

**EMERGING ACTORS OF THE GLOBAL LANDSCAPE – THEIR  
SPECIFICITY, ROLES, AND LINKS TO ASSOCIATIONS**

**IAU 3rd Global Meeting of Association of Universities**

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**University of Guadalajara  
Guadalajara  
Mexico**

# About the presenter

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**Vice Chancellor the Universiti Utara Malaysia**

Universities in Southeast Asia before independence were mostly set up by the colonial masters to train local people to serve in colonial administrations.

it continued even after these countries were declared independent nations.

- In the past, the status of a Vice-Chancellor (equivalent to the post of President under the American system) was very high, and s/he was usually appointed to be chairman and board member of various governmental organizations. His opinion with regard to various issues of national interests was well sought after.

- Today, the Vice-Chancellor or the university management is no longer seen as the best people to know what is best for that particular university.

- It is partly in this context that the Association of Malaysian Universities came into being.

# Aims

- To self-regulate universities
- To respond to governmental and societal pressure
  - Internationalization
  - International ranking
  - Malaysia to be higher education hub in the Asean region
  - Relevancy of curriculum
- To plan and execute programs for mutual international recognitions

- 20 universities in Malaysia came together to be the pioneer members of this association

# Emerging Actors on the Global Landscape

- Having mentioned that the establishment of Association of Malaysian Universities was to serve local needs, the association must also now be responsive to the new emerging global challenges.

UNIVERSITY OF SASKATCHEWANUNIVERSITI BRUNEI DARUSSALAMYAYASAN WIDYASWARAUNIVERSITAS GAJAH MADAUNIVERSITAS 45 SURABAYAMONASH UNIVERSITYTHAMASSAT UNIVERSITYUNIVERSITAS NEGERI JAKARTAAECOLE SUPERIEURE DES COMMERCIALS D ANGERS (ESSCA)UNIVERSITAS NEGERI PADANGUNIVERSITY OF SALFORDUNIVERSITAS ISLAM RIAUCHULALONGKORN UNIVERSITYUNIVERSITAS NEGERI ANDALASUNIVERSITAS SUMATERA UTARAINSTITUTE OF CERTIFIED MANAGEMENT ACCOUNTS (ICMA)PAKISTAN ADMINISTRATIVE STAFF COLLEGE LAHOREINDIAN INSTITUTE OF FINANCESSVKM NARSEE MONJE INSTITUTE OF MANAGEMENTYANGON INSTITUTE OF ECONOMICSBANGKOK UNIVERSITYMAHIDOL UNIVERSITYUNIVERSITAS NEGERI MEDANUNIVERSITAS ISLAM SUMATERA UTARALAHORE UNIVERSITY OF MANAGEMENT SCIENCESUNIVERSITY OF THE PUNJAB LAHOREUNIVERSITAS 17 AGUSTUSUNIVERSITAS ISKANDARMUDAUNIVERSITAS SRIWIJAYAUNIVERSITAS PADJADJARANUNIVERSITAS TJUT NYAK DHIEINSITUTE TEKNOLOGI MEDANUNIVERSITAS LANCANG KUNINGUNIVERSITAS MUSLIM NUSANTARA WASHLIYAHSZCECIN UNIVERSITYUNIVERSITAS BUNG HATTAASIAN INSTITUTE OF TECHNOLOGYUNIVERSITAS 11 MARETOVERSEAS EDUCATION & MIGRATION CONSULTANTSWALAILAK UNIVERSITYTHE KNOWLEDGE INTERNATIONAL DUBAI UAEUNIVERSITAS PEMBANGUNAN NASIONAL VETERANMURDOCH UNIVERSITYDEAKIN UNIVERSITYUNIVERSITY OF WESTERN AUSTRALIACURTIN UNIVERSITY OF TECHNOLOGYHEBEI UNIVERSITYJAMES COOKS UNIVERSITYINSTITUTE PERTANIAN BAGORINSTITUTE AGAMA ISLAM NEGERI ANTASARIUNIVERSITAS LAMBUNG MANGKURATUNIVERSITAS KOMPUTER INDONESIAUNIVERSITY OF SAINT LOUIS TUGUEGAROOUNIVERSITY OF SCIENCES & TECHNOLOGY, SANA'AUNIVERSITY OF ADELAIDE, AUSTRALIATHE UNIVERSITY OF ADELAIDEESTAR UNIVERSITY, ZINDAGO, SHANDONG, CHINAUNIVERSITAS SRIWIJAYA, INDONESIAUNIVERSITAS ISLAM RIAU, INDONESIAUNIVERSITAS NEGERI PADANG, INDONESIASZCECIN UNIVERSITY, POLANDUNIVERSITY OF SOUTHERN QUEENSLAND, AUSTRALIAUNIVERSITY OF NOTTINGHAM, UNITED KINGDOM

