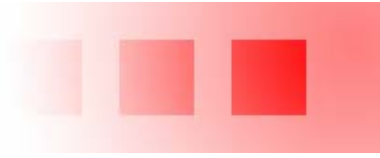


Welcome Message

We would like to warmly welcome all distinguished participants, guest speakers, and standardization experts to the EU-Asia Link event for the EU-Asia Link Standardization Curriculum.

We are looking forward to seeing you all.
We shall do our best to provide you with comfortable surroundings for both work and leisure, and we will be prepared to make the event a success.

**Wilfried Hesser & Wenke Siedersleben
Helmut-Schmidt-University,
University of the Federal Armed Forces
Hamburg – Germany**



Contact Details

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Timetable

Friday, August 18, 2006

- 08.45 am – 09.00 am Key note speaker by the Ministry and AOSIQ and China JiLiang University, Hangzhou P.R. China
- 09.00 am – 10.00 am **Presentation 1: Mr. Klaus Ziegler**
CEN - CENELEC – ETSI, European Standardization
Representative for China
“European Standardization: challenges and strategies for China”
- 10.00 am - 11.00 pm **Presentation 2: Dr. Brandt, SIEMENS**
Siemens Ltd., China, Head of Corporate Intellectual Property and Functions
“Thoughts on the benefits of standardisation, an industry perspective from the viewpoint of an electrical engineering company”
- 11.00 am – 11.15 am Coffee Break
- 11.15 am – 12.15 pm **Presentation 3: Mr. Ralf Theilmann, AIRBUS Industry,**
Head of Standardisation, Airbus Industry Germany
“Best practise: The European Aerospace Standardisation”

12.15 pm – 01.00 pm Lunch

- 01.00 pm – 02.00 pm The EU-Asia Link Project: Standardisation in companies and markets as success story, Prof. Dr. - Ing. W. Hesser & Ms.W. Siedersleben, Helmut-Schmidt-University Hamburg, Germany
- 02.00 pm – 03.00 pm The *www* based international standardisation network
Lecturing scenarios and visions, Prof. Dr. - Ing. W. Hesser, Helmut-Schmidt-University Hamburg, Germany
- 03.00 pm – 04.30 pm Round Table and Discussions

* please note all presentation will be interpreted and should not take longer than 30 minutes plus discussions and round tables, the timetable might be subject to changes

** presentation titles are working titles and might be subject to changes



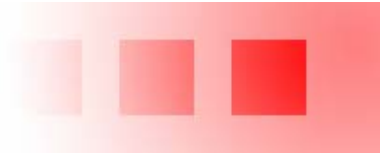
Saturday, August 19, 2006

EU-Asia Link partners presenting

- 08.45 am – 09.00 am tea and coffee/ biscuits
- 09.00 am – 09.30 am Presentation 1: Team China, Prof. Dr. M. Song, China JiLiang University, P.R. China “International Standardisation”
- 09.30 am – 10.00 am Presentation 2: Team Indonesia, Dr. R. S.Gautama & Dr. Sukirno, Institute of Technology of Bandung, Indonesia “Standardisation and International Law”
- 10.00 am – 10.30 am Coffee Break
- 10.30 am – 11.00 am Presentation 3: Team The Netherlands, Dr. H. de Vries, Assoc. Prof., Erasmus University Rotterdam, The Netherlands “Fundamentals of Standards and Standardization”
- 11.00 am – 11.30 am Presentation 4: Team Sri Lanka, Prof. Dr. N. Gunawardena & Dr. C. Perera, University of Moratuwa, Sri Lanka “External Standardization as a Company Strategy”
- 11.30 am – 12.00 pm Presentation 5: Team Vietnam, Mr. H. T. Pham & Mr. V. T. Anh, National Economic University Hanoi, Vietnam “Economic Aspects of Standardisation”

12.00 pm – 01.00 pm Lunch

- 01.00 pm – 02.00 pm Presentation 6: Team Germany, Prof. Dr.- Ing. W. Hesser & Ms. N. Riemer, Dipl. Kauffr., Helmut-Schmidt-University Hamburg, Germany
- 02.00 pm – 03.00 pm Selected examples and eLearning good Practise: in companies and public sector, Dr. N. Bromberger, Qualitus GmbH, Germany
- 03.00 am – 03.15 am Coffee Break
- 03.15 pm – 04.30 pm Round Table and discussions on implementing the curriculum at Master Course Level
- 04.30 pm- 05.00 pm Closing speeches by Prof. Dr. M. Song, China JiLiang University Hangzhou, P.R. China, by H. de Vries, Erasmus University Rotterdam, The Netherlands and Prof. Dr. - Ing. W. Hesser, Helmut-Schmidt-University, Hamburg, Germany
- Open end discussions, Dinner



Sunday, August 20, 2006

Participants: EU-Asia Link partners

- (1) Networking and Socializing
- (2) Celebration of the book and the eContent

Hotels for EU-Asia Link partners will be organised in hotel x,y,z and the recommendation is..... based on a corporate rate