

Nuffic Neso Desk Taipei

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Netherlands organization
for international cooperation
in higher education

Topics

- Update of the Nuffic Neso Desk Taipei
- Trends and developments in the Taiwan higher education market
- Profile of prospective and current students
- Opportunities for Dutch research universities and universities of applied sciences with regard to promotion and institutional cooperation

Nuffic Neso Desk Taipei

- Established in January 2001
- Neso Desk Taipei Team 2011
Dual Wu, Director
Ariel Lin, Education Promotion Officer & Alumni Officer



Key activities

1. Generic promotion and student counselling
2. Institutional cooperation
3. Market information and –analysis
4. Holland alumni network

Market information and -analysis

Publications :

- Education Market Information Factsheet (new edition December 2011!)
- Market research reports: agents, fairs, online promotion, opportunities for Universities of Applied Sciences, rankings
- (Prospective / pre-departure / alumni) student surveys

www.nuffic.nl/marketinformation

Trends and Developments in the Taiwanese Higher Education Market

- **Taiwan wants to become a higher education hub:**
 - excellence initiatives
 - attract 95,000 international students by 2014
- **Student mobility between China and Taiwan:**
 - Students from mainland China can apply for Taiwanese university degree courses.
 - The Taiwanese government recognises Chinese degrees (from the top universities). China now is the 3th most popular destination.
- **Taiwanese students appear to broaden their study interests.**

Trends and Developments in the Taiwanese Higher Education Market

- Around 65% of students taking the national university entrance examinations are accepted at (public) higher education institution, 35% usually enrol in one of many newly established private universities.
- With over 160 higher education institutions there is an oversupply of places for undergraduate students
- Taiwanese economy increasingly needs a higher educated labour force. A graduate degree is a way for Taiwanese students to differentiate and to specialize and thus achieve a better position on the labour market.

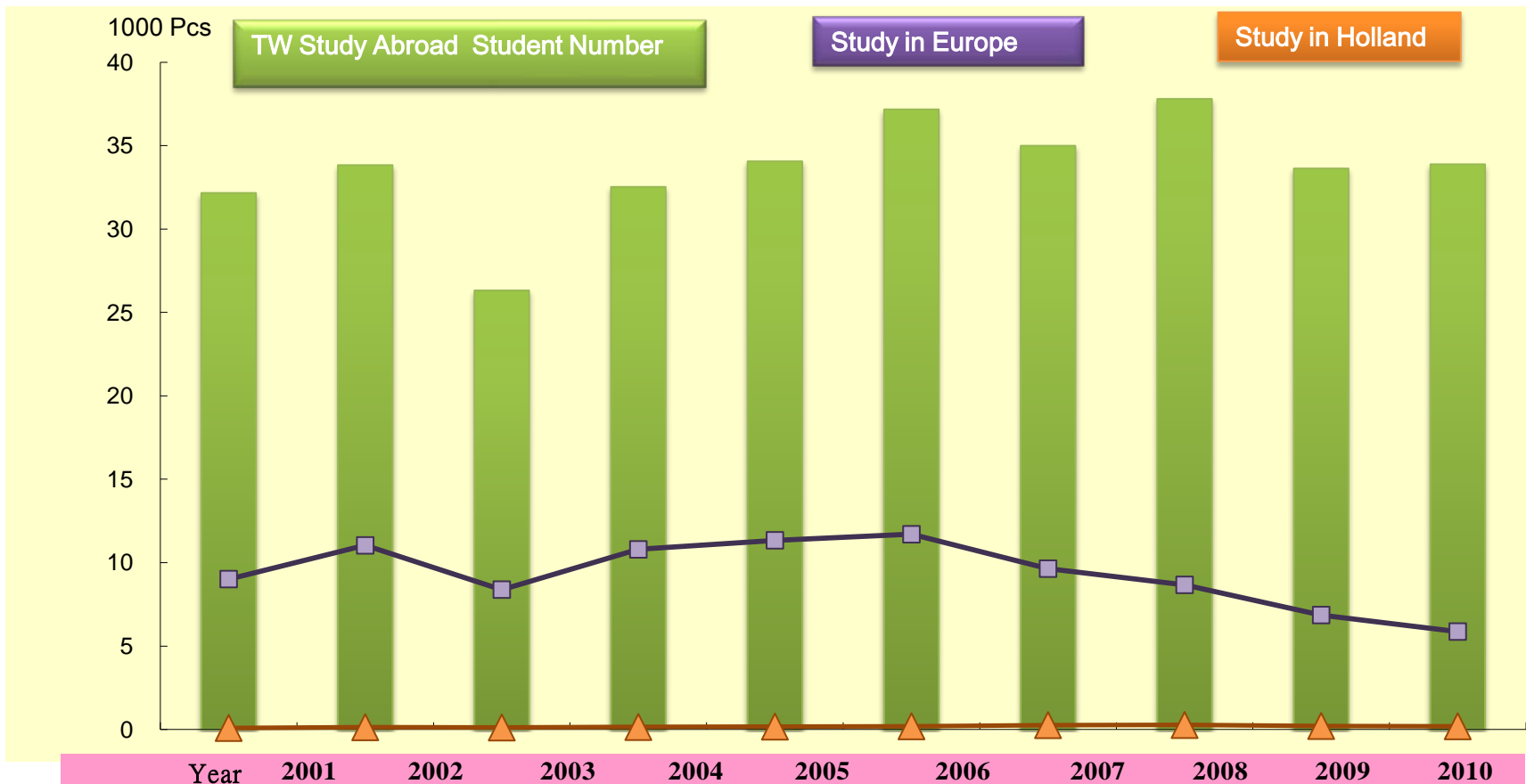
Taiwan Students Abroad – Statistics from MOE

TOP 10 Leading Countries for Taiwan Students

Studying Abroad in 2010.

