



**Designing a Relevant and Innovative Entrepreneurship Education:  
Towards Mutual Recognition of Qualifications  
in ASEAN, East, and South Asia**

October 23-25, 2017 • Manila, Philippines

*Co-organized by*

*UNESCO Asia and Pacific Regional Bureau for Education, Bangkok, Thailand  
Commission on Higher Education, Philippines,  
Miriam College, Philippines*

**PROGRAMME**

Sunday, 22 October 2017

ARRIVAL | Hotel

**DAY 1**

Monday, 23 October 2017

Curriculum, Pedagogy, Sustainability

08:30 – 09:30

MARCO POLO  
ORTIGAS

**Opening Session | National Anthem**

**A Moment of Silence: A Commemoration: Dr. Gwang-Jo Kim**  
Director, UNESCO Bangkok, Thailand (1955-2017)

- **Welcome Remarks**
  - **Dr. Rosario O. Lapus**, President, Miriam College, Philippines
- **Introduction of Participants**
  - **Dr. Antonio M. Lopez**, Program Chair, 6<sup>th</sup> UNESCO APEID Meeting, Philippines, UNESCO EE-Net, Philippine National Chapter, Miriam College, Philippines
- **The 6<sup>th</sup> UNESCO-APEID Meeting Overview and Objectives**
  - **Dr. Libing Wang**, Chief, Educational Innovation and Skills Development (EISD), UNESCO Bangkok, Thailand
- **Keynote Speech: The New Higher Education Landscape Towards Sustainability and Development Goals In and Beyond ASEAN**
  - **Hon. Patricia B. Licuanan**, Chair, Commission on Higher Education, Republic of the Philippines

09:30 – 10:00

**Group Photo | Coffee Break**



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**Monday, 23 October 2017**

10:00 – 12:00  
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**Plenary 1: Setting the Scene Towards Mutual Recognition of Qualifications in ASEAN, East and South Asia**

**Moderator: Professor Zarina Salleh**, Assistant Vice Chancellor Entrepreneurship (Acting), Director, Malaysian Academy of SME & Entrepreneurship Development, Malaysia

- A. The Revised UNESCO Regional Convention on the Recognition of Studies, Diplomas and Degrees in Higher Education in Asia and the Pacific**
  - **Dr. Libing Wang**, Chief, EISD, UNESCO Bangkok, Thailand
- B. A Model for Designing a Mutually Recognized Qualification, Curriculum and Agreement**
  - **Atty. Lily Freida M. Milla**, Director, International Affairs Office, Commission on Higher Education, Philippines
- C. An East Asian Model for Designing a Mutually Recognized Qualification, Curriculum and Agreement**
  - **Professor Xiaozhou Xu**, Dean, Academy of Humanities and Social Sciences, Zhejiang University, China
- D. A South Asian Model for Designing a Mutually Recognized Qualification, Curriculum and Agreement**
  - **Dr. Hilary Elmo De Silva**, Director General, Sri Lanka Institute of Advanced Technological Education, Sri Lanka

**Open Forum**

12:00 – 13:00

**Lunch | Networking | Exhibit viewing**

13:00 – 15:00  
MARCO POLO  
ORTIGAS

**Plenary 2: Teaching Entrepreneurship from the Entrepreneurial Perspectives**

**Moderator: Dr. Xinyao Ng**, Director, Alt Advisory, Singapore

- A. Teaching the Challenges of Start Ups to Aspiring Entrepreneurship Students**
  - **Mr. Doy Roque**, M2COM | Media Meter, Malaysia, Singapore, Philippines
- B. Learning Journeys to Teach for Growing, Diversifying, Globalizing and Sustaining Enterprises**
  - **Mr. Johnlu Koa**, French Baker, Philippines



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**C. Asian Business Champions: What Educators Can Learn and Teach To  
Develop Champion Entrepreneurs**

- **Dr. Federico M. Macaranas**, Asian Institute Management, Philippines

**D. Accelerating Work Achievement and Readiness for Employment 2  
(AWARE 2) in Thailand, Philippines and Indonesia**

- **Ms. Sattiya Langkhapin**, Regional Project Director, Education  
Development Center, Thailand

