

Timetable Overview for Asia-Link Event

Part I:

Monday, 16 August 2004 ~ Monday, 23 August 2004

Scientific Discussion, the role of formal Standardization bodies and professional experiences in Industry concerning standardization issues

Monday, 16 August 2004 ~ Wednesday, 18 August 2004

Presentation by researchers

*Welcome Dinner Party on Monday night

Thursday, 19 August 2004

Presentation by formal standardization bodies- panel discussion

Friday, 20 August 2004

Presentation by standardization experts from Industry

Saturday, 21 August 2004

ILIAS Training at Helmut-Schmidt-University, Hamburg

Sunday, 22 August 2004

Sightseeing in case of interest

Monday, 23 August 2004

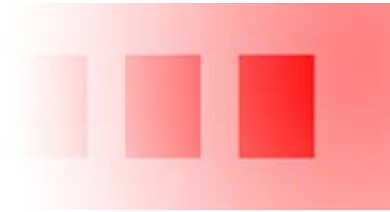
Company visit

Part II:

Tuesday, 24 August 2004 ~ Thursday, 26 August 2004

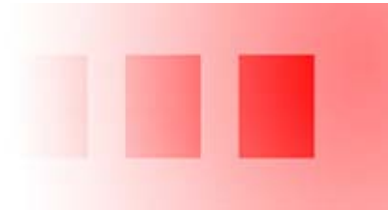
Workshop: EU-Asia Link Curriculum - framework and assignment of teaching units/modules

*Farewell Dinner Party on Thursday night

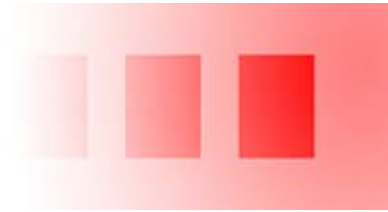


List of participants

Blind, Knut	Fraunhofer Institute for Systems and Innovation Research ISI, Karlsruhe, Germany
Brezing, Alexander	University of Technology Aachen, Germany
Buntzly, Yves	AFNOR-Association française de normalisation, France
Czaya, Axel	Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg - Germany
Dang, Su	National Economics University, Hanoi, Vietnam
de Clercq, Gunter	CENELEC-European Committee for Electrotechnical Standardization, Brussels, Belgium
de Vries, Henk	Erasmus University Rotterdam, The Netherlands
Dor, Margot	ETSI-European Telecommunications Standards Institute, Sophia-Antipolis Cedex, France
Egyedi, Tineke	Delft University of Technology, The Netherlands
Eickhoff, Gisela	Zentralverband Elektrotechnik- und Elektronikindustrie e.V. , Frankfurt am Main, Germany
Fabisch, Gottlobe	ANEC-European Assoc. for the Co-ordination of Consumer Representation in Standardisation, Brussels - Belgium
Feilzer, Albert	Erasmus University Rotterdam, The Netherlands



Fomin, Vladislav V.	Copenhagen Business School, Denmark
Fröhlich, Joachim	Siemens AG, Munich, Germany
Gautama, Rudy Sayoga	Institute Technology, Bandung, Indonesia
Gerundino, Daniele	ISO, International Organization for Standardization, Geneva, Switzerland
Gunawardena, Niranjan	University of Moratuwa, Sri Lanka
Günther, Ulrich	Hauni Maschinenbau AG, Hamburg, Germany
Gwon, Deog Jung	KATS-Korean Agency for Technology and Standards, Gyunggi-do, Rep. of Korea
Hawkins, Richard	TNO Institute of Strategy, Technology and Policy Delft, The Netherlands
Hesser, Wilfried	Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg, EU-Asia Link Project Management, Germany
Inklaar, Alex	Inklaar Management Consultant, Hamburg, Germany
Jakobs, Kai	University of Technology Aachen, Germany
Kelly, William	ANSI-American National Standards Institute, Washington DC., USA
Kim, Junghoon	Keio University Tokyo, Japan



Koizumi, Naoki

Keio University Tokyo, Japan

Kwon, D.J.

