

Welcome Message

We would like to warmly welcome all distinguished participants to the EU-ASIA LINK Workshop on Definition of the Curriculum Profile, "Standardization in Companies and Markets".

We are looking forward to seeing you in Hanoi and wish the Workshop going to be a complete success.

We shall do our best to provide you with comfortable surroundings for both work and leisure, and we are prepared to make the Workshop a success and to make you feel much at home.

We hope you will enjoy your stay in Vietnam.

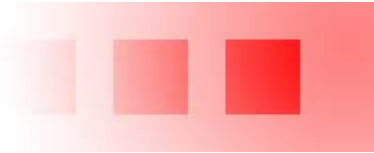
Please note, the workshop will be held at :

HANOI HORIZON HOTEL
Mr.Cong Nghia Nam / Sales Manager
Managed by Swiss-Belhotel International
40 Cat Linh Street, Hanoi, Vietnam
Tel: + 84 4 7330808 Fax: + 84 4 7330888
Email: SALES@hanoihorisonhotel.com.vn
Website: www.swiss-belhotel.com

**Wilfried Hesser & Wenke Siedersleben
Helmut Schmidt Universität Hamburg,**

**H.J. de Vries & Albert J. Feilzer
Erasmus University, Rotterdam**

**Bui Anh Tuan, Anh Vu & Su Dang
National Economics University, Hanoi**



Press Release- Outlook Workshop Hanoi April 2004
EU-Asia Link Project- Development of a curriculum "Standardization in companies
and markets"

From the 5th - 10th of April 2004, the EU-Asia Link Project Management Team here in Hamburg at Helmut-Schmidt-University, HSU Hamburg and his Dutch and Asian partners will launch the first Workshop under the EU-Asia Link Project in Hanoi, Vietnam. The EU-Asia Link Project at the Department of Standardization and Technical Drawing is a curriculum development initiative from Wilfried Hesser on European Standardisation conducting the content as e-learning together with the Asian and South-East Asian universities. Due to excellent organisational and administrative skills and engagement by the coordinator, Mr. Vu Tuan Anh, from National Economics University Hanoi this workshop will be held under best circumstances and in perfect surroundings.

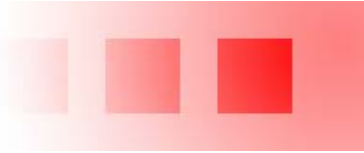
The EU-Asia link project will encompass in the upcoming 33 months regional and multilateral networking on a curriculum development with Helmut-Schmidt-Universität, the Erasmus University in Rotterdam and the higher education institutions, such as the China Institute of Metrology in Hangzhou, the National Economics University in Hanoi, the University of Moratuwa in Sri Lanka and the Institute of Technology in Bandung, Indonesia. The project Management team will launch the EU-Asia Link Workshop in Hanoi in order to discuss the upcoming development of the curriculum profile on "Standardisation in companies and markets". The EU-Asia Link curriculum will comprise the qualification of the Asian academics and students in the field of European Standardisation via comprehensive, coherent, modular-structured academic teaching units. Further, with regard to specific Asian regional needs and interests, the curriculum will contain teaching modules in an academic sense, e.g. case studies using the e-learning platform "ILIAS Open Source", which has already been implemented successfully at the Helmut-Schmidt-Universität Hamburg.

The project Management team Hamburg is very happy to welcome the delegation of the European Union to Vietnam participating in the first day. Further, the project management is glad to welcome the presentation from Mr. de Vries, the standardisation expert from the Erasmus University Rotterdam introducing participants to European Standardisation and possible curriculum ideas. Mr. Inklaar, the most experienced consultant in the field of standardisation and e-learning will take over the moderation and pin board sessions.

Mr. Hesser will present the EU-Asia Link project introducing next steps for the upcoming 33 months. His proposed ideas of the mentoring concept for the qualification of the Asian partners, which will be implemented together with European standardisation experts in September 2004 in Hamburg, Germany will be presented. Further, participants will spend this first meeting being introduced to the general themes and aspects of new media in education such as e-learning based on experiences made with the ILIAS-platform at Helmut-Schmidt-University presented by Ms. Siedersleben.

