The OBHE Global Forum 2016
Brain Gain: charting the impact and future of TNE

Wednesday 9th – Friday 11th November
The Royale Chulan Hotel, Kuala Lumpur, Malaysia

IN PARTNERSHIP WITH:
We are pleased to welcome you to the Royale Chulan Hotel for our Global Forum. Please see below some useful information regarding the event. We hope you find the event informative and enjoyable and look forward to the discussions over the next few days. Thank you for your participation and support.

**Event Contact**
The main contact for the Global Forum is Laura Dicken

**Lunch**
Lunch will take place in the Warisan Café and an international buffet will be provided to cover dietary requirements

**Twitter**
The twitter hashtag for this event is #OBHE16

**Wifi log in details**
Username: Royale
Passcode: Chulan

**Presentations**
Presentations will be posted on the OBHE website after the conference

**Future OBHE Conferences**
International Partners’ Conference 2017
Intercultural Education: Global Citizenship in Changing World Scenarios
Tuesday 10 – Friday 13 January 2017
Regents University, London

For more information please visit http://www.regents.ac.uk/about/international-partnerships/international-events/international-partners-conference-2017.aspx
Wednesday 9th November

PRE - CONFERENCE WORKSHOP

09:30
Pre-Conference Workshop Registration

10:00 - 13:30
British Council and DAAD pre-conference workshop: Towards a Common TNE Classification Framework
Transnational Education is growing in scope, scale and complexity and represents a significant component of the international higher education landscape. In several countries TNE accounts for over 10% of HE provision, and over 25% in a few of the most active TNE host countries. Yet, almost all countries struggle to gather robust data on TNE delivered in their jurisdiction or by their institutions. The main challenge relates to lack of a consistent approach to terminology and classification of the various forms of TNE, both within and across countries.

Over the past three years, the British Council and DAAD have collaborated to develop a ‘Common TNE Classification Framework’ to help countries collect more accurate and timely TNE data. The purpose of this workshop is to engage and consult with participants about the framework - which remains a work in progress - and to discuss examples of how ministries of education, quality assurance and accreditation agencies, recognition bodies, and universities and colleges (in sending and host countries) can benefit from adopting a common international approach to classifying the various TNE delivery modes.

The workshop will be interactive and participatory in nature, and will seek to identify stakeholders’ key issues, challenges and enablers around development and adoption of a Common TNE Classification Framework; as well as collection and management of TNE data, including existing and potential uses of the data.

Speakers:
John McNamara, Director of Research, McNamara Economic Research
Kevin Van-Cauter, Senior Higher Education Advisor, Internationalization, British Council

11:15
Coffee and Networking

13:30
Lunch in the Warisan Café

GLOBAL FORUM

16:00
Global Forum Registration and Arrival Refreshments

16:30
Welcome
Paul Rennie OBE, Deputy Head of Mission, British High Commission, KL

16:45
20 Years of Transnational Education in Asia
The Asian Financial Crisis of the late 1990’s put TNE into another gear. Twenty years on, TNE has become a major part of higher education in some Asian countries, plays a strategic role in many, and is still in its infancy in others. This panel will examine the legacy of TNE from a variety of national and regional perspectives.
Chair: Dr Paul Greatrix, Registrar, University of Nottingham
Speakers:
Dr Datin Paduka Siti Hamisah Tapsir, Acting Director General, Ministry of Higher Education
Professor Tan Sri Dato’ Dzulkiifli Abdul Razak, President of the International Association of Universities

18:00
Drinks Reception

18:30
Global Forum Dinner - Advance registration only

20:30
Dinner guests depart
**Registration and Refreshments**
08:15

**Welcome**
08:45

**Keynote Speaker: YB Dato Dr Mary Yap**, Malaysian Deputy Minister of Higher Education
09:00

We are pleased to be joined by the Malaysian Deputy Minister of Higher Education who will explore Malaysia's ambitious Higher Education Blueprint which lays out a programme of activity over a ten year period, with TNE in a leading role, to create an internationalised and globally competitive HE system.

**Transnational Education: What do We Know?**
09:30

TNE exists in all shapes and sizes. This session brings together leaders with experience of TNE in a range of countries and regions, and a variety of delivery and partnership models. Each speaker will summarise their institution's approach to TNE, lessons learned and future plans. It is much easier to count TNE programmes and students than capture the impact, whether for students, institutions, employers or societies. Speakers will also share perspectives on how to define and track outcomes.