COUNTRIES	STUDENT NO.	PERCENTAGE
USA	15,890	46
CANADA	2,814	8
JAPAN	3,253	10
UK	3,610	11
FRANCE	935	3
GERMANY	702	2
AUSTRALIA	3,633	11
NEW ZEALAND	379	1
OTHER COUNTRIES	2,665	8
TOTAL	33,881	100

Profile of Prospective and Current Students

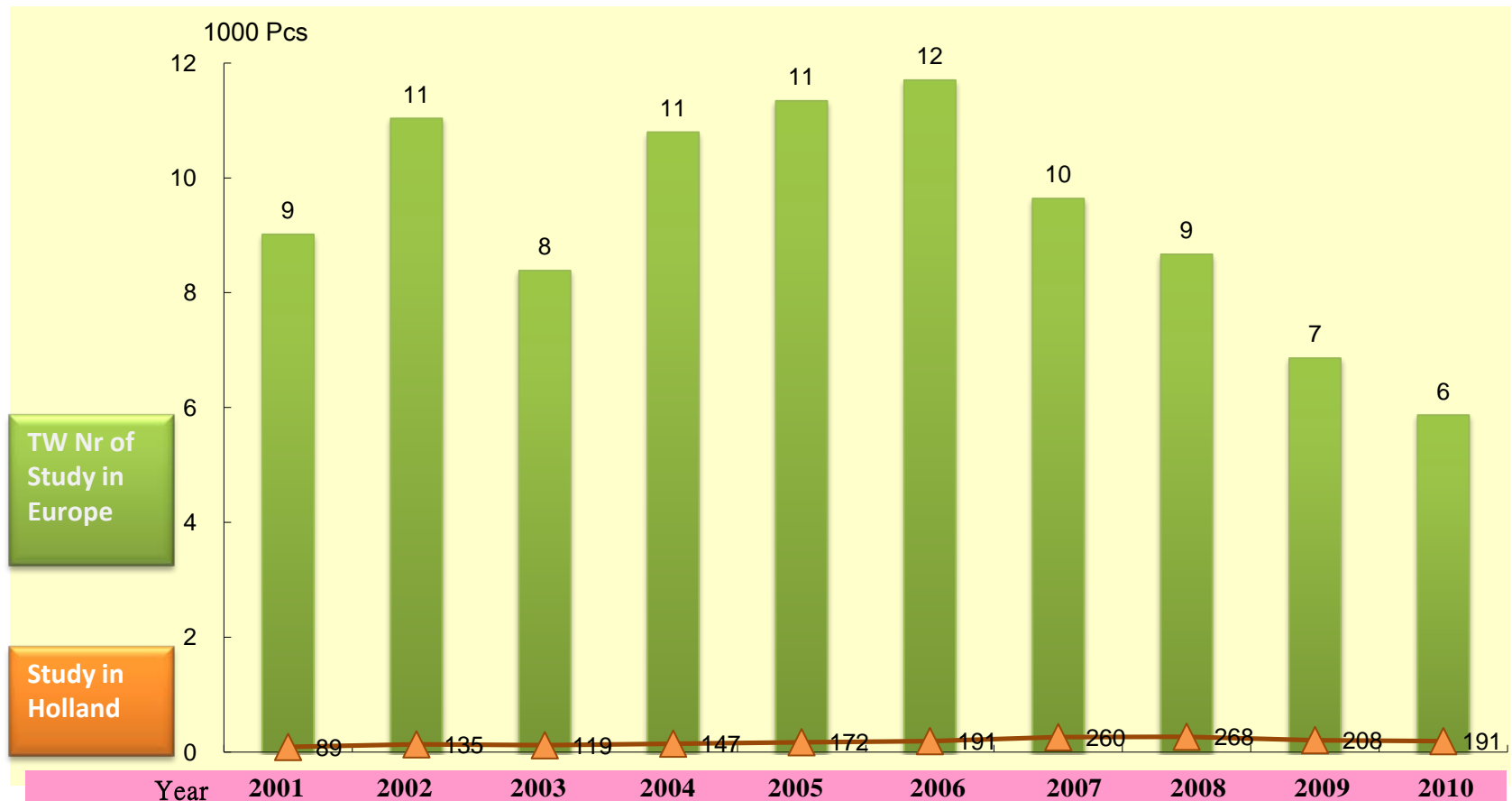


Source from MOE Taiwan, Director of BICER, Oct 2011

Taiwan Students in Europe

Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
UK	7,583	9,548	6,662	9,207	9,248	9,653	7,132	5,885	3,895	3,610
France	562	529	627	580	600	690	723	983	882	935
Germany	345	400	442	402	475	512	606	558	646	702
UK, France & Germany	8,490	10,477	7,731	10,189	10,323	10,855	8,461	7,426	5,423	5,247
Spain	128	179	206	179	168	197	353	292	292	300
The Netherlands	89	135	119	147	172	191	260	268	208	191
Italy	156	154	209	226	201	228	206	206	220	191
Austria	66	—	—	—	356	80	100	110	62	209
Belgium	31	34	28	39	47	—	67	61	65	63
Czech	8	6	5	—	—	24	43	96	81	171
Sweden	20	20	56	—	—	60	70	104	108	100
Denmark	4	8	13	15	28	11	16	27	42	31
Finland	11	11	—	—	20	23	26	32	30	43
Hungary	—	—	—	—	—	25	28	26	25	24
Ireland	12	10	17	—	25	7	9	20	13	—
Total	9,015	11,034	8,384	10,795	11,340	11,701	9,639	8,668	6,569	6,570