**Open Forum**





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**Monday, 23 October 2017**

**Breakout Sessions**

<p>15:00 – 17:00 MARCO POLO ORTIGAS with coffee/snacks</p>	<p><b>Breakout Session 1: Qualifications, Program Outcomes, Standards, Curriculum</b></p> <p><b>Facilitator: Dr. Libing Wang</b>, Chief, EISD, UNESCO Bangkok, Thailand</p> <p><i>Brief:</i> This session discusses the foundation framework for finding the common terms and standards for an entrepreneurship curriculum and program within the domain of a “Mutually Recognized Agreement” (MRA) for the ASEAN/South Asia/East Asia to be achieved by 2030.</p>
<p>15:00 – 17:00 MARCO POLO ORTIGAS with coffee/snacks</p>	<p><b>Breakout Session 2: Qualifications and Standards for Entrepreneurship Teaching, Training and Development</b></p> <p><b>Facilitator: Dr. Paz H. Diaz, Philippines</b>, Small Enterprises Research and Development Foundation (SERDEF), Philippines</p> <p><i>Brief:</i> This session focuses on the needed training and development for trainer, teacher/faculty or educator which matches the dynamic nature of entrepreneurship education with an objective to identify teaching and learning models that work.</p>
<p>15:00 – 17:00 MARCO POLO ORTIGAS with coffee/snacks</p>	<p><b>Breakout Session 3: A Model for Curriculum Standards, Policies, and Guidelines</b></p> <p><b>Facilitator (1): Dr. Antonio M. Lopez</b>, Co-Chair, Technical Panel for Business, Entrepreneurship, Office Administration, Commission on Higher Education (CHED), Philippines</p> <p><b>Facilitator (2): Ms. Sonia T. Aquino</b>, Member, Technical Panel for Business, Entrepreneurship, Office Administration, Commission on Higher Education (CHED), Philippines</p> <p><i>Brief:</i> This session aims to help academic institutions develop their own entrepreneurship curriculum framework and approaches as the springboard towards encouraging country committees, network or consortium to design the curriculum framework guidelines or model for entrepreneurship.</p>
<p>17:00</p>	<p><b>End of Day 1</b></p>

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**DAY 2**

**Tuesday, 24 October 2017**

**Emerging Education Hybrids in Entrepreneurship Development**

09:30 – 10:15  
MARCO POLO  
ORTIGAS

**Opening Session**

**Recap of Day 1**

- **Keynote Speech: Aligning National Development Goals with Entrepreneurship Education**
  - **Hon. Ramon Lopez**, Secretary, Department of Trade and Industry, Republic of the Philippines

10:15 – 10:45

**Group Photo**

**Tuesday, 24 October 2017**

10:45 – 12:30  
MARCO POLO  
ORTIGAS  
with coffee/snacks

**Plenary 3: Understanding Better the Entrepreneurship Education Landscape from Diverse Lenses**

**Moderator: Rajeev Roy**, CEO, 36Inc., India

**A. Role of Women in Development**

- **Prof. Aurora J. De Dios**, Women and Gender Institute Director; Representative to the ASEAN Commission on Protection of Women and Children (ACWC), Philippines

**B. Technology, Innovation and Entrepreneurship**

- **Dr. Lerwen Liu**, National University of Singapore/KMUT Adjunct; Managing Director, Nano Globe Pte. Ltd., Singapore

**C. The Underserved Groups: Non-formal Entrepreneurship Education for Inclusive and Sustainable Growth**

- **Dr. Swetal Sindhvad**, Education Specialist, Founder of I3Development, USA

**Open Forum**

12:30 – 13:30

**Lunch | Networking**

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Breakout Sessions	
13:30 – 15:30 MARCO POLO ORTIGAS with coffee/snacks	<p><b>Breakout Session 4: Entrepreneurship Core Course Content, Facilities and Expected Competencies</b></p> <p><b>Facilitator: Dr. Suhaiza Zailani</b>, Director, Entrepreneurship Centre, University of Malaya, Malaysia</p> <p><i>Brief:</i> This session aims to identify common/recognized entrepreneurship education core courses, facilities, tools, and the expected competencies and skills to be part of the education development plans.</p>
13:30 – 15:30 MARCO POLO ORTIGAS with coffee/snacks	<p><b>Breakout Session 5: Mainstreaming Women and Social Entrepreneurship Education as a Strategic Approach to Development</b></p> <p><b>Facilitator: Dr. Theresa C. De Vela</b>, Executive Director, Women and Gender Institute, Miriam College, Philippines</p> <p><i>Brief:</i> Mainstreaming entrepreneurship for women as well as social entrepreneurship are recognized as one strategic approach for inclusive socio-economic development. This session aims to consider how women and social entrepreneurship education should be part of the relevant education discipline in this disruptive and dynamic Asian environment.</p>
13:30 – 15:30 MARCO POLO ORTIGAS with coffee/snacks	<p><b>Breakout Session 6: Program Assessment and Research</b></p> <p><b>Facilitator (1): Professor Satyajit Majumdar</b> and <b>Facilitator (2): Raviraj Durwas</b>, Tata Institute of Social Sciences, India</p> <p><i>Brief:</i> This session explores innovative ways and means to assess performance of key players in teaching and learning entrepreneurship from program, administration, faculty and student performance/competency outcomes. Likewise, this session attempts to identify potential research areas and topics for joint studies to improve the quality of entrepreneurship education, delivery and management.</p>
16:00	<b>End of Day 2</b>