**Chair:** Carolyn Campbell, Senior Consultant, the Observatory on Borderless Higher Education

**Speakers:**
- Raegan Hiles, Head of Programme, HE Global
- Professor Chris Ziguras, Deputy Dean, International, RMIT

**Coffee and Networking**
10:30

**TNE SCALE, DISTRIBUTION AND IMPACT**

10:45

**Institutional TNE Case Studies**
TNE exists in all shapes and sizes. This session brings together leaders with experience of TNE in a range of countries and regions, and a variety of delivery and partnership models. Each speaker will summarise their institution's approach to TNE, lessons learned and future plans. It is much easier to count TNE programmes and students than capture the impact, whether for students, institutions, employers or societies. Speakers will also share perspectives on how to define and track outcomes.

**Chair:** Dr Robert Coelen, Professor of Internationalisation of Higher Education

**Speakers:**
- Dr John Cribbin, Deputy Director, HKUSPACE, Academic Services, University of Hong Kong
- Dr Duncan Bentley, PVC Global Programmes, Swinburne University of Technology Sarawak
- Professor Glenda Marian Crosling, Dean of Quality, Sunway University Malaysia

11:45

**TNE Mobility: Raising the Bar**
Most TNE is one-directional. Programmes and faculty from one country are “exported” to another where local students enrol. But the benefits can be magnified when exchange is two-way. As internationalised curricula, study abroad and work experience grow in importance for students globally, TNE networks provide an infrastructure to scale up participation.

**Chair:** Dr Perry Hobson, Pro Vice-Chancellor (Global Engagement) International Relations, Taylor’s University

**Speakers:**
- Celia Yeo, Education Services Director, Victorian Government Business Office
- Jonathan Lembright, Regional Director, Bangkok, IIE
- Professor Trevor Spedding, Pro-Vice Chancellor SE Asia, University of Wollongong
- Aom Pattanotai, Senior Programme Officer, SEAMEO RIHED

12:45

**Lunch in the Warisan Café**

Thursday 10th November
Programme

Thursday 10th November

TNE DELIVERY MODES AND OPERATIONS

13:45

An Innovative Approach to TNE Academic Delivery, Programme Management and Operations
As TNE volume and variety proliferate, institutions may struggle to maintain consistent oversight and ensure quality and efficiency. Multiple departments, programmes and faculty may be involved, not to mention international partners. In this session two experienced alliances, one between an Australian university and a Malaysian college, and the other between a Swiss institution and a government in the UAE, discuss how their operations have adapted.
Chair: Dr Esther Wilkinson, Head of International, Jisc
Speakers:
Carolyn Chong, Executive Director, Victoria University College
Greeja De Silva, Head of Department, Australian University Programme, Sunway College
Dr Franco Vigliotti, EPFL Presidency and Dean of EPFL Middle East

14:45

WORLD CAFÉ
Our World Café session will provide you with the opportunity to visit three tables during the hour with 20 minutes at each. Share best practices and hear from sector experts and international students.
Choose from the following discussion groups:

TNE Mobility
• International student mobility through TNE and MOOCs in East Asia - Linda Li-chuan Chiang, Professor, National University of Tainan
• Student mobility as part of TNE partnerships - Jan Drew, Director, The Global Student
• Connecting offshore graduates to jobs - Dr Choon Lim, Education Quality Co-ordinator (TNE and External Delivery), Victoria University and Mien Cheng, Executive Director, Sunway International School

TNE Operations
• Innovative approaches to TNE academic delivery, programme management and operations - Dr Hendry Ng, Sunway University Head, Victoria University MBA programme, Sunway College
• Cross Border Higher Education in Dubai: the power of international partnerships - Dr Warren Fox, Chief of Higher Education, KHDA and Nitesh Sughani, Senior Manager - Quality Assurance, KHDA

TNE Impact
• What is the recipe for successful TNE impact? - Professor Janet Gregory, Vice Chancellor and Chief Executive Officer, Swinburne University of Technology, Sarawak Campus
• Partnerships for impact: supporting the link to pathways and exchange - Dr Jonathan Lembright, Regional Director, Institute of International Education (IIE)
• Fulfilling the potential of transnational education - Matthew Kusi-Appauh, Marketing and Recruitment Co-ordinator, University of Wollongong