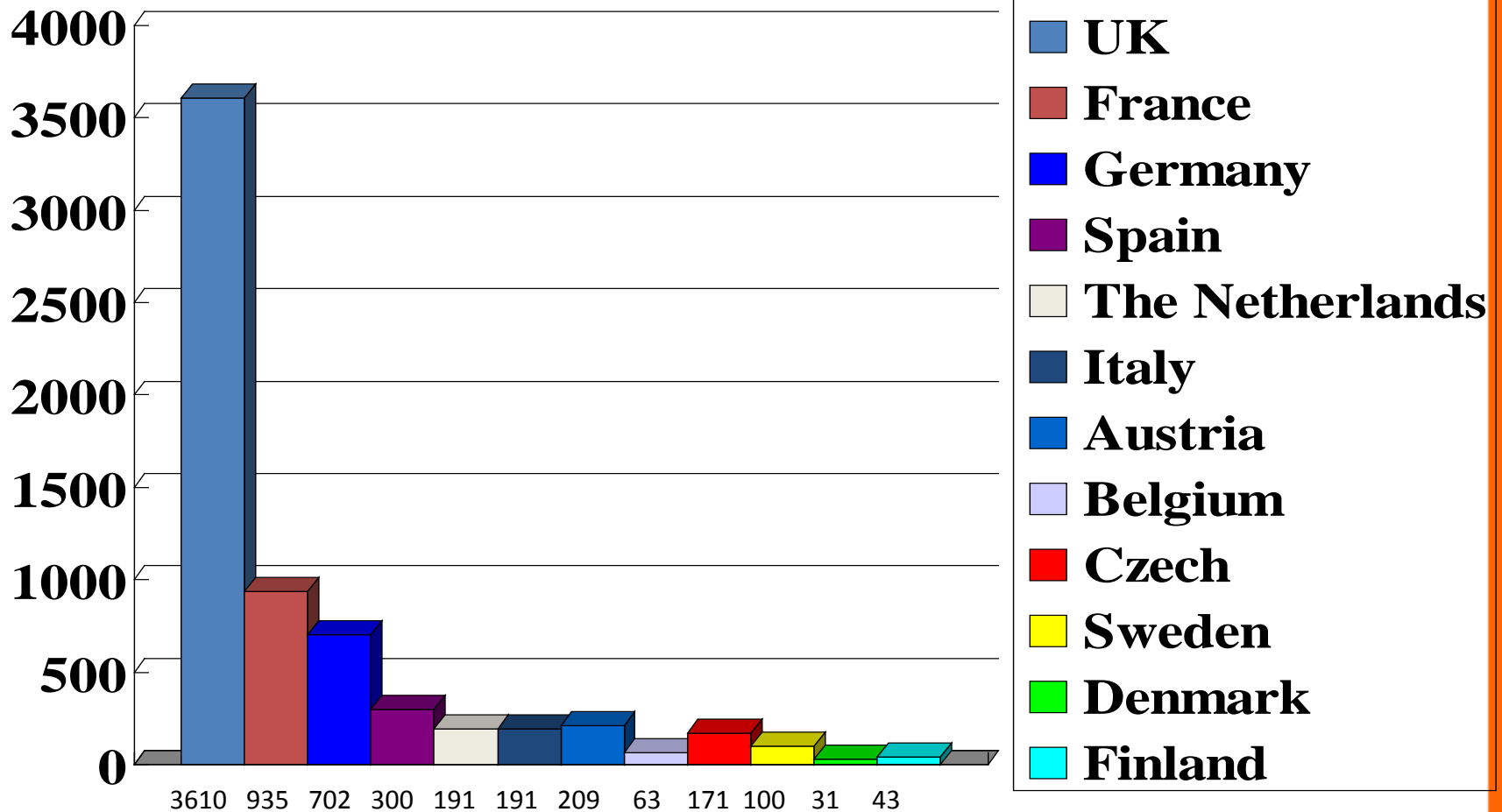
Profile of Prospective and Current Students



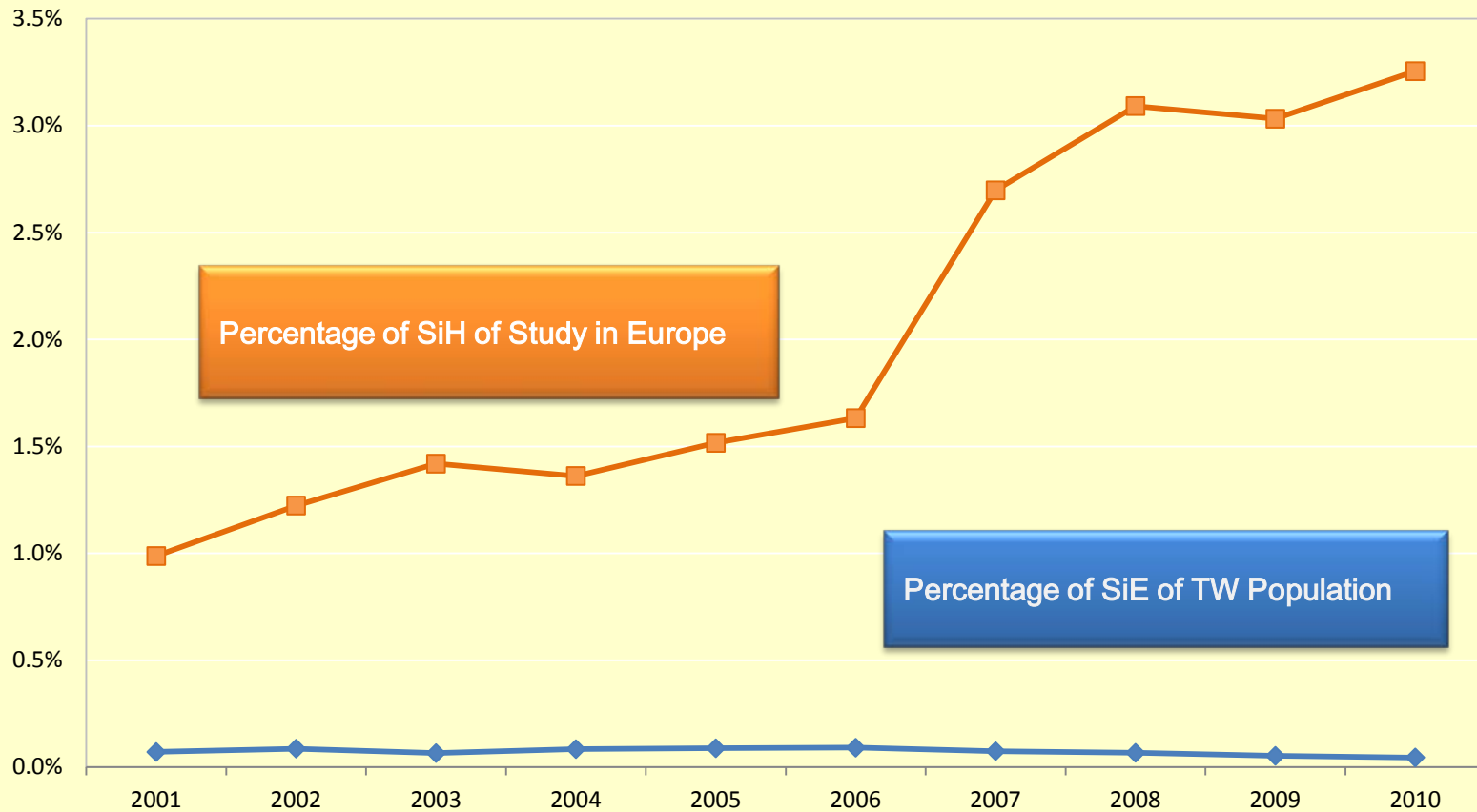
Source from MOE Taiwan, Director of BICER, Oct 2011

