

**IRUAS Conference**

25 – 26 January 2018 in Olten

# **Internationalisation 2.0**

## Moving forward together!

«Education is the most powerful weapon  
which you can use to change the world.»

**Nelson Mandela**  
(1918 – 2013)

# **IRUAS Conference**

25 – 26 January 2018 in Olten

## IRUAS Conference 2018

The University of Applied Sciences and Arts Northwestern Switzerland is very happy to welcome you in Olten.

### **Internationalisation 2.0 – Moving forward together!**

Since their entry as new kids on the block onto the Swiss Higher Education scene only just over a decade ago, the Universities of Applied Sciences and Arts (UASAs) have succeeded in positioning themselves as leading players not only in their own country but also much further afield. Years of hard graft by international office staff to set up primary stage internationalisation frameworks within their institutions have been rewarded with renown and recognition.

Now the Swiss UASA need to rekindle that dynamism and take it to the next level. UASAs have already launched several initiatives to meet the stark challenges facing education and society as we race toward 2020. This conference will help participants define what those challenges are. It will showcase best practice examples on how to engage all stakeholders to deal with them.

Get into gear for Internationalisation 2.0. Moving forward together!



## Goals and target group

**The annual IRUAS conference is aimed at the members of International Relations Offices in UAS, Universities of Teacher Education and other universities and higher education institutions. It is open to all faculty and staff interested in the topic of internationalisation.**

The conference offers its participants the opportunity to extend and deepen their knowledge in one of the areas that is crucial for successful internationalisation.

The participants will gain insight into the topic through various inputs and practical workshops. They will learn more about the frames, tools, challenges and mutations that are coming our way and be ready to embrace them.

The IRUAS annual conference is also an excellent forum for networking and discussions in the field of international co-operation with colleagues from the Swiss institutions.

## About IRUAS

IRUAS (International Relations ~ Universities of Applied Sciences) was formed in 2008. It is a network organisation for all employees at Swiss universities of applied sciences and arts in the area of international issues and mobility.



# WELCOME TO OLTEN



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## Location

University of Applied Sciences and Arts  
Northwestern Switzerland  
Von Roll-Strasse 10  
4600 Olten

# PROGRAMME

## Thursday, 25 January 2018

<b>3.00 pm</b>	<b>Registration and coffee</b> at FHNW, Von Roll-Strasse 10, Olten
<b>4.00 pm</b>	<b>Welcome speech</b> by Prof. Dr. Ruedi Nützi, Director School of Business and Head of the Committee International Affairs FHNW, Member of the International Relations Delegation swissuniversities
<b>4.15 pm</b>	<b>Input speech</b> by Prof. Stephan Schmidt, Director of the Academy of Music FHNW «Region first...» – internationalism in contradiction to regional politics
<b>4.45 pm</b>	<b>Introduction of the conference topic</b> Prof. Robert Buttery, Head of International Relations for the School of Business FHNW, Chair of the EAIE Expert Community Business Education
<b>5.00 pm</b>	<b>Concert</b> by Chamber Academy Basel, Concertmaster Brian Dean The chamber orchestra of Hochschule für Musik FHNW
<b>5.30 pm</b>	<b>Apéro</b> at FHNW, Von Roll-Strasse 10, Olten
<b>6.15 pm</b>	<b>A short tour of Olten</b> (optional)
<b>7.30 pm</b>	<b>Flying dinner</b> at the Pavillon, Von Roll-Strasse 25, Olten

## Friday, 26 January 2018

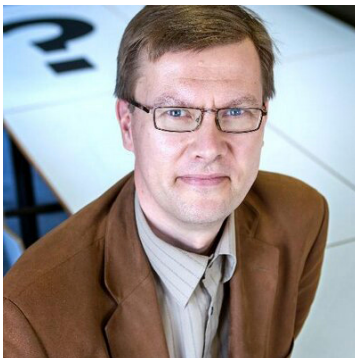
<b>8.15 am</b>	<b>Registration and coffee</b> at FHNW, Von Roll-Strasse 10, Olten
<b>8.45 am</b>	<b>Welcome speech</b> by Prof. Dr. Crispino Bergamaschi, President of the University of Applied Sciences and Arts Northwestern Switzerland FHNW, President of the Chamber of Universities of Applied Sciences swissuniversities
<b>9.15 am</b>	<b>Opening plenary</b> Current trends in International- isation, and EAIE's response Markus Laitinen, EAIE-President, University of Helsinki, Finland
<b>10.15 am</b>	<b>Parallel workshops/sessions</b> Register your choices on application form
<b>12.15 pm</b>	<b>Lunch</b>
<b>1.15 pm</b>	<b>Parallel workshops/sessions</b> Register your choices on application form
<b>3.15 pm</b>	<b>Closing plenary</b>
<b>3.30 pm</b>	<b>End of conference</b>

# OPENING PLENARY

## Current trends in internationalisation, and EAIE's response

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Internationalisation of higher education keeps changing and evolving. While mobility of students, faculty and staff remains at the core of actions and activities, there are currently many other forms of co-operation between individuals and institutions. Markus Laitinen will discuss some these developments and their implications to higher education institutions. He will also describe how the European Association for International Education (EAIE) can enhance professional development and global networking for international higher education practitioners.