# **Malaysia: A Global Player**

Education is chosen to be the  
major solution

**Table 1**  
**MALAYSIA**  
**Government Annual Operating Expenditure on**  
**Selected Sectors for 2008**  
**(Million)**

<u>Sector</u>	<u>Expenditure</u>	<u>%</u>
Education	RM 35, 355	27.0
Defense	RM 17, 211	13.4

Table 2  
**MALAYSIA**

Government Development Expenditure  
on Selected sectors for 2008 (RM  
Million)

<u>Sector</u>	<u>Expenditure</u>		<u>%</u>
Education	8,483	18.3	
Defense	4,712	10.2	

- Slides on page 13 to page 21 are adapted from the notes prepared by my colleague Sufian Jusoh, NCCR Research Fellow World Trade Institute, Bern Switzerland notes for his presentation at Universiti Utara Malaysia in April, 2009.

# Malaysia's economy

- A high middle-income, export-oriented economy, GDP per capita of \$US6,721 in 2007
- GDP growth: 6.3% (2007), 5.9 % (2006), 4.7% (3<sup>rd</sup> Quarter 2008).
- FDI increased from USD 8.4 billion to USD 12.9 billion in 2008 (53.4% increased, will be halved in 2009)
- More than RM 1 trillion trade (2007), 20th trading nation, 16th most attractive investment destination, 20th in ease of doing business (World Bank 2008).

# Malaysia's position in world trade

(Source: WTO Secretariat 2009)

Appendix Table 4

## Merchandise trade: leading exporters and importers, 2008

Excluding intra-EU (27) trade

\$bn and %

Rank	Exporters	Value	Share	Annual % change	Rank	Importers	Value	Share	Annual % change
1	Extra-EU (27) exports	1928	15.9	13	1	Extra-EU (27) imports	2283	18.4	16
2	China	1428	11.8	17	2	United States	2166	17.4	7
3	United States	1301	10.7	12	3	China	1133	9.1	19
4	Japan	782	6.4	10	4	Japan	762	6.1	22
5	Russian Federation	472	3.9	33	5	Korea, Republic of	435	3.5	22
6	Canada	456	3.8	8	6	Canada	418	3.4	7
7	Korea, Republic of	422	3.5	14	7	Hong Kong, China - retained imports	393 98	3.2 0.8	6 ...
8	Hong Kong, China - domestic exports - re-exports	370 17 353	3.0 0.1 2.9	6 ... ...	8	Mexico	323	2.6	9
9	Singapore - domestic exports - re-exports	338 176 162	2.8 1.4 1.3	13 13 13	9	Singapore - retained imports <sup>a</sup>	320 157	2.6 1.3	22 31
10	Saudi Arabia <sup>b</sup>	329	2.7	40	10	Russian Federation <sup>c</sup>	292	2.3	31
11	Mexico	292	2.4	7	11	India	292	2.3	35
12	Taipei, Chinese	256	2.1	4	12	Taipei, Chinese	240	1.9	10
13	United Arab Emirates <sup>b</sup>	232	1.9	28	13	Turkey	202	1.6	19
14	Switzerland	200	1.7	16	14	Australia	200	1.6	21
15	Malaysia	200	1.6	13	15	Switzerland	183	1.5	14
16	Brazil	198	1.6	23	16	Brazil	183	1.5	44
17	Australia	187	1.5	33	17	Thailand	179	1.4	28
18	India	179	1.5	22	18	United Arab Emirates <sup>b</sup>	159	1.3	20
19	Thailand	178	1.5	17	19	Malaysia	157	1.3	7
20	Norway	168	1.4	23	20	Indonesia	126	1.0	36