Taiwan Students Studying in Europe

Student No.



Profile of Prospective and Current Students



Prospective student survey

(927 respondents)

Current level of study and qualifications

- 38% employed
- 24% enrolled in an undergraduate course
- 18% enrolled in a postgraduate course

Level and popular fields of study abroad

- 67% Masters degree abroad, 28% PhD, 25% short (language) courses / training
- 34% Business administration and management, 16% Arts and Humanities

Financing studies abroad

- Own funding, followed by a scholarship from the host country and funding from parents/family.
- If they would not receive a scholarship, they would still probably (37%) or certainly (35%) study abroad.

Prospective student survey

Information sources for studying abroad

- Education centres (such as Neso Desk Taiwan), the Internet and the websites of foreign universities.
- Other important sources are education fairs, foreign exchange students or lectures/professors, and friends or fellow students
- Noteworthy: bulletin board systems (forums) on the [PTT website](#) and (websites of) international rankings.

Motivation for studying abroad

- to gain a broader view of life and the world;
- to fulfil interest in foreign culture;
- to gain international experience;
- to improve chances of an international career;

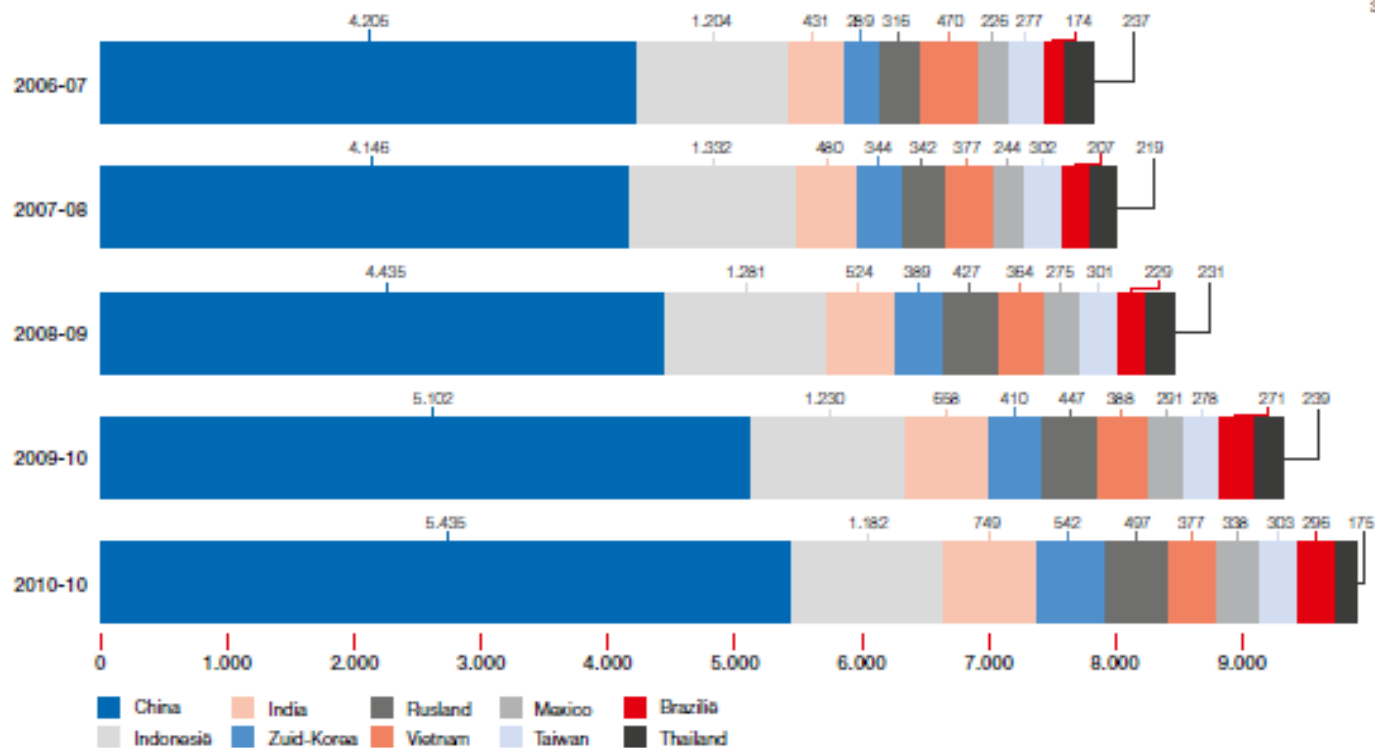
Important aspects in selecting a destination country