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**DAY 3**

**Wednesday, 25 October 2017**

**Leadership, Governance, and Innovation for an Entrepreneurial Society**

07:30 – 08:00	<b>Departure from Marco Polo Hotel to Miriam College</b>
09:00 – 09:30 Miriam College: Henry Sy Sr. Innovation Center Lobby (HSSIC)	Viewing of Department of Entrepreneurship Mini-Buklod Exhibit
09:30 – 10:15 HSSIC	<p><b>Opening Session</b></p> <p><b>Recap of Day 2</b></p> <ul style="list-style-type: none"> <li>• <b>Keynote Speech: Collective Efforts of Stakeholders in Education Towards a Prosperous Entrepreneurial Society</b> <ul style="list-style-type: none"> <li>○ <b>Hon. Paolo Benigno A. Aquino IV</b>, Senator, Republic of the Philippine</li> </ul> </li> </ul>
10:15 – 10:45	<b>Group Photo   Coffee Break</b>
10:45 – 12:30 HSSIC	<p><b>Plenary 4: Fuelling Innovation for an Entrepreneurial Society</b></p> <p><b>Moderator: Dr. Lakshman Wijewardene</b>, Director, National Enterprise Development Authority, Sri Lanka</p> <p><b>A. Creative Design Thinking, Mindset, and Innovation for Entrepreneurship and Business in Higher Education</b></p> <ul style="list-style-type: none"> <li>○ <b>Dr. Xavier Parisot</b>, Co-Founder, The Institute for Knowledge &amp; Innovation, South-East Asia, Bangkok University, Thailand</li> </ul> <p><b>B. Global Education for SDG2030 on Empowering the Youth through Social Innovation, and Entrepreneurship Education, Alliances, and Sustainability</b></p> <ul style="list-style-type: none"> <li>○ <b>Mr. Rior Santos</b>, UNV/United Nations Development Programme, Bangkok, Thailand</li> </ul> <p><b>C. Leadership and Good Governance Matters</b></p> <ul style="list-style-type: none"> <li>○ <b>Dr. Ronald U. Mendoza   Mr. Jerome Patrick Cruz</b> (co-presenters), Ateneo School of Government, Philippines</li> </ul> <p><b>D. The Industry as Enablers and Innovators for Entrepreneurial Growth   Where doing good is good for business and for all</b></p> <ul style="list-style-type: none"> <li>○ <b>Mr. Ariel Alcantara</b>, President, Country Managing Director, 3M Philippines</li> </ul>

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	<ul style="list-style-type: none"> <li>○ <b>Mr. Oscar S. Reyes</b>, President, Chief Operating Officer   Managing Director, MERALCO, One Meralco Foundation, Philippines</li> </ul> <p><b>Open Forum</b></p>
12:30 – 13:30	<b>Lunch   Networking</b>
<b>Wednesday, 25 October 2017</b>	
13:30 – 14:15 HSSIC	<p><b>Plenary 5: Synthesis and Connectivity: The Way Forward</b></p> <p><b>Moderator (1): Ms. Lay Cheng Tan</b>, Programme Officer, UNESCO Bangkok, Thailand</p> <p><b>Moderator (2): Maria Luisa B. Gatchalian</b>, Programme Officer UNESCO EE Net, Miriam College, Philippines</p>
14:15 -16:00	<p><b>Part 1: Synthesis and Connectivity: Spring-boarding – Call for Country Consortium/Network Meeting by region</b></p> <ol style="list-style-type: none"> <li>ASEAN</li> <li>East Asia</li> <li>South Asia</li> <li>Others</li> </ol> <ul style="list-style-type: none"> <li>○ Recap of key points and outcomes of meetings and Finding common grounds   consortiums</li> </ul> <p><b>Part 2 : The Way Forward: Brief Meeting Consortium/Network</b></p> <ol style="list-style-type: none"> <li>ASEAN</li> <li>East Asia</li> <li>South Asia</li> <li>Others</li> </ol> <ul style="list-style-type: none"> <li>○ Resolutions: Action plans for moving forward</li> </ul>
16:00 – 16:15 Paz Adriano Theater	<p><b>Closing   Farewell Ceremony</b></p> <p><b>Moderator: Maria Luisa B. Gatchalian</b>, Programme Officer, 6<sup>th</sup> UNESCO APEID EE Meeting, 2017, Miriam College, Philippines</p> <ul style="list-style-type: none"> <li>• <b>Dr. Antonio M. Lopez</b>, Country Chair, 6<sup>th</sup> UNESCO APEID EE Meeting, 2017 Closing Remarks</li> <li>• <b>Dr. Libing Wang</b>, Chief, EISD, UNESCO Bangkok Closing   Announcement of the 7<sup>th</sup> UNESCO-APEID Meeting</li> </ul>





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16:15-17:15 MMJ Foyer	<b>Farewell Program   Reception Distribution of Tokens and Certificates to Participants</b>
17:30	<b>END OF PROGRAMME   Back to Hotel</b>

**Thursday, 26 October 2017  
Hotel Check-out**

