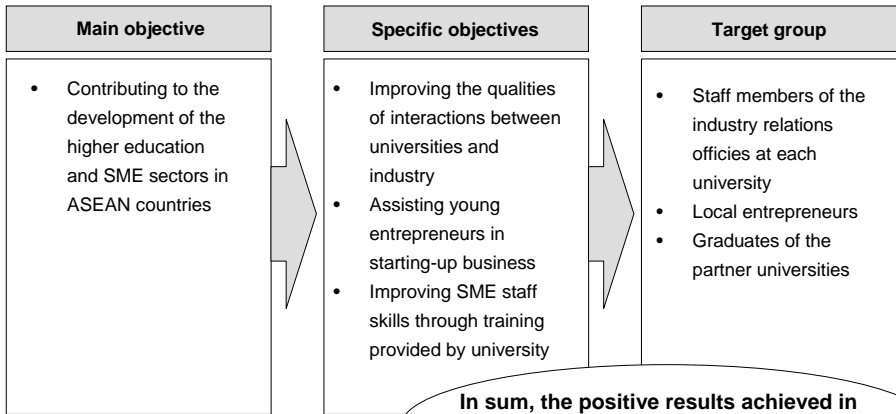
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The project pursues one main and three specific objectives

The following objectives are aimed at for the benefit of the target group

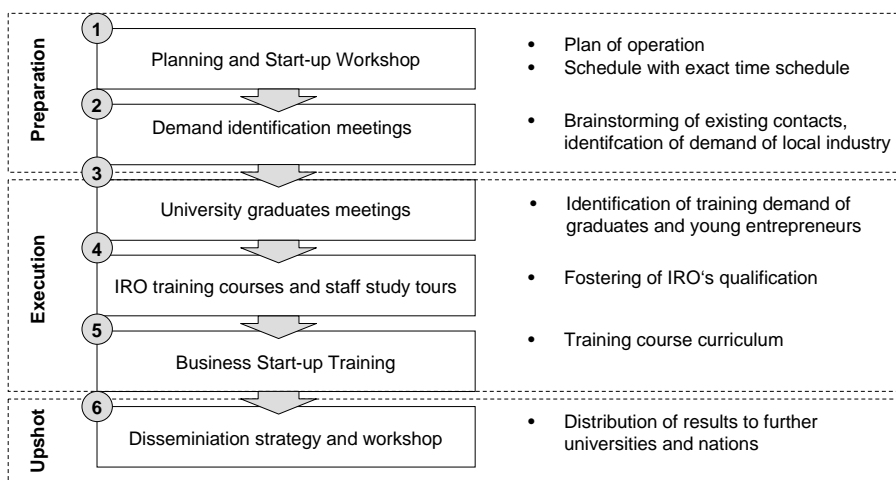


In sum, the positive results achieved in Thailand and Indonesia are to be transferred to other SE countries



The following activities are undertaken to achieve the objectives

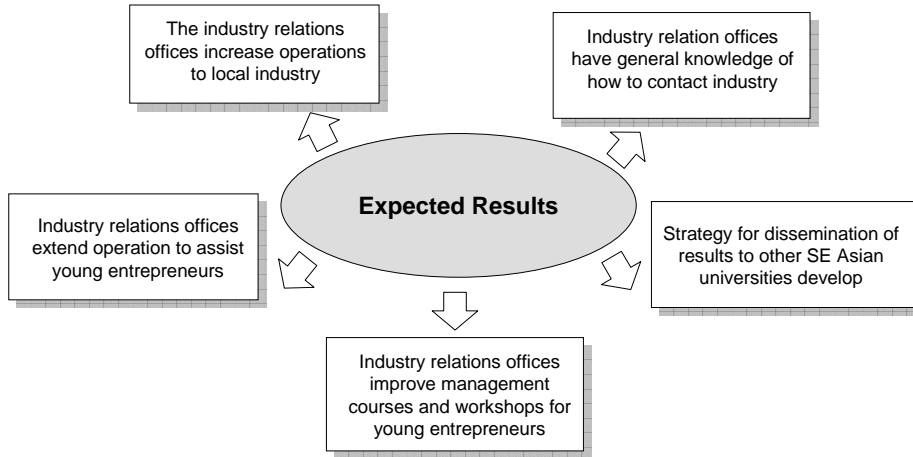
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From the activities, the following results are expected

Expected Results



Thanks a lot for your attention!