- Good reputation of the country in my field
- Affordability of tuition fees and living costs
- Safety and comfort
- Availability of information on studying in this country
- Availability of scholarships

Nuffic mobility statistics

Students from Neso countries/regions with a temporary residents permit in Dutch higher education 2006-2011 (IND)

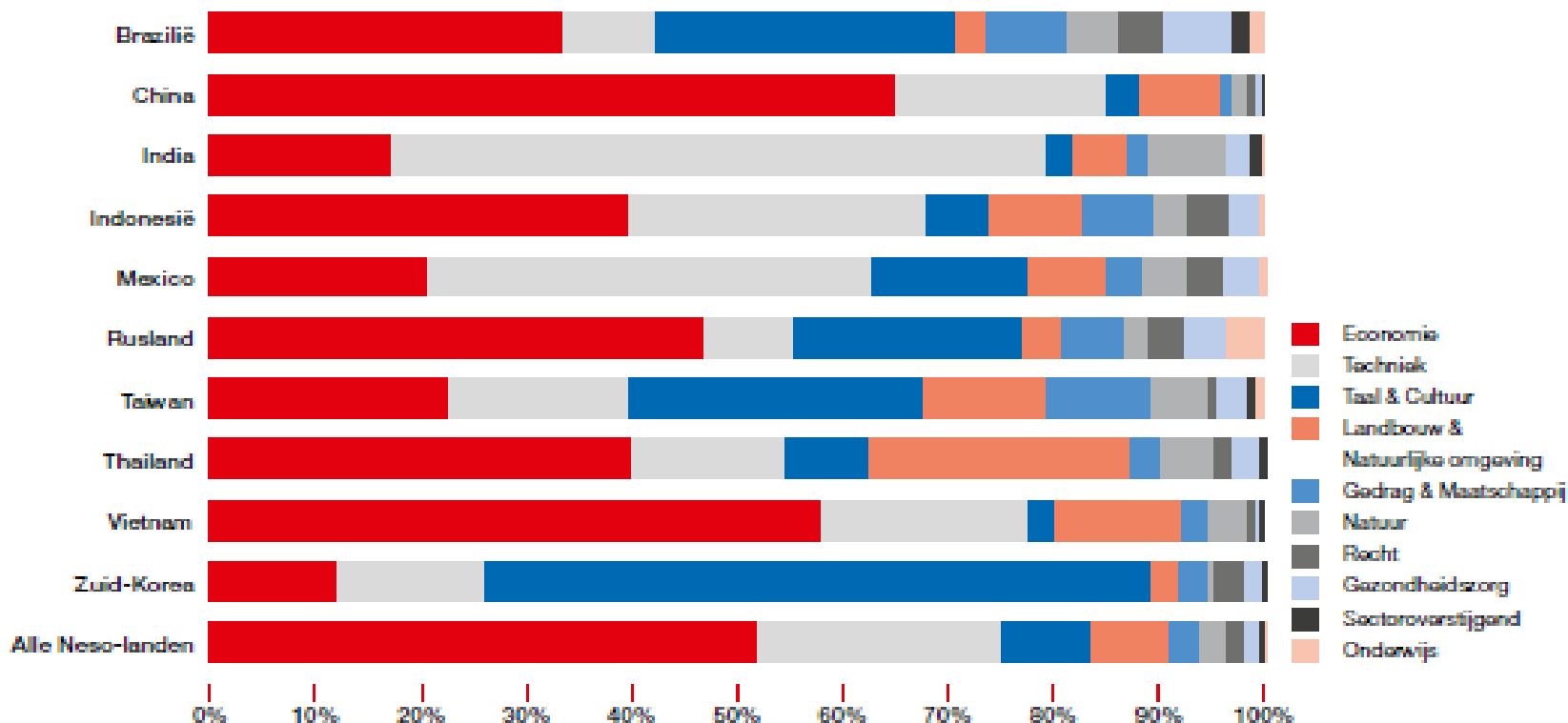
Studenten uit Neso-doellanden/-regio's met een tijdelijke verblijfsvergunning in het Nederlandse hoger onderwijs, 2006-2011



Nuffic mobility statistics

Popular fields of study: Language & Culture, Economics, Technology

Studenten uit Neso-doellanden/-regio's per CROHO-onderdeel, bekostigd hoger onderwijs, 2010-11



Nuffic mobility statistics

**Top 3 Dutch higher education institutions receiving
Tawainese students:**

- 1 Utrecht University**
- 2 TU Delft**
- 3 Wageningen University**

Dutch Higher Education Promotion in Taiwan

- SWOT

Strengths:

1. There is a wide range of English-taught international programmes.
2. Central location in Europe
3. One-year master's programmes are attractive.
4. Similar education structure: a binary system that consists of research universities and universities of applied sciences or professional education
5. Future career opportunities: Search Year (all) & Internship (UAS)

Weakness:

1. Limited market share in Taiwan
2. Long process for and more cost on MVV and VVR
3. Inefficiency of application procedure
4. Limited and expensive housing, such as NO accommodation from Art schools
5. Master-oriented market in Taiwan. This makes it difficult for Dutch UAS to attract undergraduate students
6. The reputation and high quality of Dutch Higher Education Institution name and quality are still not well-known in Taiwan both for academia and local companies.