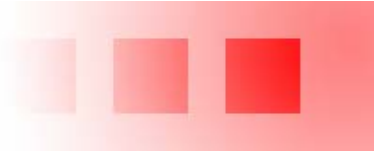
Overall, the days will be embedded in lively discussions about possibilities and restrictions for cooperation within EU-Asia Link and the prospects concerning the curriculum profile. The project management team is happy to announce the launching of the Website www.asia-link-standardization.de, where all relevant information can be found. Contributions by partners and participants will have a major impact on implementation of EU-Asia Link. Results of the Hanoi Workshop in April 2004 will be published soon after the meeting and all participants are more than welcome to join EU-Asia Link in September in Hamburg again, when there will be Asians and Europeans together developing the e-learning EU-Asia Link curriculum in the field of European standardisation.

Wenke Siedersleben, 29th of March 2004 Hamburg



List of confirmed participants

Alex Inklaar	Alex Inklaar Management Consultant
Wilfried Hesser	Helmut Schmidt Universität, Hamburg
Nicole Riemer	Helmut Schmidt Universität, Hamburg
Wenke Siedersleben	Helmut Schmidt Universität, Hamburg
H. J. de Vries	Erasmus University, Rotterdam
Albert J. Feilzer	Erasmus University, Rotterdam
R. S. Gautama	Institut Teknologi Bandung, Bandung
E. Sukirno	Institut Teknologi Bandung, Bandung
Ir. Sunyoto	The National Standardization Agency (BSN), Indonesia
Niranjan Gunawardena	University of Moratuwa, Moratuwa
Chandana Perera	University of Moratuwa, Moratuwa
Mingshun Song	China JiLiang University (former China Institute of Metrology), Hangzhou
Bui Anh Tuan	National Economic University, Hanoi
Anh Vu	National Economic University, Hanoi
Su Dang	National Economic University, Hanoi
Nguyen Minh Bang	Directorate for Standards and Quality, VSC- Vietnam Standards Centre, Hanoi
Vu Van Vien	Directorate for Standards and Quality, VSC- Vietnam Standards Centre, Hanoi
Lucia Prieto	Delegation of the European Commissions to Vietnam, Hanoi
Markus Cornaro	Ambassador-Head of Delegation of the European Commissions to Vietnam, Hanoi
Andrew Jacobs	Development Counsellor Delegation of the European Commissions to Vietnam, Hanoi



Timetable EU-Asia Link Workshop 1

Sunday, 04 April 2004 Arrival in Hanoi

Monday, 05 April 2004

09.45 am **Tea and coffee/ biscuits**

10.00 am **Opening Speech and Welcome Note by the EU Delegation**

10.30 am

Opening Speech and Welcome Note by the hosts

Bui Anh Tuan & Anh Vu, Hanoi National Economics University

**Opening Speech by the head EU-Asia Link Project Management,
Hamburg**

Wilfried Hesser, Helmut Schmidt Universität Hamburg

10.30 am **Participant's Introduction and presentation of workshop
programme**

Alex Inklaar, Alex Inklaar Management Consultant

11.15 am **Session I**

Presentation: EU-Asia Link project goals, schedule and objectives

Wilfried Hesser, Helmut Schmidt Universität Hamburg

12.15 pm **Lunch**

01.15 pm **Session II**

Presentation: The Vietnamese standardization system

Vu Van Vien, Standards and Quality, Vietnam, VSC, Vietnam Standards
Centre

02.15 pm **Session III**

Presentation: Introduction to the European Standardisation system

H. J. de Vries, Erasmus University Rotterdam

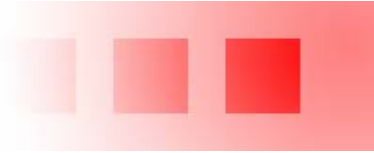
03.15 pm **Coffee, tea / biscuits**

03.30 pm **Session IV**

Pin Board: Next Steps in the upcoming days

Wilfried Hesser, Helmut Schmidt Universität Hamburg & Alex Inklaar, Alex
Inklaar Management Consultant

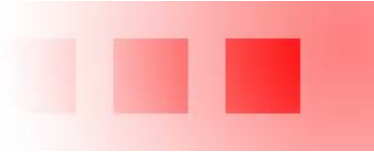
04.30 pm **Welcome drinks and get together/
Welcome dinner at National Economics University, Hanoi**