KATS-Korean Agency for Technology and Standards, Gyunggi-do, Rep. of Korea

Miho, Ishii

Keio University Tokyo, Japan

Perera, Chandana

University of Moratuwa, Sri Lanka

Reeve, Neil

Shell AG, The Hague, Netherlands

Riemer, Nicole

Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg - Germany

Schjelde, Ole Mikel

Danfoss A/S, Sonderberg, Denmark

Scholtz, Andreas

DIN, Deutsches Institut für Normung e.V.,
Berlin, Germany

Schultz-Gerstein, Hans-Georg

Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg - Germany

Siedersleben, Wenke

Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg, EU-Asia Link Project Management, Germany

Smits, J. M.

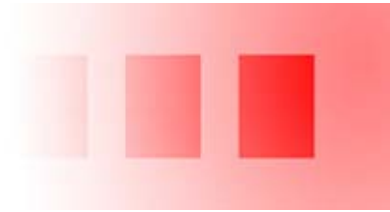
Technical University, Eindhoven,
The Netherlands

Song, Mingshun

China JiLiang University, Hangzhou, China

Sukirno

Institute Technology Bandung, Indonesia



Tannhäuser, Werner

Jungheinrich AG, Hamburg, Germany

Voigt, Oliver

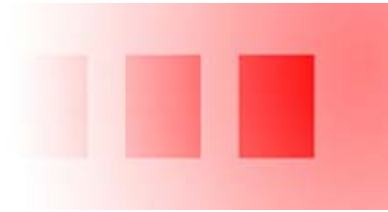
AECMA- STAN (Airbus Industry),
Brussels, Belgium

Vu, Tuan Anh

National Economics University, Hanoi, Vietnam

Wu, Hongkuan

China JiLiang University, Hangzhou, China



Timetable EU-Asia Link Part I: European standardization- Science in Standardization and professional experiences

Sunday, 15 August 2004 Arrival in Hamburg

Monday, 16 August 2004-Academia chaired by Wilfried Hesser

10.00 am **Tea and coffee/ biscuits**

10.00 am-10.30 am

Opening Speeches and Welcome Notes

Dr. jur. Hans-Georg Schultz-Gerstein, President Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg

Wilfried Hesser, Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg, EU-Asia Link Project Management

Albert J. Feilzer & Henk J. de Vries
Erasmus University, Rotterdam, EU-Asia Link Project Co- Management

10.30 am-11.00 am

Presentation of workshop programme, introduction of Asian partners

Wilfried Hesser, Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg, EU-Asia Link Project Management

Albert J. Feilzer & Henk J. de Vries
Erasmus University, Rotterdam, EU-Asia Link Project Co-Management

11.00 am-12.00 pm

Session I - "The evolving relationship between formal and informal standardisation methods"

Richard Hawkins, TNO Institute for Strategy, Technology and Policy, Delft, The Netherlands

12.00 pm **Lunch**

01.00 pm-02.00 pm -**Session II** - "Standards and Trade- Theory and Evidence"

Knut Blind, Fraunhofer Institute for Systems and Innovation Research, Karlsruhe, Germany

02.00 pm-03.00 pm

Session III - Case study presentation by Indonesian EU-Asia Link Team

03.00 pm-04.00 pm

Pin Board Session about impressions related to scientific presentations conducted by Albert Feilzer

EU-Asia Link Team

07.00 pm **Welcome drinks and get together**

Hotel Baseler Hof



Timetable EU-Asia Link Part I: European Standardization- Science in Standardization

Tuesday, 17 August 2004-Academia chaired by Wilfried Hesser

08.45 am **Tea and coffee/ biscuits**

09.00 am-10.00 am

Session I -

Alexander Brezing, Faculty of Mechanical Engineering, Aachen University of Technology, Germany

10.00 am-11.00 am

Session II - "Towards process theories of information and communication technology (ICT) standardization"

Vladislav Fomin, Dept. of Informatics, Copenhagen Business School, Denmark

11.00 am-12.00 am

Session III - "Shaping ICT Standardisation"

Kai Jakobs, Computer Science Department, University of Aachen, Germany

12.00 pm **Lunch**

01.00 pm-02.00 pm

Session IV - "Standards Dynamics"

Tineke M. Egyedi, ICT Department, Faculty of Technology, Policy and Management, Delft University of Technology, The Netherlands