Dutch Higher Education Promotion in Taiwan

- SWOT

Opportunities:

1. Catch up the trend and win the market: Taiwan MOE's measures to promote internationalization offer many opportunities for foreign education providers, including opportunities for attracting Taiwanese students to the Netherlands
2. Many scholarships and student loans are available
3. Institutional cooperation among universities to break the limited market share of the huge number of study-abroad-students among English-taught countries
4. To use professional and efficient contact window for the application
5. Alumni ambassadors' influence

Threats:

1. Increase of tuition fee and termination of scholarship programs
2. Free tuition and low-cost living expense of other European countries
3. More and more European countries provide English-taught programs
4. Increasing number of TW students to study in China for career preparation
5. Working holidays in UK and other English-speaking countries

Generic Promotion of Dutch Higher Education in Taiwan

- National-wide promotion
 - EEFT, European Education Fair in Taiwan (target on ready-to-go students and future students)
 - In campus “study-abroad fair”, “Study in Holland (SiH) promotion seminar and “OTS Scholarship promotion seminar” (target on fresh graduates and future students)
 - Library, Cultural Center and Youth Hub on-site promotion (target on young professions)
- Nuffic Neso onsite promotion: alumni sharing seminar, university info session and SiH scholarship seminar

Generic Promotion of Dutch Higher Education in Taiwan

2011 European Education Fair Taiwan



Dutch Higher Education Promotion in Taiwan

On-site promotion at Youth Hub



In-campus promotion



Dutch Higher Education Promotion in Taiwan

Alumni Sharing seminar at NESO Desk Taipei



Institutional Cooperation in Taiwan

- Current Status
 - Number of cooperation agreements: More than 70 for Dutch-Taiwanese cooperation agreements (NTU, NTNU, NCCU, NCTU, NTSU, NSYSU, NCKU, etc..)
 - Type of cooperation: staff and student exchange

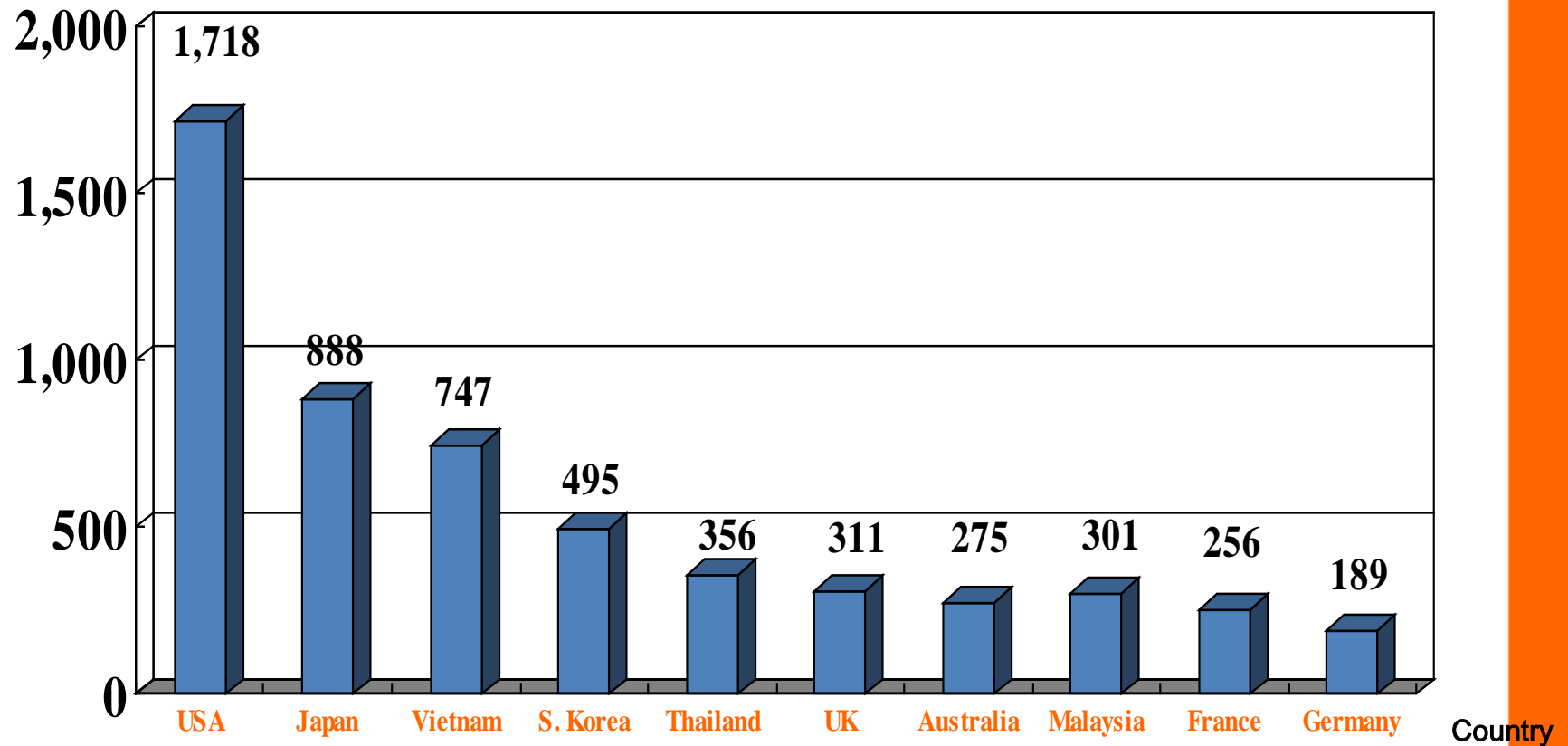
Institutional Cooperation in Taiwan

- Opportunity: catch up the trend in Taiwan
 - To develop the partnerships with Taiwan university to brand your name among professors and students
 - To sign the joint or dual degree program with Taiwan university (Start from the Top 12 universities which has obtained highest funding from Taiwan MOE.)

Inter-university Links between Europe and Taiwan (A)

Agreement No.

Total agreements: 7,094



Inter-university Links between Europe and Taiwan (B)

Among 7,094 agreements, 1,496 agreements have been signed with 30 Countries and 748 institutions from Europe.