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**English**  
26. January  
9.15 am

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**Markus Laitinen,**  
EAIE-President, University of Helsinki, Finland

Markus has over 20 years of experience in international higher education in various roles at the University of Helsinki, ranging from student services and admissions to strategic management of international relations. He earned his Master's in social science there in 1995, was the university's Erasmus+ institutional coordinator for well over 10 years, and currently serves as the university's Head of International Affairs. He has been involved with the EAIE since 1994, coordinated his university's successful application for the EAIE Institutional Award for Internationalisation in 2013 and is the Association's President. Throughout his career Markus has been an avid proponent of embedded internationalisation and has given talks and published articles on this topic.

# SESSIONS/WORKSHOPS

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## How ESN can help you have happy exchange students

Erasmus Student Network (ESN) is the largest student association in Europe with around 15,000 active members working to improve the stay abroad of international students. We would like to present the main projects and activities of the different sections of ESN Switzerland and show you the different opportunities IROs have to collaborate with ESN.

Besides organizing activities and providing much needed help to current exchange students, ESN can also provide many other services with a «students helping students» approach, such as promoting mobility to local students or re-integration of homecoming students.

We will be happy to answer questions and provide a student perspective on what could be improved regarding student exchanges.

**English**  
Q&A in E/D/F

**Theo Whitwill,**  
President of ESN Switzerland who also works in the International Office at the FHNW, Olten  
**Nino Wilkins,**  
Education Officer of ESN Switzerland, who is responsible for university and national agency relations

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## Student-led experiential learning and the international student projects at the FHNW School of Business

The FHNW international student projects deliver international, interdisciplinary, experiential learning opportunities for students and staff from across our university.

Since 2001, the projects have brought together a broad mix of stakeholders including students and staff at the FHNW and partner universities, corporate sponsors, governmental and civil society organisations. Corporate sponsors value to contact they have with students and the university and increasingly use the projects as a recruiting platform. The FHNW benefits from stronger relationships with social and business partners. Students benefit from the degree of independence and empowerment they foster as well as the internationalization they support.

The workshop will outline the history, structure and design of the programmes; discuss stakeholder engagement; and offer opportunities to discuss how the principles could be applied in your organisation.

**English**

**Prof. Michael Jeive,**  
Head Swiss SME Research Center China;  
Head International Student Projects:  
Insight China, Focus India, connectUS,  
exploreASEAN and Lecturer in International Political Economy and Strategic Negotiations at the FHNW



## Opportunities and instruments to encourage bilateral collaboration

The State Secretariat for Education, Research and Innovation (SERI) offers several instruments to encourage bilateral cooperation activities. In this workshop we will give an overview of the opportunities available for the Universities of Applied Sciences to expand their activities abroad. In particular, we will talk about the bilateral programmes, which aim to start and strengthen cooperation outside of Europe, and the instruments they offer. The workshop will also inform about the swissnex-network and the services offered to help Swiss institutions to establish contacts and partnerships abroad.

**English**  
but we also  
speak D/F/I

**Beatrice Ferrari,**  
Deputy Head of International Relations at SERI  
**Barbara Becker**  
(Leading House Asia at ETH)  
**Luna Iacopini**  
(Leading House Middle East / North Africa at HES-SO)

## Foreign government scholarships for Swiss students and researchers

The scholarships service of swissuniversities administrates the scholarships offered by more than 30 foreign governments to Swiss students, researchers and sometimes to artists interested in studying or doing research abroad. The government scholarships are funded by the host countries. In return, the Swiss government offers 'Swiss Government Excellence Scholarships for Foreign Scholars and Artists' to study or conduct research in Switzerland.

In this workshop you will get an overview of the various types of foreign scholarship offers and learn about the services provided by the scholarship service of swissuniversities. You will become familiar with the application procedures for a scholarship to study abroad. Finally you will have the opportunity to talk about your experiences and ask questions.

**German/French**  
Power-Point  
presentation  
in English

**Christine Kyburz,**  
Scientific Collaborator at the International  
Relations Division of swissuniversities

How to utilise digital channels and platforms for SME (and universities) in order to reach a global audience: research insights, the digital marketing toolkit and use cases.