Increased in position

Appendix Table 5

## Leading exporters and importers in world trade in commercial services, 2008

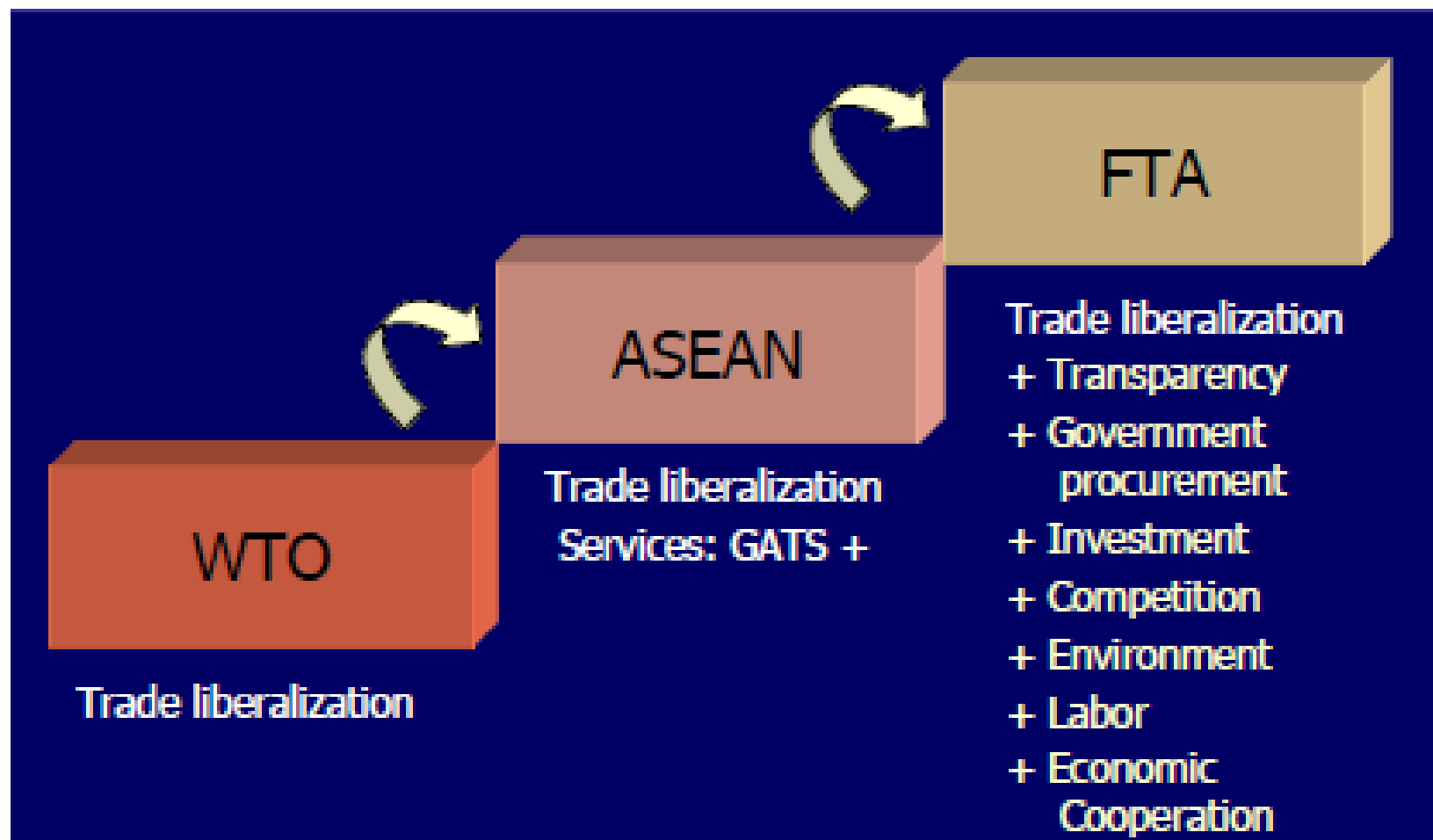
\$bn and %

Rank	Exporters	Value	Share	Annual % change	Rank	Importers	Value	Share	Annual % change
1	United States	522	14.0	10	1	United States	364	10.5	7
2	United Kingdom	283	7.6	2	2	Germany	285	8.2	11
3	Germany	235	6.3	11	3	United Kingdom	199	5.7	1
4	France	153	4.1	6	4	Japan	166	4.8	11
5	Japan	144	3.9	13	5	China <sup>a</sup>	152	4.4	...
6	Spain	143	3.8	11	6	France	137	3.9	6
7	China <sup>a</sup>	137	3.7	...	7	Italy	132	3.8	12