Timetable EU-Asia Link Workshop 1

Tuesday, 06 April 2004

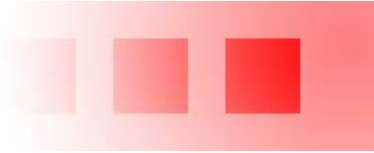
- 08.45 am **Tea and coffee/ biscuits**
- 09.00 am Pin Board: Discussion of the goals pursued with the curriculum
Alex Inklaar, Alex Inklaar Management Consultant
- 09.15 am **Session I**
Pin Board: Participants Academic Profile, Alex Inklaar, Alex Inklaar
Management Consultant
- 10.30 am **Session II**
3 working groups with the coaches: Mr.Feilzer, Mr.de Vries, Mr. Hesser
Discussion of the goals pursued with the curriculum:
First concepts of the cross-functional teaching modules
- 11.45 am Pin Board: Collection of working group outcomes
Alex Inklaar, Alex Inklaar Management Consultant
- 12.00 pm **Lunch**
- 01.00 pm **Session III**
Presentations:
Country reports by each team from the Asian countries
Identification of sectors/industries where standardisation issues are
especially relevant defining therefore teaching & qualification goals
4 Asian teams from China, Indonesia, VR Vietnam and Sri Lanka
- 02.45 pm **Coffee, tea / biscuits**
- 03.00 pm **Session IV**
Pin Board: Implications of country reports for curriculum development
on European Standardisation
Alex Inklaar, Alex Inklaar Management Consultant
- 04.00 pm **Farewell**



Timetable EU-Asia Link Workshop 1

Wednesday, 07 April 2004

- 08.45 am **Tea and coffee/ biscuits**
- 09.00 am **Session I**
Pin Board: Review of the progress made so far
Alex Inklaar, Alex Inklaar Management Consultant
- 09.15 am **Session II**
Presentation: Discussion about possible teaching modules content
"Standardisation in companies and markets"
H. J. de Vries, Erasmus University Rotterdam
- 10.15 am **Session III**
Presentation:
New media in Education - Design and concept:
e-learning at Helmut-Schmidt-University Hamburg
Wenke Siedersleben, Helmut Schmidt Universität Hamburg
- 12.00 pm **Lunch**
- 01.00 pm **Session IV**
2 working groups: Possibilities creating a standardisation
curriculum for the teaching modules
H. J. de Vries & Albert J. Feilzer, Erasmus University Rotterdam
- 02.15 pm **Tea and coffee/ biscuits**
- 02.30 pm **Session V**
Pin Board: "Cluster"- Ideas for the EU-Asia Link curriculum
Alex Inklaar, Alex Inklaar Management Consultant
- 04.00 pm **Farewell**



Timetable EU-Asia Link Workshop 1

Thursday, 08 April 2004

Visit to a company in the host country, which has managed to comply with European Standards successfully and exported its products to the Single European Market

Friday, 09 April 2004

08.45 am **Tea and coffee/ biscuits**

09.00 am **Session I**

Pin board: Review of the progress made so far
Alex Inklaar, Wilfried Hesser, H. J. de Vries & Albert J. Feilzer

09.15 am **Session II**

Pin Board: Discussing proactively the next steps necessary for the next stage of the project
Wilfried Hesser, Helmut Schmidt Universität Hamburg
Alex Inklaar, Alex Inklaar Management Consultant

12.00 pm **Lunch**

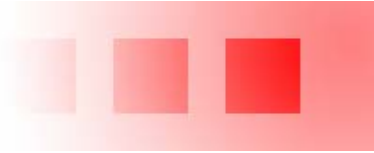
01.15 pm **Session III**

Pin Board: Discussing proactively the next steps necessary for the next stage of the project
Coaching for every Asian Professor by Mr. De Vries, Mr. Hesser, Mr. Feilzer
Discussion of proposed workshop programme August/September 2004 in Hamburg/ Germany:
Contribution by all participants: Presentations, abstracts, self-training/
Qualification: Improve yourself
Alex Inklaar, Wilfried Hesser

03.00 pm **Farewell**

Bui Anh Tuan & Anh Vu, Hanoi National Economics University
Wilfried Hesser, Helmut Schmidt Universität Hamburg

Saturday, 10 April 2004 Departure from Hanoi



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