	Countries No.	International Institutions No.	Taiwan Institutions No.	Total Agreement No.
International	97	2,732	1,699	7,094
Europe	30	748	583	1,496

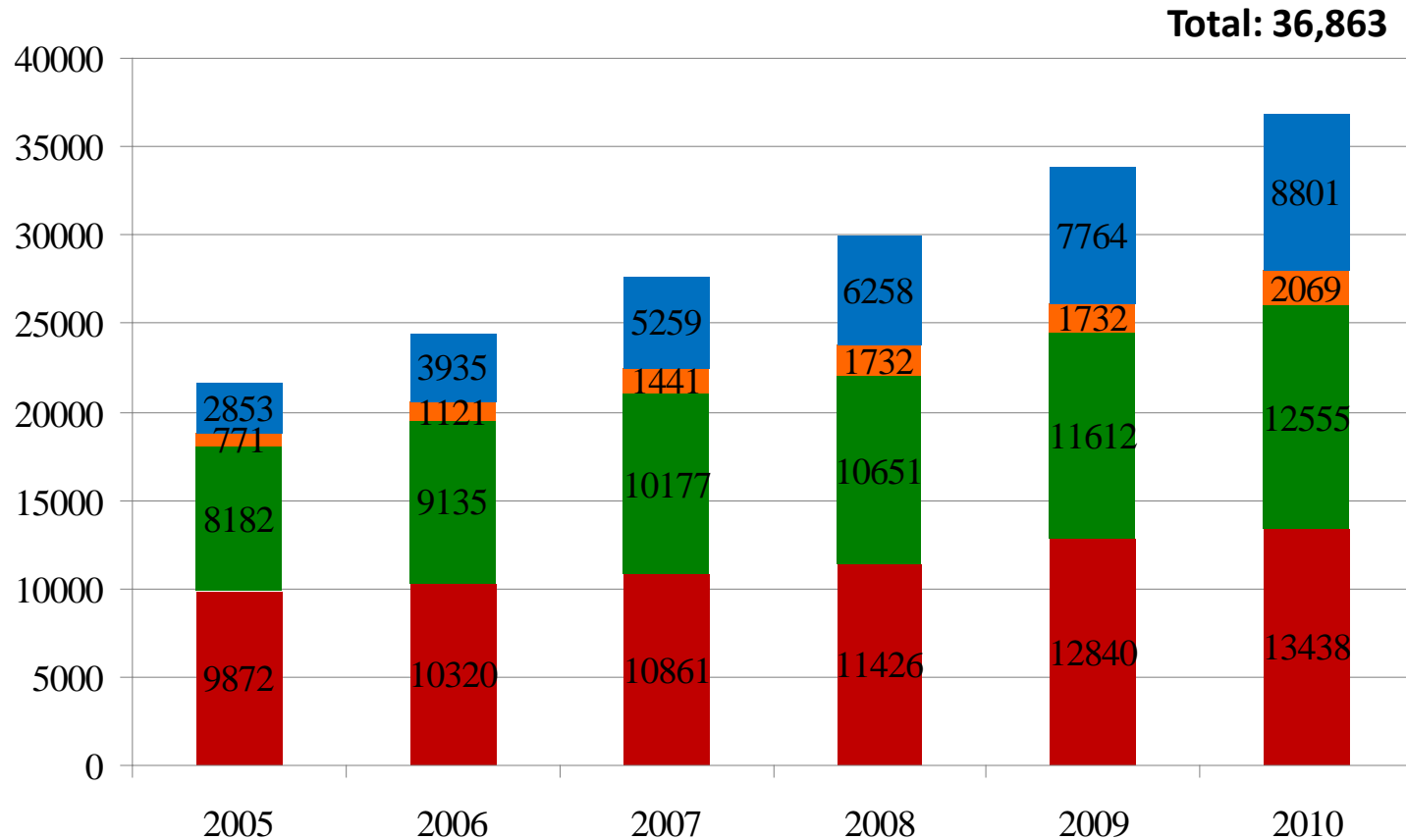
European Countries	Number of Agreements	Number of Taiwan Institutions Signed with	Number of European Institutions Signed with
奧地利(Austria)	43	27	20
比利時(Belgium)	34	17	17
保加利亞(Bulgaria)	4	4	3
克羅埃西亞(Croatia)	4	4	3
捷克(Czech Republic)	62	33	22
丹麥(Denmark)	8	6	6
愛沙尼亞(Estonia)	1	1	1
芬蘭(Finland)	31	21	18
法國(France)	256	49	141
德意志(Germany)	189	52	112
希臘(Greece)	1	1	1
匈牙利(Hungary)	19	13	13
冰島(Iceland)	7	6	3
愛爾蘭(Ireland)	11	6	8
義大利(Italy)	52	23	31
拉脫維亞(Latvia)	10	6	3

Source from MOE Taiwan, Director of BICER, Oct 2011

European Countries	Number of Agreements	Number of Taiwan Institutions Signed with	Number of European Institutions Signed with
列支敦斯(Liechtenstein)	1	1	1
立陶宛(Lithuania)	2	2	2
摩納哥(Monaco)	1	1	1
荷蘭(The Netherlands)	63	31	31
挪威(Norway)	9	6	4
波蘭(Poland)	57	31	34
葡萄牙(Portugal)	2	1	1
羅馬尼亞(Romania)	13	8	8
斯洛伐克(Slovakia)	11	8	7
斯洛維尼亞(Slovenia)	9	9	4
西班牙(Spain)	59	20	37
瑞典(Sweden)	50	22	20
瑞士(Switzerland)	39	27	20
英國(United Kingdom)	311	102	111
俄羅斯(Russia)	137	45	65
合計	1,496	583	748

International Students Studying in Taiwan

- Students pursuing degrees
- Exchange students
- Students learning Mandarin
- Overseas Chinese students



International Students Studying in Taiwan

Year		2010
Total		21,356
Full-time Registered Students (F)		8,801
Mandarin Enrichment Program Students (M)		12,555
Asia	F	6,566
	M	6,766
America	F	1,347
	M	3,177
Europe	F	449
	M	2,060
Africa	F	320
	M	222
Pacific Ocean	F	119
	M	330

Grants to Europe (A)

Mandarin Enrichment Scholarships

To encourage international students to enhance their Mandarin language skills in Taiwan, the MOE provided 297 Mandarin Enrichment Scholarships for 42 countries in 2010 and 93 recipients (31.31%) were from Europe.