8	Italy	123	3.3	12	8	Spain	108	3.1	10
9	India <sup>a</sup>	106	2.8	...	9	Ireland <sup>a</sup>	103	3.0	9
10	Netherlands <sup>a</sup>	102	2.7	8	10	Korea, Republic of	93	2.7	12
28	Taipei, Chinese	34	0.9	8	28	Saudi Arabia <sup>a</sup>	34	1.0	...
29	Thailand	33	0.9	11	29	Taipei, Chinese	34	1.0	-2
30	Malaysia	30	0.8	5	30	Poland	30	0.9	25

• Drop in share from 1.8% in 2005

# Transformation in Malaysia's trade approach

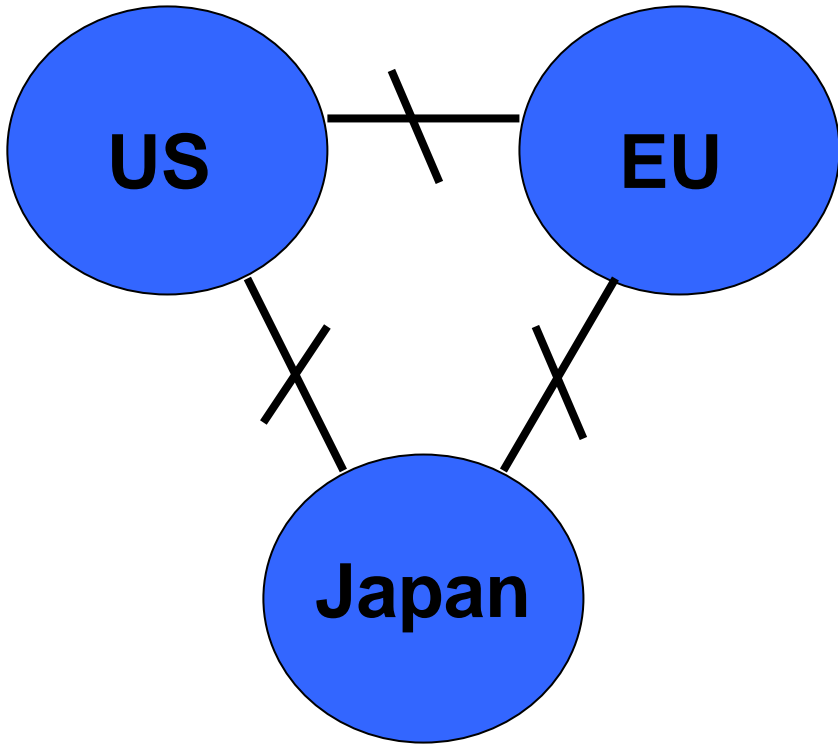
(source: Securities Commission slide, INTRACEN, Geneva)



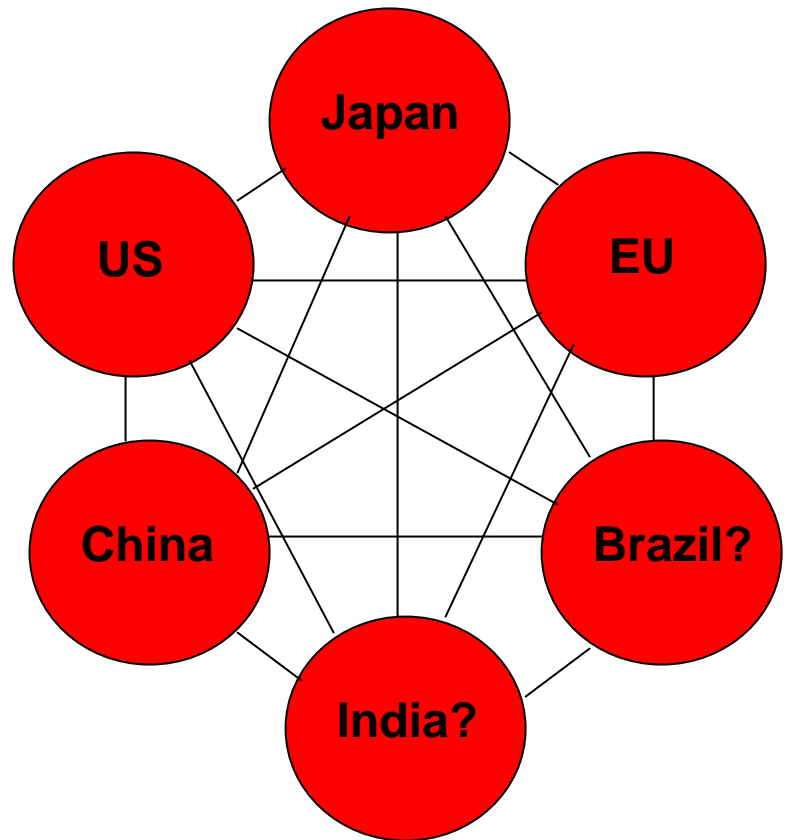
# Malaysia's Trade Liberalisation Policy