The latest research (FHNW, 2017) among 2,590 participants has shown that the Digital Transformation has an impact on business models, processes and the corporate culture. In addition, new technologies have been implemented and the market positioning has changed. How can small and medium-sized enterprises (SME) utilise new technologies, especially digital marketing channels and platforms, in order to support their internationalisation efforts and reach a global audience? We will share research insights and use cases, and provide an overview of the most important digital marketing tools available today.

#### English

#### Dr. Marc K Peter,

Head of Centre for Digital Transformation and Marketing at the FHNW School of Business. Before joining the FHNW, Dr Peter held management positions at Swiss bank PostFinance, eBay International, E\*TRADE Australia and LexisNexis in the areas of strategy, technology, sales and marketing in Europe and Asia-Pacific

«International course in social work» – a co-operative program with international and national partners

Seven Swiss UASs of Social Work are co-operating successfully in a short-term study program addressing Swiss and international students of social work: Since 2014, the «International Course» offers a three-day program on different social and political aspects of «Migration». Every second year all Swiss Schools of Social Work invite one of their international partners to take part in the program and to contribute to a workshop or a presentation. The aim of the course is to work together across borders, to discuss issues of migration from an international perspective, and to share and compare experiences from different national contexts. More than a hundred students, lectures and researchers meet in Switzerland to work together and learn from each other.

The workshop offered at IRUAS conference will highlight the basic intentions and goals of the «International Course» and the experiences made with this kind of international co-operation. Didactical settings, learning arrangements but also organizational challenges will be reflected. The potential for strengthening international (and national) co-operation and for fostering curricular development shall be discussed.

#### German

#### Nadia Baghdadi

(FHSG)

#### Marie-Christine Ukelo-Mbolo Merga

(HES-SO)

#### Andreas Schauder

(FHNW)

#### Paola Solca

(SUPSI)

## « Didactique de la mobilité » Le nouveau dispositif d'encadrement des expériences de mobilité à la Pädagogische Hochschule Bern

Au sein d'un monde de plus en plus globalisé, il est de la responsabilité éthique des institutions éducatives d'outiller les acteurs de la mobilité de clés de compréhension du monde social dans lequel ils évoluent. La formation initiale des enseignants du primaire en français, langue dite « étrangère » à la Pädagogische Hochschule Bern (PHBern), a ainsi récemment fait peau neuve. S'appuyant sur les approches socio-anthropologiques, elle propose désormais un dispositif didactique d'encadrement des expériences obligatoires de mobilité dans les espaces francophones en trois temps : préparation/avant, accompagnement/pendant et analyses/après. Le workshop sera l'occasion de présenter dans un premier temps le contexte de la formation bernoise, les différentes formes de mobilités institutionnelles qui y sont proposées (intra-nationales, internationales, stages pratiques, semestres d'échange, etc.) et les fondements théoriques sur lesquels se base le dispositif. Dans un deuxième temps, les participants feront l'expérience de quelques-unes des activités de groupe prévues par celui-ci. Enfin, après une mise en commun et un débat sur les apports et limites d'un tel dispositif, nous conclurons par un bref état des lieux sur les (r)évolutions actuellement à l'œuvre entre les communautés linguistiques de Berne et les institutions éducatives.

**French**  
Q&A in E/D/F

**Dr. Jéssabel Robin,**  
Lecturer/Researcher in the didactics of  
languages and cultures, University of Teacher  
Education, Berne

## Globalisation is a design issue

We will present a just finished research project, Cultural Spaces and Design – Prospects of Design Education, and its results. Carried out in international collaboration with other universities in India, Botswana, Australia, Canada, and New Zealand, the project focused on the impact of the processes of globalisation on design and design education. We developed criteria, tools and methods for dealing with different cultures in the perception, the means and the objectives of design.

The presentation will lead to discuss questions such as: What is the long-term purpose of internationalisation in educational contexts? Does this just mean providing an extension of services, infrastructure etc.? What else, other than competitiveness, should be taken into consideration at an international level? Why and how should education be reframed and reiterated? etc.

**English/German**

**Regine Halter,**  
Lecturer in Design Theory  
**Catherine Walthard,**  
Leading Member of the Institute HyperWerk,  
Academy of Art and Design Basel, both  
members of the project team Cultural Spaces  
and Design. [culturalspacesanddesign.net](http://culturalspacesanddesign.net)

## Creating the future of new partnerships and cooperation projects

International collaboration of higher education institutions in the fields of education, research and innovation are key components to strengthen the internationalisation in your institutions. In this workshop, you will find out how your peers can apply within the Erasmus+ funding measures «Strategic Partnerships» and «Knowledge Alliances» for new international partnerships and how you can promote those funding tools in your university of applied sciences. A brand-new cross-sectoral international project that is been funded 2017 up to 2020 will be presented as best practice.