02.00 pm-03.00 pm

Session V - Case study presentation by Chinese EU-Asia Link Team

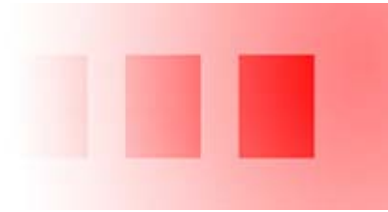
03.00 pm-04.00 pm

Session VI - Case study presentation by Vietnamese EU-Asia Link Team

04.00 pm-05.00 pm

Pin Board Session about impressions related to scientific presentations conducted by Albert Feilzer

EU-Asia Link Team



Timetable EU-Asia Link Part I: European standardization- Science in Standardization

Wednesday, 18 August 2004-Academia chaired by Wilfried Hesser

08.45 am **Tea and coffee/ biscuits**

09.00 am-10.00 am

Session I - "Standardization – Overview of the field of research"
Henk J. de Vries, Erasmus University Rotterdam, The Netherlands

10.00 am-11.00 am

Session II - "Standards: Law or Technology?"
J.M. Smits, Faculteit Technologie Management , Technische Universiteit Eindhoven, The Netherlands

11.00 am-12.00 am

Session III - "Company standardisation as a strategic management tool Aims, working steps and results of an EU-Project"
Wilfried Hesser, Department of Standardization and Technical Drawing, Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg - Germany

12.00 pm **Lunch**

01.00 pm-02.00 pm

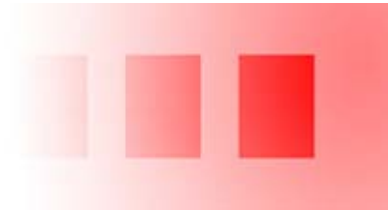
Session III - "Basic situational settings in standardization and the choice of standardization strategies"
Axel Czaya, Department of Standardization and Technical Drawing, Helmut-Schmidt-University, University of the Federal Armed Forces, Hamburg - Germany

02.00 pm-03.00 pm

Session IV- Case study presentation by Sri Lanka EU-Asia Link Team

03.00 pm-04.00 pm

Pin Board Session about impressions related to scientific presentations conducted by Albert Feilzer
EU-Asia Link Team



Timetable EU-Asia Link Part I: European Standardization- The (European) Standardization bodies- Their role and future developments in general, in the Asian context and in the field of new media

Thursday, 19 August 2004-Standardization bodies chaired by Alex Inklaar

09.45 am **Tea and coffee/ biscuits**

10.00 am-10.45 am

Session I

Presentation by ISO-International Standardization Organisation: ISO- Work and future developments, e.g. e-learning, **Daniele Gerundino**

10.45 am-11.30 am

Session II

CENELEC European Committee for Electrotechnical Standardization: CENELEC & CEN- Work and future developments, **Gunter DE CLERCQ**

11.30 am-12.15 am

Session III

1 Presentation by ETSI- European Telecommunications Standards Institute- Work and future developments, **Margot Dor**

12.15 am-01.00 pm

Session IV

1 Presentation by ANSI- American National Standards Institute: ANSI- Work and future developments, **William Kelly**

01.00 pm **Lunch**

02.00 pm-03.45 pm

Session V

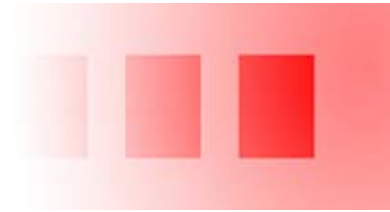
Presentations by AFNOR- Association française de normalisation: AFNOR- Work and future developments, **Yves Buntzly**

03.45 pm **coffee break**

04.00 pm-05.00 pm

Panel discussion with invited Standardisation representatives

Alex Inklaar, Alex Inklaar Management Consultant



Timetable EU-Asia Link Part I: European Standardization- Professional experiences in Industry