- Strong supporter of the multilateral trading system and WTO.
- Active participant in regional economic arrangements, e.g. ASEAN Free Trade Area (AFTA) and the Asia-Pacific Economic Cooperation (APEC).
- A member of the Cairns Group which advocates more liberalised global trade in agriculture.
- Using regionalism and bilateralism to increase trade.

1999

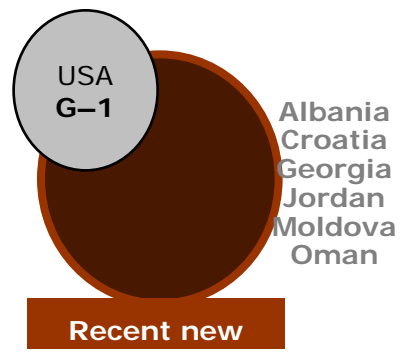


2009





Armenia  
Bulgaria  
FY Rep Macedonia  
Romania



**G-20**

Mexico

India  
China  
Venezuela

Indonesia  
Pakistan  
Philippines

Chile  
Brazil  
Bolivia  
Uruguay  
Thailand  
Paraguay  
Argentina  
Australia  
Canada  
Colombia  
Costa Rica  
Guatemala  
Malaysia  
N Zealand

**Cairns Group**

**LDCs**

Bangladesh  
Cambodia  
Maldives  
Myanmar  
Nepal  
Chad  
Burkina Faso  
Burundi  
Togo  
Central African Rep  
Djibouti  
DR Congo  
Mali  
Gambia  
Guinea  
Guinea Bissau  
Lesotho  
Niger  
Rwanda  
Sierra Leone

**ACP**

Benin  
Madagascar  
Senegal  
Uganda  
Zambia

Botswana  
Cameroon  
Congo  
Côte d'Ivoire  
Kenya  
Mozambique

Belize  
Barbados  
Antigua/Barbuda  
Dominican Rep  
Grenada  
Guyana  
St Vincent/Grenadines  
Trinidad/Tobago  
Jamaica  
Suriname  
St Kitts/Nevis  
St Lucia