Furthermore, we will have a look at two new created funding instruments for the promotion of international cooperation and mobility in education, which start in 2018 as international pilot projects. They can be interesting alternatives for your researchers who are interested in international co-creation with new partners in other geographical areas than Europe.

English

**Maria Stergiou,**

Program Coordinator for Higher Education at the National Agency Movetia and further guest speakers

## Scholars at risk – How can higher education institutions protect the ideals we work for?

The Scholars at Risk network (SAR) is a global network of higher education institutions whose aim is to promote academic freedom and protect the human rights of scholars. SAR provides assistance to scholars worldwide suffering threats to their lives, liberty and well-being. Actual conflicts and crises around the world are not only a threat to lives, academic freedom is also a target. What role can higher education institutions play in this context? The workshop will give an introduction about the Scholars at Risk network and its aims. Another focus will be put on the Swiss section of SAR. Furthermore, we will discuss the importance of being a member of SAR and what concrete advantages exist for both the scholars and the higher education institutions. Finally, we will share good practices and experiences and discuss how we can work together to protect academic freedom.

English

**Matthias Buess,**

International Relations Coordinator at the University of Lausanne







# GENERAL INFORMATION

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## Registration, cancellation and payment

Please complete the [online registration form](#) before Friday, 15 December 2017. Registration applications will be considered in the order of their arrival. Please note that places are limited to 100 participants. After their application has been processed, participants will receive an invoice. Your registration only becomes valid once payment has been received.

Cancellations will be accepted until 15 December 2017 and will incur a charge of CHF 50. Cancellations received after this date will not be reimbursed, but your registration can be transferred to a colleague just by sending us the contact details.

The conference fee of CHF 160 covers your participation in all our plenary and workshop sessions, conference documents, coffee breaks, lunch and dinner (fee for participation on one day only: CHF 120)

Please register online:

[www.fhnw.ch/en/about-fhnw/schools/business/events/iruas-conference](http://www.fhnw.ch/en/about-fhnw/schools/business/events/iruas-conference)



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## Agreement regarding photography

Registration automatically means participants agree that any photographs taken during the conference may also be used for media, social media as well as FHNW websites.

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## Conference language

The official languages of the IRUAS conference are English, German and French. Presentations and workshops will be held in English, German or French (see programme description for further details). During the discussions, all three languages can be used.

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## Dress code

Business casual

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## Location

University of Applied Sciences and Arts  
Northwestern Switzerland  
School of Business  
Von Roll-Strasse 10  
4600 Olten

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## Dinner

A flying dinner Asian style will be served at the **Pavillon Gastronomie AG**  
Von Roll-Strasse 25  
4600 Olten

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## Hotels

Participants are responsible for making their own reservations. Special prices have been arranged with the following three hotels:

**Hotel Olten** is a modern 3-star superior business and city hotel in a central location in Olten and offers double rooms for CHF 130.-/night, breakfast included (single occupancy)

**Hotel Amaris** is located in Olten, in the vicinity of the train station, near the picturesque old quarter city. The hotel offers budget rooms for CHF 115.-, standard rooms for CHF 130.- or business rooms for 160.- (all prices for single occupancy, breakfast included)

**Hotel Arte:** the 4-star hotel is well-known as an excellent conference and seminar hotel next to the FHNW. Its artist-inspired room furnishings and architecture is unique, offered at the price of CHF 140.-/ night, breakfast included (single occupancy)

Please mention the conference's name «IRUAS 2018» when booking to receive the special price. Special prices are guaranteed for bookings until 1 December 2017

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### Conference chair

Prof. Robert Buttery, Head of International Relations for the School of Business FHNW, Member of the IRUAS, Chair of the EAIE Expert Community Business Education

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### Contact

Daniela Paltzer and Barbara Binz, [international@fhnw.ch](mailto:international@fhnw.ch)

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University of Applied Sciences and Arts Northwestern Switzerland  
School of Business

### Campus Olten

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- 1 Riggenbachstrasse 16  
2 Hall 20  
3 Sälipark, Louis-Giroud-Strasse 26  
4 Von Roll-Strasse 10  
5 Tannwaldstrasse 2  
P Parking spaces accessed via Sälistrasse  
Bicycle Parking  
A Output for track 12  
Fachhochschule / Bifang / Berufsschulen  
\* Footpath only

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### By train

Only a few minutes' walk away from the main Olten SBB station, there's no need to take a bus. Exit the main station at track 12 and follow the signs.

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### By car

Olten is located about 15 minutes from Exit 46 (direction Aarburg/Olten) of the A1 Motorway. However, as there is often heavy traffic on this route, the journey to Olten could take significantly longer. Several fee-based car parks are located on the campus.

- Underground car park Von Roll
  - Underground car park Riggenbach
- Both underground car parks have a charging station for electric vehicles.
- Hotel Arte

The buildings of the FHNW are reachable within 3 minutes from all of these car parks

