

ASF Conference Applied Sciences Institutions 21st November 2013



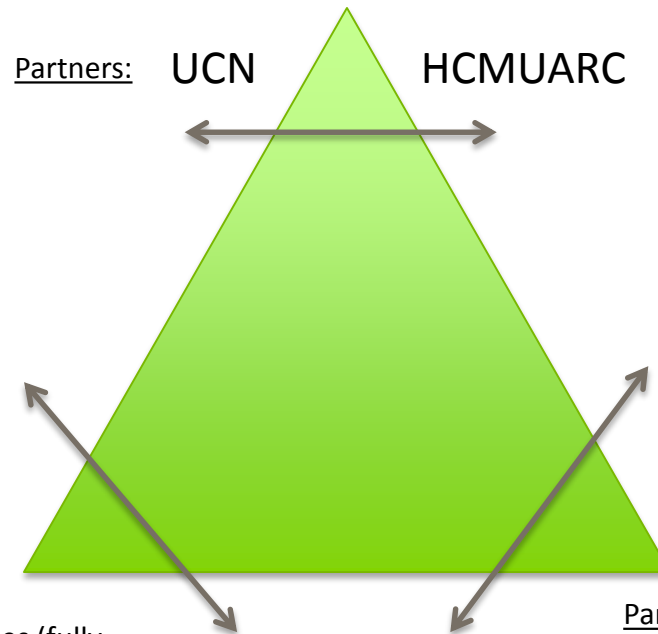
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Why?



How?

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



Partners: UCN HCMUARC

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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"

Partners: UCN
ECC
KAAI
(HCMC)

Danida funded



Finances

Goal: Self-financing					Phase 3
€4 million	Danida	ECC & HCMC	UCN & HCMUARC	<ul style="list-style-type: none"> Ministry of Energy Regional funds Innovation funds 	Manko at present €1.2 million
	€670.000	€1.2 million	€670.000	€270.000	We are working on: <ul style="list-style-type: none"> Own earnings DI sponsorships Money from Danish ministries GGGI and others
€400.000	Danida	Regional funds Innovation pool, etc	UCN		
	€134.000	€134.000	€134.000		

2016

2013

2011

Phase 3

Phase 2

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 especially 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)