**G-33**

Honduras  
Mongolia  
Nicaragua  
Panama  
Peru  
Sri Lanka  
Turkey

R Korea

Iceland  
Israel  
Japan  
Liechtenstein  
Norway  
Switzerland

21

Ch Taipei

**G-90**

**African Group**

**G-10**

S Africa

Source: ICTSD, WTO, Wolfe 2006

Egypt

Tunisia  
Morocco

Angola  
Swaziland

Mauritius

Nigeria  
Zimbabwe

Cuba  
Tanzania

Haiti

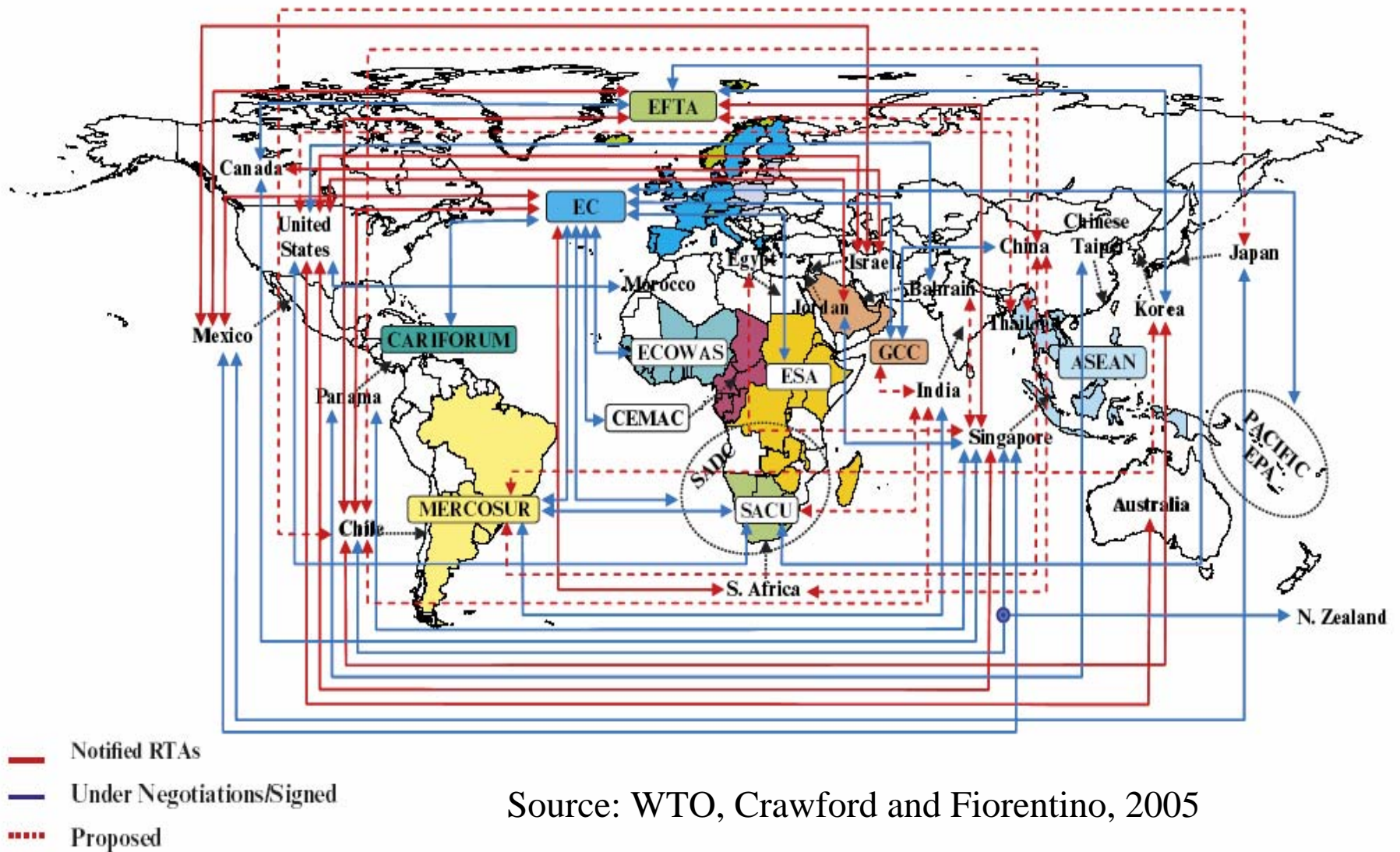
Solomon Islands

Gabon  
Ghana  
Namibia

Papua New Guinea

Hong Kong, Ch  
Saudi Arabia  
El Salvador  
Macao, Ch  
Singapore  
Kyrgyz R  
Qatar  
UAE  
Brunei  
Kuwait  
Bahrain  
Ecuador

# Cross-regional RTAs



# Reasons for regionalism

- More efficient bargaining - Too much time and too little results at the multilateral negotiations
- Learning by doing - Treatment of incomplete issues / not properly addressed in WTO/ new rule making
  - **E.g. Intellectual property**
  - **Services sector**
  - Investment issues
- Request for preferences – reciprocity in market access (more benefit for bigger trade partners)
- **Promote trade regulatory cooperation e.g. mutual recognition and standards setting**