Friday, 20 August 2004-Industry chaired by Wilfried Hesser

09.45 am **Tea and coffee/ biscuits**

10.00 am-10.45 am

Session I

1 Presentation by industry experts and discussion
Ulrich Günther, HAUNI Maschinenbau AG

10.45 am-11.30 am

Session II

1 Presentation by industry experts and discussion
Ole Mike Schjelde, DANFOSS AG

11.30 am-12.15 am

1 Presentation by industry experts and discussion
Werner Tannhäuser, Jungheinrich AG

12.15 pm- 01.15 pm **Lunch**

01.15 pm-02.00 pm

Session III

1 Presentation by industry experts and discussion
Neil Reeve, Shell Inc.

02.00 pm-03.00 pm

Session IV

1 Presentation by industry experts and discussion
Joachim Froehlich, Siemens AG

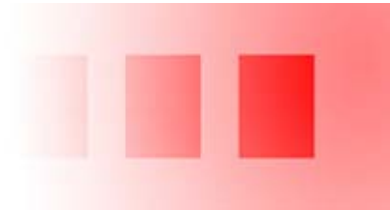
03.00 pm-04.00 pm

Session V

1 Presentation by industry experts and discussion
Oliver Voigt, European Aerospace Standardisation Service Provider

04.00 pm-05.00 pm

Pin Board Session about impressions related to presentations conducted by Albert Feilzer
EU-Asia Link Team



Timetable EU-Asia Link Part I: ILIAS Training

Saturday, 21 August 2004 chaired by Norbert Bromberger, Wenke Siedersleben

09.00 am-12.00 pm

ILIAS Training

12.00 pm **Lunch**

01.00 pm- 04.00 pm

ILIAS Training

04.00- 05.00 pm

Discussion of impressions in relation to ILIAS for the EU-Asia Link curriculum

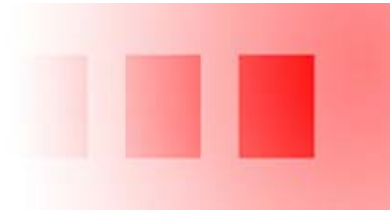
EU-Asia Link Team

Sunday, 22 August 2004

10.00 am- 2.00 pm

Hamburg Sight-Seeing

Port Cruise and Sightseeing Tour



Timetable EU-Asia Link: European standardization- Company Visits

Monday, 23 August 2004-Industry chaired by Wilfried Hesser

- 08.45 am **Company Visit**
Ulrich Günter, Hauni Maschinenbau AG
Visit to a company in the host country, which has managed complying successfully with European Standards
- 01.00 pm **Lunch** (at Airbus Industry)
- 01.30 pm **Company Visit**
Gerhard W. Eichler, Airbus Industry
Visit to a company in the host country, which has managed complying successfully with European Standards
- 05.00 pm **Farewell**



Timetable EU-Asia Link: EU-Asia Link Curriculum Workshop 2- Framework and assignment of tasks- teaching modules

Tuesday, 24 August 2004 chaired by W. Hesser, A. Feilzer, H. de Vries

08.45 am **Tea and coffee/ biscuits**

09.00 am- 10.00 am

Session I - Pin Board: The Curriculum

- A) What makes an academic curriculum, considering the different intercultural and institutional settings, e.g. universities and teaching/learning methods?
- B) What is going to be the goal, what do we expect from our future students?

10.00 am- 11.00 am

Session II - Presentation Norbert Bromberger

e-learning: Methods, Know-How, Do's and Don'ts

11.00 am-11.30 am

Session II - Presentation Wenke Siedersleben

What about the basic educational methods/guidelines developing a curriculum?

11.30 pm-12.00 am

Session IV- Presentation Wenke Siedersleben

What is the Asia-Link contract based structure of teaching units and modules?

12.00 pm **Lunch**

01.00 pm-02.00 pm

Session IV

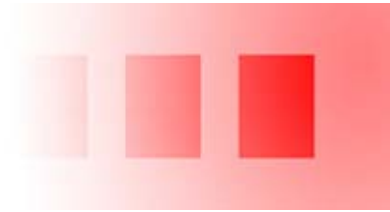
Pin Board: Development and structure concerning the content- Defining the overall framework for 20 Teaching Units

