

## **Rede anlässlich des 10-Jahres-Jubiläums des China Scholarship Councils am 16.6.2006 in Peking**

Excellencies

Ladies and Gentleman,

It's a great honour and pleasure for me to congratulate the China Scholarship Council on its 10<sup>th</sup> anniversary here in Beijing in the presence of such a distinguished audience. We from the DAAD are happy to welcome a strong new member to the world-wide family of non-governmental organisations for academic exchanges and international cooperation in Higher Education. And we are just a little bit proud that we have been able to support the development of the CSC from the very beginning.

When the DAAD was founded some 80 years ago shortly after World War I the idea of preserving peace through exchange and mutual understanding was the dominant mission. Today it is more the challenge of economic and political globalisation which drives transnational mobility and education. But this is only a shift of accent, not a real change. Peaceful globalisation can only succeed if we manage to compromise and agree common standards and values. And that needs, above all, sufficient knowledge of all partners involved, of their culture, their language, and their ways of thinking and living. This knowledge can no longer be a matter for a few regional experts but has to be part of the basic mental equipment of all future leaders in politics, business and education.

We are, I'm afraid to say, still far away from that aim. There are enough indications that the misunderstandings and the potential for conflicts between states and peoples are still enormous if not growing and that we still have a long way to go to make this globe a secure and peaceful place for us and for the generations to come.

We will surely discuss the philosophy of transnational education in more detail during tomorrow's seminar. Today I want to concentrate on the specific role, that agencies like CSC and DAAD can play in this important task.

Therefore, I shall briefly introduce our organisation, including an overview of our programs for and with China, and then talk about the leading policies and principles of our work and the specific strengths of our organisation which we are proud of. All this is meant to give some

advice to our partner CSC as it now enters the Teenage period of life –which is as we all know a fascinating and crucial period for our future existence.

But since I have just flown in from Germany, let me start with a reference to the most recent and most exciting global event, the Football World Cup. Unfortunately, China is not participating this time but I am sure this will be the last time that you will not take part. We in DAAD know that you have a lot of excellent and enthusiastic players. We have already found them - here they are - during an 'Academic Football World Championship' organised by DAAD just 6 weeks ago. The China Long Team, all of them studying in Chemnitz, didn't make it to the final but they gave us a lot of good sports and fun.

Of course, organising football events is not our main business but it was great fun. Our mission is to promote worldwide academic exchange in all directions, all academic fields and all categories from students to professors.

The DAAD is a non-governmental and non profit making association of all the universities and other institutions of higher education in the Federal Republic of Germany.

Breaking our overall mission down to 5 Olympic rings we would mention

1. and 2.)scholarships for the brightest German and foreign academics.
3. Programs to internationalize our universities.
4. Programs to promote the German language and knowledge about Germany in foreign universities
5. Programs to help developing countries to build up their own institutions of higher learning and to upgrade their academic staff.

Our budget of about 250 mil. Euros comes mainly from different Ministries of the Federal government, such as the Foreign Office, the Ministry for Education and Science and the Ministry for Development and Cooperation.

The third largest contribution comes from the EU-Commission in Brussels because the DAAD functions as National Agency for EU-Programs, mainly for the so called ERASMUS-Program. This program sponsors the mobility of more than 140.000 Students per year, among which are 25.000 Germans and 20.000 other Europeans coming to Germany.

In addition to our headquarters in Bonn we have meanwhile built up an intensive network of sixty offices throughout the world.

That leads me to my second chapter: the DAAD programs and activities in China. On the map you can see where we are represented across the country - our main office in Beijing and a number of smaller information offices plus 27 lecturers who can also provide information and advice.

As for our China activities scholarships in both directions play an important role in a great variety of programs - from short study visits up to a 2-year "Language and Practice"- Trainee program or a 4 years doctoral program in Germany. Some of these programs are implemented together with CSC and there is also financial investment from both sides.

The other component of activities are projects, mainly partnership projects between German and Chinese universities such as the Chinese German College CDHK at Tongji University in Shanghai, the German Law Institute in Nanking or the Aachen- Tsinghua-Double-Degree-Program and the Center for German and European studies at the Beida here in Peking.

An important part of our Beijing office work is marketing, in particular Student Fairs . Just recently also the European Commission decided to promote European Higher Education in Asia by organizing 7 study abroad fairs in 5 Asian countries including China. The DAAD together with partner-organisations in the Netherlands, France and the UK will have the lead responsibility for the Beijing and Shanghai EU-Fairs in 2007 and I would like to ask for your support just as we supported the first Chinese H.E.-Exhibition last April in Germany.

Another important activity is taking care of our Chinese Alumni, the former fellowship holders. We have now more than 4000 Chinese Alumni. We offer them a great variety of seminars and conferences here in China, a supply of information and contacts and a chance for a reinvitation visit. We indeed want to keep in touch with all our alumni worldwide, mainly with those academics who are still working in the academic field and education

## **II. Policies and principles of DAAD**

Let me now briefly outline some of our major policies and principles. As regards the policies, which of course need support from both the universities and the state authorities, we have defined "INTERNATIONALISATION" as a key element and instrument for institutional development. The University of the Future will either be an international one or it will not deserve the title of a university.

