



5th Annual Conference¹

Under the tutelage of Università per Stranieri di PERUGIA
The Future of the Universities in the Global Market of Ideas
Internationalization and new competitors
Conference Agenda

April 14th, 2011

Università per Stranieri - Piazza Fortebraccio, 4 PERUGIA

9:30am-9:45am **Opening Remarks and Agenda**

Wladimiro BOCCALI (Mayor of Perugia)

Stefania GIANNINI (Rector of Università per Stranieri - Perugia)

Giovanni PUGLISI (Rector of IULM and Vice-president of UNESCO Italy)

9:45am-11:00 am **Session 1: Internationalization and marketing strategies for students' attraction: the effectiveness of different models**

Discussant: Uwe BRANDENBURG (Center for Higher Education – Excellence Ranking)

Speaker 1 Fabrice HENARD (OECD - Education Unit)

Speaker 2 Doreen ALUSA (United States International University - KENYA)

Speaker 3 Francesco PROFUMO (Rector of Politecnico of Turin)

Speaker 4 Filippo BENCARDINO (Rector of University of Sannio)

Chair: Gianni RIOTTA (Writer, Journalist, former Editor of Sole24Ore)

Number of international students that universities and countries manage to attract is not only a source of revenues in a difficult financial environment, but also a lever for change and one of the most important performance indicator since it is a proxy of what for firms and countries are exports. But which is the right strategy to retain market share for universities and countries that are leaders in the global market of international students and to increase it for higher education systems that are lagging behind? Why is it paradoxically true that in order to export you also need to increase import, and that, thus, in order attract foreign students and professors it is crucial to create opportunities for your own students and staff to actually go abroad? Can the brain drain (of countries like Italy) be turned into a competitive advantage? Does it make sense for a country to market its university system as a whole or is it such a strategy to be left to alliance of universities or cities?

¹ Series of conferences organized by a workgroup led by Vision in partnership with ISSNAF, NOVA, THINK YOUNG
Agenda of last VISION conference on Universities is available at

http://www.visionwebsite.eu/UserFiles/File/filedascaricare/universita/Universities_Conference_Agenda210910.pdf



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11:00 am-11:30 am **Session 2: Presentations of the project “Success factors in the international students global market” (VISION) and “Libya Project” (University for foreigners)**

Vision will present the preliminary results of its global research conducted with the network **Think Young** and meant to measure the return to the hosting country of attracting an international student, and to identify the factors explaining the choice that international students (segmented by country of origin and country of destination) make when they choose a certain university.

“**LIBYA Project**” has become one of the first, concrete aid provided by Italy to the Libyan people in a very dramatic moment and can become a prototype for added value humanitarian support. The programme provides language and cultural training dedicated to Libyan nationals at the University for Foreigners of Perugia aimed at increasing cultural exchanges between the two countries. The initiative started, in fact, before the crisis and it was addressed to 89 Libyan students. A group of 500 young Libyan graduates is now coming to Perugia.

Chair: Corrado ZUNINO (Repubblica)

11:30 am-12:45 am **Session 3: The Universities of the future: the role of HEI vis-à-vis new competitors (think tanks, spin offs, new media)**

Discussant: John HUDZIK (Vice-President at Michigan State University)

Speaker 1 Hugh JAGGER (Senior Consultant on Education - UK)

Speaker 2 Rui YANG (University of Hong Kong)

Speaker 3 Peter ZERVAKIS (Head of Project Nexus at HRK)

Speaker 4 Giovanni PUGLISI (Rector of IULM and Vice-president of UNESCO Italy)

Chair: Bill EMMOTT (Writer and former Editor of the Economist)

The creation of a Europe of knowledge is for the universities a source of opportunity, but also of major challenges. Indeed universities go about their business in an increasingly globalised environment which is constantly changing and characterised by increasing competition to attract and retain outstanding talent. Will universities maintain their actual role in the future? How can they defend their position against emerging actors such as think-tanks, spin-offs and new media? More in general, is there still a universal definition of universities or are we instead going toward an ever increasing differentiation and specialization (per segments served, academic domain and missions) of organizations engaged in higher education? Do universities and more specifically public ones respond to a market failure, is there still a public good associated to spending tax payer money in higher education and how did its definition change?

12:45 pm-1:00pm **Closing Remarks and next steps**

Stefania GIANNINI (Rector of Università per Stranieri - Perugia)

Francesco PROFUMO (Rector of Politecnico of Turin)

Francesco GRILLO (VISION)