

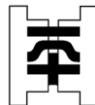


## Filleting the TNE Steak

**Transnational Education (TNE)  
From a recipient's perspective**

Presentation by  
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Executive Director  
HONG KONG COUNCIL FOR  
ACADEMIC ACCREDITATION



# Recipe

**What is cooking?**



- **Altruism?**
- **Cultural Hegemony?**
- **Profit?**
- **Dumping?**

# Recipe

Why is it sizzling?



- **The ‘education deficit’**

- capacity, funding, skills, quality, diversity, ‘globalization’, ‘life-long learning’

- **Tradability**

- as assisted by technology and economy of scale; multi-mode operation possible

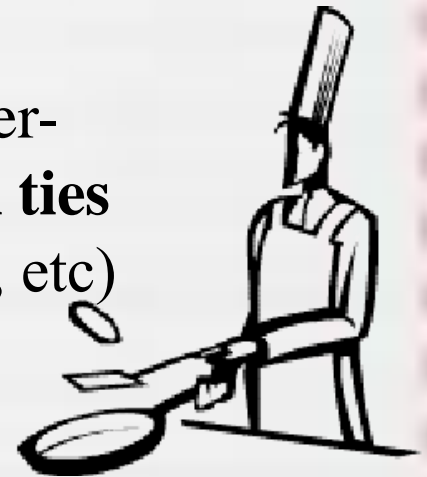


# Recipe

## Why is it sizzling?



- Breaking down of **language barriers**, cultural enrichment
- **Government initiatives/promotional efforts** by the exporters
- Spin-off from the trade negotiations or other inter-governmental agreements for **stronger political ties** (Regional pacts, MoU's on culture or education, etc)



# Recipe

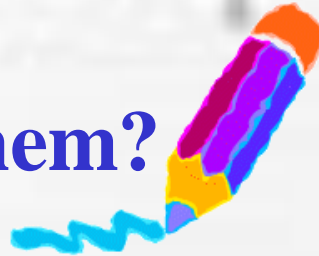
## Where are the bones?

- **Victimization** - consumers need protection
- **Education a national prerogative**
  - ideological, planning and control considerations
- **The displacement effect**
  - universities are essential institutions, the need for whole person education, a national identity, 'no taking the smooth with the rough', etc.



# Recipe

## How to remove them?



- **mandated entry barriers**  
(quotas, partnership/twinning requirements or beneficial ownership thresholds)
- **registration or licensing schemes**
- **administrative selection in a developmental perspective**  
i.e. going for the top end

# Recipe

**Are there softer alternatives  
or  
complementary measures?**



# Recipe

- If quality is the main concern as most importing countries would claim to be the case, QA systems exist in many places.

Are there softer alternatives

- Many of them are government-run or government-sanctioned. High level of international cooperation is assured through INQAAHE and the regional networks.

- Increasing awareness and contributions by international organizations

But ...

# Recipe

But ...

- the asymmetry of interests

Are there softer alternatives

- QA agencies are not everywhere and where there are, they might be at different stages of development

or  
complementary measures?

- a gulf between QA agencies and their own governments (e.g. OECD/UNESCO Guidelines not achieving full potential without Government acceptance or backing)

# Recipe

But ... (Cont'd)

- international processes not connected up  
(UNESCO/OECD not yet working with the WTO)
- or
- QA not having an impact on the WTO negotiations?  
complementary measures?
- 'Education' not driving the trade in education services negotiations

# Recipe

**What can INQAAHE and  
INQAAHE Members do?**

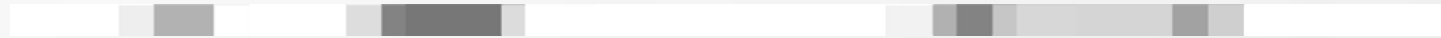


# Recipe

- let our existence and our ability to contribute be known, especially in the area of trust or confidence building

## What can INQAAHE and

- talk to the policy-makers and get an acknowledgement of the UNESCO/OECD guidelines



- UNESCO/OECD/INQAAHE and others to engineer putting the UNESCO/OECD guidelines onto the negotiating table (as WIPO did in the TRIPS negotiations)

# Recipe

- Work to the Guidelines;  
promote and develop them through practice

What can INQAAHE and  
INQAAHE Members do?

- build an international platform for information sharing,  
consultations and gradual mutual recognition

# Recipe

- improve our own regimes and win community support

*transparency of operation*

*sharing of information*

*best practices*

*action against dubious advertisement/agencies*

# Recipe

- improve our own regimes and win community support

*use of annual returns/periodic audit to maintain and upgrade standards*

*mutual agreements/arrangements to facilitate audit from overseas sources*

*encourage joint audits or interchange of experts and consultants, etc*

# Recipe



- Different countries have different definitions of a good steak.



- The UNESCO/OECD Guidelines and the two presentations before mine provide an appropriate backdrop for a frank discussion.

**Thank You**