Taiwan Scholarships

To encourage promising international students to pursue degree studies in Taiwan, the MOE selected 574 international scholarship winners for the Taiwan Scholarship Program in 2010 and 135 recipients (23.52%) were from Europe.

Taiwan Visiting Scholars

To encourage international scholars to conduct research about Taiwan Studies, the MOE selected 45 Scholars to visit Taiwan in 2011 and 10 scholars are from Europe.

Grants to Europe (B)

Taiwan Studies Program Grants to European Institutions

Country	Institution
Sweden	Lund University
Germany	University Tübingen
The Netherlands	Leiden University
UK	University of Cambridge
	School of Oriental and African Studies, University of London

Grants to Europe (C)

The EU Officials Mandarin Training Program

➤ Short-term training courses: 10 grants per year

- Duration: 2 weeks training program
- Coverage: one round-trip airfare ticket & local accommodations
- There were 10 grant recipients that participated in Mandarin training programs at Fu Jen Catholic University in 2010.

➤ Long-term training courses: 4 to 8 grants per year

- Training programs are for 3 months, 6 months or 1 year
- Coverage: a monthly stipend of NTD 40,000
- There were 3 grant recipients that participated in Mandarin training programs at National Taiwan Normal University in 2010.

Grants to Europe (D)

The EU Officer Taiwan Study Workshop

- Duration : 1 week
- Quota: 10 grants per year
- Coverage :
 - one round-trip airfare ticket
 - local accommodations
 - free courses designed by National Chengchi University in 2010
- There were 10 grant recipients that participated in Taiwan Studies Workshop at National Chengchi University in 2010.



Conducting Feasible Programs of Cooperation to Attract Students and Faculty (A)

➤ **The Faculty and Students Exchange Program**

– Exchange of students:

In 2010, 33,881 Taiwan students studied overseas, and 21,356 international students studied in Taiwan

– Teaching faculty exchange

➤ **Joint /dual Degree Programs**

Taiwan universities cooperated with European universities to offer joint /dual degree programs

Conducting Feasible Programs of Cooperation to Attract Students and Faculty (B)

➤ **Funding programs for encouraging university students to apply for short-term overseas study or internships (STS, 學海系列, Short-Term Study Scholarships):**

- Launched in 2005
- Co-financed
- A maximum of NT\$ 300,000 (\$9,000 USD)
- One semester up to 1 year; at least 1 month internship
- Joint degree or credit study

Conducting Feasible Programs of Cooperation to Attract Students and Faculty (B-1)

➤ **The Short-term Program: Scholarships for Gifted Students to Study Overseas (學海飛颺)**

These scholarships will be provided by the Ministry of Education, Taiwan for gifted students to study overseas.

These students will be able to enroll in exchange or joint degree programs at outstanding international universities. Student selection will be done by the universities in Taiwan.

The Scholarship for Gifted Students includes roundtrip economy airfare, paid tuition fees and living expenses. Each university will subsidize 20% of the total of the Ministry of Education scholarship for each recipient; amounts will vary for recipients depending on the university's subsidy guidelines. The Ministry of Education's maximum subsidy amount will be NT\$ 300,000 per recipient. For 2010, there were 186 students that applied for this scholarship program and to study in Europe.

Conducting Feasible Programs of Cooperation to Attract Students and Faculty (B-2)

➤ **The Short-term Program: Financial Assistance Scholarships for Students to Study Overseas (學海惜珠)**

The Ministry of Education has created a Financial Assistance Scholarship Program to provide economically-challenged students with financial assistance and opportunities to study overseas.

These students will be able to enroll in exchange or joint degree programs at outstanding international universities. Taiwan universities will be responsible for the student selection process.

This scholarship includes roundtrip economy airfare, paid tuition fees and living expenses. Each university will subsidize 20% of the recipient's total Ministry of Education scholarship. During 2010, there were 10 students that applied for this scholarship to study in Europe.

Conducting Feasible Programs of Cooperation to Attract Students and Faculty (B-3)

➤ **The Internship Program: Overseas Internship Programs** (學海築夢)

The Ministry of Education conducted a pilot overseas internship program which sponsored students to work overseas at international companies or professional institutes; in order to provide them with valuable and practical experience. Taiwan universities were responsible for the student selection process.

Ministry subsidies included: roundtrip economy airfare, living expenses and administrative fees for students and faculty members. During 2010, a total of 80 students applied for this program to Europe.

Conducting Feasible Programs of Cooperation to Attract Students and Faculty (C)

- **Government Scholarships for Overseas Study (GSOS, 公費留考): the full scholarship program**
 - Began in 1955
 - Total Scholarships for an Annual Maximum of \$50,000 USD (including tuition fees and stipends)
 - Duration: 3 to 4 years
 - Quota: 120 (39 for Europe in 2010)
 - Written and Oral Tests
 - Obligation: return to Taiwan

- **Partial Government Scholarships for Study Abroad (GSSA, 留學獎學金)**
 - Began in 2003
 - Annual grant of \$16,000 USD
 - Duration: Up to 2 years
 - Quota: 300 (89 for Europe in 2010)
 - Proposal and Oral Test

Nuffic Neso Desk Taipei

Please apply for:

- www.nuffic.nl/marketinformation
- Nuffic newsletter

Contact

www.nesotaipei.org

Q & A