# ASF Conference Applied Sciences Institutions 21st November 2013





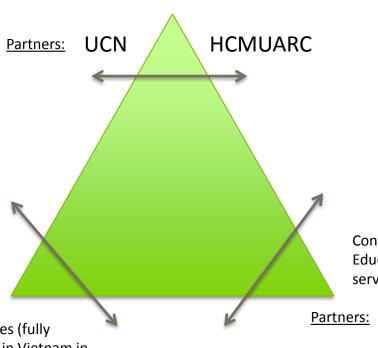
# Why?

Via programme export to create jobs also at home. UCN already created 80-85 jobs due to internationalisation Give our students unique possibilities globally, e.g. big scale construction Enter into strategic and (Architectural Governments have strong attractive networks Technology and ocus on globalisation and (PhD, etc) in order to Construction transnational activity apply for R&D in big Management, Energy scale Technology), market understanding (marketing management, etc) Give our faculty possibility to develop global qualifications and network



### How?

Offering of Constructing Architect in Vietnam in cooperation with University of Architecthure og HCMC – later Energy Technologist



Partners:

UCN AAU HCMUARC ECC

PhD programmes (fully developed; 6-8 in Vietnam in combined positions and 4-6 in Aalborg)

Continuing and Further Education and consulting services, "Danish Active House"

artners: UCN ECC

Danida funded

KAAI

(HCMC)



## Finances

|            | Goal: Self-financing |   |                              |  |   | 2016 | Phase 3 |
|------------|----------------------|---|------------------------------|--|---|------|---------|
| €4 million | Danida<br>€670.000   | ECC & HCMC  €1.2 million                              | UCN &<br>HCMUARC<br>€670.000 | <ul> <li>Ministry of Energy</li> <li>Regional funds</li> <li>Innovation funds</li> <li>€270.000</li> </ul> | Manko at present €1.2 million  We are working on:  Own earnings  DI sponsorships  Money from Danish ministries  GGGI and others | 2013 | Phase 2 |
| €400.000   | Danida<br>€134.000   | Regional funds<br>Innovation pool,<br>etc<br>€134.000 | UCN<br>€134.000              |  |   | 2011 | Phase 1 |



## Obstacles and efforts

#### **Obstacles:**

- Educational bureaucracy: For example accreditation
- Administrative bureaucracy: For example corporate forms, international law
- Finance: patchwork financing, short money, etc.
- Linguistic and cultural problems
- Strong competition from especialle Australian universities
- Local mindset in our own employees

#### **Efforts:**

- Long-term efforts. Persistence and patience
- Heavy preparation: Market analyses, cultural analyses, quality assurance, business plan, etc
- Strong and continuous focus from top management
- Local presence
- Great understanding of educational political and political decision-making processes in Vietnam
- A large dedicated team (a few enthusiasts are not enough)