Quality Assurance
• TNE quality assurance: an Australian viewpoint - Karen Welsh, Counsellor (Education and Science), Australian High Commission, Kuala Lumpur

Future Plans
• Australia’s 2025 International Education Roadmap - Tracy Harris, ASEAN Education Commissioner, Australian Trade and Investment Commission
**TNE QUALITY ASSURANCE**

15:45  **Getting the Balance Right: Quality Assurance and TNE**  
Governments and quality assurance agencies must walk a fine line between allowing innovation to bloom and clamping down on sub-standard provision. TNE makes the job especially challenging. This session includes a discussion of Quality Beyond Boundaries, an initiative by a number of TNE hubs to develop fit-for-purpose procedures and minimise duplication of effort.  
*Chair: Brandon Lee, Director-General (Private Education), SkillsFuture Singapore*  
*Speakers:*  
  - Warren Fox, Chief of Higher Education, Knowledge and Human Development Authority (KHDA)  
  - Rob Fearnside, Deputy Executive Director (Academic), HKCAAVQ  
  - Karen Welsh, Counsellor (Education and Science), Australian High Commission, Kuala Lumpur  
  - Zita Mohd Fahmi, Fellow QA Specialist, Malaysian Qualifications Agency

16:45  **Institutional Perspectives on Quality Assurance and TNE**  
This session explores the quality assurance of TNE from the institutional perspective. Institutions have to balance a range of expectations about the comparability and equivalence of student experience, standards and content of offshore programmes with those delivered on the home campus. Challenges include addressing local relevance and navigating several, and sometimes potentially contradictory, external quality assurance requirements and processes.  
*Chair: Brandon Lee, Director-General (Private Education), SkillsFuture Singapore*  
*Speakers:*  
  - Professor Kevin McKelvey, Resident Director, SIM-UB Programmes, SUNY Buffalo, Singapore Institute of Management  
  - Professor Beena Giridharan, Deputy Pro Vice Chancellor, Curtin University, Sarawak Malaysia

17:30  **Closing Comments**

17:40  **Drinks Reception**
Programme

Friday 11th November

08:30

Arrival Refreshments

09:00

OBHE and C-BERT: International Branch Campus Report
The International Branch Campus (IBC) is the most prominent form of TNE. The Observatory and C-BERT, the world’s two leading authorities on this topic, joined forces to produce a new IBC report. This presentation will reveal the latest figures on IBC numbers, models and worldwide distribution. What can be said about the long-term significance of IBCs, in terms of impact for the parent institution and host country? Does the IBC tag adequately capture the latest trends?

Chair: Carolyn Campbell, Senior Consultant, the Observatory on Borderless Higher Education

Speakers:
Richard Garrett, Director, the Observatory on Borderless Higher Education
Rachael Merola, Senior Researcher, the Observatory on Borderless Higher Education
Kevin Kinser, Department Head, Education Policy Studies, Professor of Education (HIED), Pennsylvania State University

09:45

The impact of IBCs on the Landscape of International Education
Amongst the myriad forms of transnational education, the international branch campus has the highest profile and is arguably the most complex in terms of financial and reputational risk. This panel comprising leaders of IBCs from around the region will explore the future of the branch campus, its impact on the host country as well as on the institution itself and its contribution to the global education landscape.

Chair: Guy Perring, Director of Client Services, Asia, i-graduate

Speakers:
Professor Tony Downes, Provost and CEO, University of Reading Malaysia
Professor Gael McDonald, President, RMIT University, Vietnam
Professor Stephen Doughty, President and CEO, Penang Medical College
Brandon Michael Conlon, Associate Director, NYU Shanghai
Professor Graham Kendall, CEO, Provost and PVC, University of Nottingham, Malaysia

10:30

Coffee and Networking

11:00

The Future of TNE
In this closing session we will reflect on lessons from the Global Forum, highlighting what we consider to be the critical issues for TNE going forward.