To be more concrete and down to earth we have set the following quantitative goals for the year 2010:

50% of all students – instead of 35 % at present- should have substantial experience abroad before graduation – and that includes regular studies, internships or intensive language courses.

As for foreign students we should at least keep our present position as the third largest host country . The target is 10 % on average, which we have almost achieved. Some universities, specially the technical ones and the Colleges of Music already have a much higher proportions of international students. But of course it is not quantity which counts in the first place. Everybody looks for the brightest students and so do we.

As for international teachers and researchers, guest professors and full time staff we aim at doubling the current percentage to 10 % by 2010.

All this needs a friendly and generous visa and immigration policy, and here considerable progress has been made during recent years. DAAD is a strong advocate of an “open doors” policy as all our partner organisations are in their respective countries.

### **III. Principles of DAAD-programs**

The implementation of these policies is done via a great variety of programs which are defined in yearly agreements with our donors, which are normally one of the federal ministries.

Once this definition is made and the program design is agreed upon, the practical implementation is left to the DAAD and the donor refrains from any intervention in the day-to-day business. The DAAD then tries to implement the programs efficiently, professionally and, as far as possible, according to traditional principles which the members have agreed to. Of course, reality is never perfect so that every principle has quite a number of exceptions.

The predominant principle is: Quality prevails over Quantity: “DAAD” is a Quality Label and we would never risk our reputation by false compromises on quality issues.

Along with this goes the second principle, namely : Excellence before Relevance. Politicians tend to question the political and social relevance of, let's say, arts and music, exotic languages, often even of the humanities as a whole. There are indeed agencies which concentrate their scholarships on “future leaders” which they expect to come from business studies, law schools and engineering studies. But who knows? The best guarantee for an outstanding career in the UK according to a study is a school education in Ancient Greek and Latin. So we say: excellence is relevant wherever it occurs. Modern society needs the elite in all fields and sectors of life.

Therefore, third, we believe more in excellent people than in projects. Excellent people mostly undertake good projects but excellent projects without good people don't work.

So, fourth, the question of how to define "excellence" and how to select the very best candidates is the crucial issue. To cut a long story short, we have decided to leave the decision to independent committees of outstanding academic experts, mainly professors who are appointed for four years and work in over 80 committees without receiving a single penny.

We are very proud of this selection system because it also makes us by definition invulnerable to all attempts at manipulation and corruption.

Finally, it goes without saying that we prefer the "bottom up" approach where ideas, applications and assistance come from the academic community itself and are not imposed top down by us or by the political authorities. On the other hand, I have to admit that we do sometimes provoke bottom up demand by offering financial support for certain actions. An example of this approach was our Campaign "Go East" which was designed to persuade more young Germans to study for some time in one of our Eastern neighbour countries. We offered financial support and it worked. Another example was the introduction of courses taught in English. We launched a separate program for new initiatives and there are now several hundred courses which are highly attractive to foreign students.

Sometimes bottom up and top down meet successfully in the middle.

Finally, let me briefly list up some specific strengths of this type of self-governing non profit making Agency.

Strength no 1: We bridge the gap not only between our H.E. institutions and central government, but also between several political authorities or between academic organisations, be it in Germany or abroad. At the same time we offer a market place for H.E. institutions to share common views, for instance to debate the consequences of the so called Bologna Process for international mobility.

2. The second advantage of our agency is the fact that we undertake successful fund-raising for international academic cooperation. Since our universities have for so long not charged fees they have little money of their own for international activities and therefore welcome any

financial support. Fundraising or raising matching funds from partners is my main business and I must say it is both time-consuming and hard work with sometimes frustrating results.

3. Third, I dare to say that we are closer to our customers at home and abroad, namely the academic community, than a state authority could be. Contacts, dialogue, even criticism and protests are easier when dealing with a non governmental agency than with a ministry itself.

4. Being non governmental also means that the DAAD has the possibility to maintain or establish academic contacts even with academics from those countries, with which diplomatic relations are difficult or even non existent. We have profited from that autonomy since the end of World War II when we opened our London office prior to the establishment of formal diplomatic relations. We also maintained traditional academic links with our Eastern neighbours during the so called Cold War.

Ladies and Gentlemen, this cold war like many hot ones lies behind us and we have a good chance to build a peaceful future for our children, if we keep in mind the lessons of the past and invest in international exchange, intercultural dialogue and world-wide cooperation.

It is in this spirit that I wish the CSC a truly "Olympic future" !

And please accept as an expression of our sympathy and our good wishes this gift which recalls a traditional Chinese wisdom that may also serve as orientation for the future.

XieXie – Thank you.