# RTAs go far beyond trade

## (what is in store for Malaysia?)

	Standards	Transport	Customs cooperation	Services	Intellectual Property	Investment	Dispute Settlement	Labor	Competition
<b>U.S.-Led</b>									
US-Jordan	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No
US-Chile	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
US-Singapore	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
US-Australia	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
US-CAFTA	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No
US-Morocco	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No
NAFTA	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>E.U.-Led</b>									
EU-South Africa					Yes	Yes			
EU-Mexico	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
EU-Chile	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
<b>South-South</b>									
MERCOSUR	No	No	Yes	Yes	No	Yes	Yes	No	Yes
Andean Community	No	No	Yes	Yes	No	Yes	Yes	No	Yes
CARICOM	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
AFTA	Yes	Yes	Yes	Yes	No	Yes	No	No	No
SADC		Yes	Yes		Yes	No	Yes		
COMESA	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
<b>Other</b>									
Japan-Malaysia	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	<b>Yes</b>
Canada-Chile	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes
Chile-Mexico	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes

Source: GEP 2005

- Higher education in Malaysia too is given no choice but to go global
- The role of Association of Malaysian Universities (AMU)

# Equitable Access: Internationalization versus Local Demands

- In *Universiti Utara Malaysia*, presently foreign students from about 35 countries in the world form about 10 percent of the student population of 20,000.
- Nationally, there are 14,324 foreign students studying in Malaysian Public Universities and 33,604 in private higher education institutions recorded in 2007.

Table 3  
**MALAYSIA**

Intake of Students in Public Higher Education -  
(Comparison between 2002 and 2007)

<u>Level</u>	<u>2002</u>	<u>2007</u>
Bachelor	35,734	76,597
Master	8,993	12,398
Ph.D	828	3,128

Table 4  
**MALAYSIA**

Intake of Students in Private Higher Education  
(Comparison between 2002 and 2007)

<u>Level</u>	<u>2002</u>	<u>2007</u>
Bachelor	28,626	43,625
Master	2,035	1,895
Ph.D	57	304

Table 5  
**MALAYSIA**

Enrolment of Students in Public and Private Higher Education  
 (Comparison between 2002 and 2007)

<b><u>Level</u></b>	<b><u>2002</u></b>		<b><u>2007</u></b>	
	<b>Public</b>	<b>Private</b>	<b>Public</b>	<b>Private</b>
Bac.	184,190	67,062	247,881	140,699
Mast.	25,527	4,019	30,383	4,372
Ph.D	3,882	197	10,167	966

# **The Sudden Increase of Post-Graduate Student population**

# **Advancement of Knowledge versus Graduate Employability**

## MALAYSIA

- in the year 2000 alone the number of unemployed graduates was as many as 42,500, and the number has continued to increase to 68,000 in 2003, and by 2004, there were 74,182 jobless graduates.

# **English Language versus National Language**

- Most reputable international journals will only entertain research reports written in English. A consequence of which, researchers, for the sake of their career advancement, would tend to do work in the area that will ensure that their work becomes publishable in journals that use English.

- When citation is taken as one of the majors factors in ranking universities the world over, again, the use of the international lingua franca, English will be the all powerful determining factor.

# ASEAN Problem

It is rather easier for ASEAN universities to collaborate with universities as far as Canada, USA, Europe, and Australia, than among universities in their geographical region

Unlike accreditation in the USA where it is meant for members of the group to self-regulate, the thinking of ASAIHL members has always been legalistic. It is argued that it has no legal power to enforce its decisions over institutions in the region.

# **To Cross the ASEAN Border**

- Economically, the EU and ASEAN have yet to conclude their trade liberalization agreement. The EU puts a condition that they can only sign the agreement with ASEAN if it is without Myanmar (previously Burma), while Asean insists that any agreement to sign must include Myanmar. Political sentiments have crept into economic matters.

- Is it, therefore, possible for Malaysia to be a signatory of the Bologna Process and Lisbon Treaty under the umbrella of the EU?

- To cross the border individually is very costly. Can it then be done using an association as a better instrument of proactive action? How can an association like the AMU and IAU play their role?

It is not impossible that the power of influence from reputable communities of relevant local and global stakeholders who operate from a broader platform but with specificity of roles will be able to win over the powers that be, the national governments, and to lead them to agree to loosen their grip over university affairs in light of the emerging global landscape of education in the new millennium.

Can IAU be a parrallel organization  
to WTO?

## ***WTO***

- Free flow of capital
- Free flow of goods and services
- Free flow of human resource
- Regulating standards

## ***IAU***

- Free flow of ideas
- Free flow of academics and students
- Free flow of research processes
- Accreditation

Thank you