02.00-02.15 pm **Coffee, tea / biscuits**

02.15 pm- 04.00 pm

Session V

Consensus based discussion of task assignments for all 20 teaching units



Timetable EU-Asia Link: EU-Asia Link Curriculum Workshop 2

Wednesday, 25 August 2004

08.45 am **Tea and coffee/ biscuits**

09.00 am-12.00 am

Session I - 3 working groups

Development and definition of learning goals for each teaching unit:
developing abstracts

12.00 pm **Lunch**

01.00 pm- 02.00 pm

Session II - 3 working groups

Development and definition of learning goals for each teaching unit:
developing abstracts

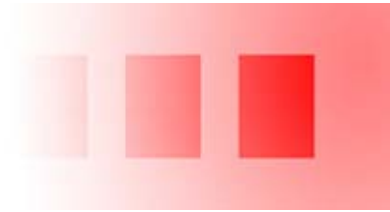
02.00 pm- 02.15 pm

Coffee, tea / biscuits

02.15 pm- 04.00 pm

Session III - 3 working groups

Development and definition of learning goals for each teaching unit:
developing abstracts



Timetable EU-Asia Link: EU-Asia Link Curriculum Workshop 2

Thursday, 26 August 2004

08.45 am **Tea and coffee/ biscuits**

09.00 am- 11.30 am
Session I
Collection and presentation of working group outcomes

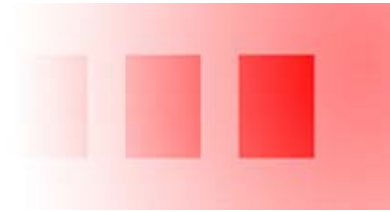
11.30 am- 12.00 pm
Session II
Collection of outcomes and final assignment of tasks

12.00 pm **Lunch**

01.00 pm-03.00 pm
Session III
Next steps in the upcoming months:
Project development and organisation chaired by Wilfried Hesser and
Wenke Siedersleben

07.00 pm **Farewell drinks and get together**

Friday, 27 August 2004 Departure from Hamburg



Important Contacts

EU-Asia Link contact details in Hamburg

Mr. Wilfried Hesser – EU-Asia Link
Helmut-Schmidt-University,
University of the Federal Armed Forces, Hamburg
Holstenhofweg 85
22043 Hamburg

P: +49 (0)40 6541 2861

F: +49 (0)40 65412092

M: +49 (0)160 317 99 35

E: Wilfried.Hesser@hsu-hh.de

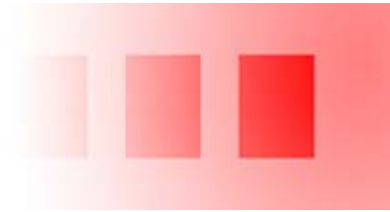
Ms. Wenke Siedersleben – EU-Asia Link

P: +49 (0)40 6541 3071

E: Siedersleben@hsu-hh.de

Ms. Heike Albrecht – EU-Asia Link

E: Heike.Albrecht@hsu-hamburg.de



Further Information about Hamburg

The **Free and Hanseatic City of Hamburg**, one of the 16 states of the federation, is the second largest city in Germany with its approx. 1.7 million inhabitants - in this sense it is a city as well as a state.

The port of Hamburg is the focal point for the trade concluded with Eastern and Northern Europe.

Hamburg places second as the largest container harbour in Europe and seventh world-wide. It's only 120 km away from the high seas and is able to accommodate the biggest container ships the world has to offer.

Hamburg is also home to highly specialized industry. It is a leader in medicine and biotechnology as well as harbouring one of the global airplane manufacture centre: here is where the large-scale Airbus A380 is being erected (<http://international.hamburg.de/index>).

There are lots of sights in town – here are some special tips:

- of course the port of Hamburg is worth a visit – as we do it on our port cruise on Sunday
- the historic, red-brick warehouse complex “Speicherstadt”
- the City Hall, a neo-Renaissance style building
- if you are an early riser: the fish market on Sunday mornings, 5-9:30 pm
- Hamburg has a varied and colourful nightlife: the “Reeperbahn” a street with dozens of music clubs and the traditional erotic shows
- “Planten un Blomen” is a park right in the middle of the city. Every evening at 10 pm there is an unique Water-music and light show
- worth a visit is one of the many museums Hamburg offers, for further information check the Handy Hamburg Plan