11:45

Final thoughts from the Observatory on Borderless Higher Education
The Observatory on Borderless Higher Education, in conjunction with the Cross-Border Education Research Team (C-BERT) at the State University of New York at Albany, has finalised its report, International Branch Campuses: Trends and Developments, 2016. This unique report is the definitive resource on IBCs from the world’s two leading authorities on the subject.

The report offers comprehensive analysis on one of the most topical developments in international higher education, providing a full list of known IBCs in operation and under development, along with data on year established, degrees and programs offered, and student numbers. IBCs are discussed within a broader framework of cross-border higher education activity.

Headline Findings
Below are a few headlines from the report:

**OVERALL**
**Strong IBC growth continues.** At the end of 2015, the number of international branch campuses worldwide hit 249. From 2011-2015, 66 IBCs were founded, compared to 67 between 2006 and 2010. At the end of 2015, about 180,000 students worldwide were enrolled in IBCs as defined in the report.

**HOME COUNTRIES**
**Market dominated by a handful of home countries.** IBCs come from 33 different home countries, up from 28 home countries at the end of 2010. The top five home countries, in terms of number of IBCs, are the United States, the United Kingdom, Russia, France, and Australia. Together, these countries account for 180 branch campuses, or 73% of total IBCs.

**HOST COUNTRIES**
**Diversification continues as China emerges as top host.** IBCs are hosted by 76 countries, up from 69 countries at the end of 2010. The top five host countries are China, the United Arab Emirates, Singapore, Malaysia, and Qatar, which together host 98 IBCs, or 39% of the world’s total.

Part 2 of the IBC report, to be published in 2017, will be based on interviews with institutional leaders at a sample of IBCs in operation for at least a decade. It will investigate motivations and operations of mature IBCs and explore the question of how to judge success from different perspectives and what combination of conditions breeds success.

THE NEXT STEP  E-mail info@obhe.org or visit www.obhe.org for more information.
Celebrating British Transnational Education in Malaysia

Looking at the statistics, it’s not hard to see why the UK has chosen Malaysia as the first country to roll out its Education is GREAT campaign:

- Malaysia is home to five British university campuses, more than any other country in the world;
- Malaysia was the first country to welcome a British overseas university campus when Nottingham University opened a campus in Selangor just outside Kuala Lumpur in the year 2000. Since then Newcastle, Southampton, Heriot-Watt and Reading universities have also opened overseas campuses in Malaysia;
- Over 125 British education institutions offer UK degrees via partnerships with Malaysian institutions;
- Over 74,000 Malaysian students were enrolled on British undergraduate courses in 2013/14, more per head of population than any other country in the world;
- In 2014/2015 a further 17,060 Malaysian students were enrolled at British universities, fourth highest in the world after China, India and Nigeria.

The Education is GREAT campaign will run over a five year period. Its twin aims are to promote and drive the ongoing growth of British education in Malaysia, and help support Malaysia’s goal to be an education hub of Southeast Asia. As well as the country’s bigger goal to transform education as an engine of growth as part of its Economic Transformation Programme to become a high income nation by 2020. The Education is GREAT campaign will be rolled out across the wider ASEAN region in 2017. For further information please visit: @MYUKEducation.
Our Sponsors

With thanks to:

Pre-conference workshop

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The British Council was founded to create friendly knowledge, understanding and cultural relations between the people of the UK and the wider world. The British Council works in more than 100 countries, connecting millions of people with the United Kingdom through programmes and services in the English language, the arts, education and society.

**The German Academic Exchange Service**
The DAAD is the world’s largest funding organisation for the international exchange of students and researchers. Its activities go far beyond simply awarding grants and scholarships. The DAAD supports the internationalisation of German universities, promotes German studies and the German language abroad, assists developing countries in establishing effective universities and advises decision makers on matters of cultural, education and development policy.

Global Forum sponsor

**HE Global**
HEGlobal is a joint initiative between Universities UK International and the British Council. It exists to empower UK universities’ transnational education activity (TNE). It does this through dialogue, information and representation. For more information about the programme, visit www.heglobal.international.ac.uk

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The International Graduate Insight Group (i-graduate) provides the global benchmark for the student experience. We deliver comparative insight to the education sector, helping institutions deliver a world-class student experience to enhance competitive advantage.
The University of Nottingham was the first UK university to open a branch campus overseas, in Malaysia in 2000. For the best transnational education choose the UK.