



Silkroad

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ABOUT OIC

Internationalization has been one of the endeavors of National Chengchi University (NCCU). As a result, the Center of International Education and Exchange (IEE) was established in 2004, which later became the Office of International Cooperation (OIC). Under the leadership of the first director of the Center, Dr. Yeh-Yun Lin, numerous goals were set, which included increasing the quantity and quality of English-taught courses and programs at NCCU, creating an international learning environment, and expanding international student and faculty exchange.

In 2006, Dr. Shu-Heng Chen took over the leadership of IEE. Under his guidance and management, IEE/OIC has continued to carry forward and enhance the goals and ideals of globalization. In 2012/2013 academic year, the total numbers of NCCU's university level partners have been increased to over 260, the total numbers of incoming and outgoing exchange students have been increased to 1,000 each year, and there are over 500 degree seeking international students at NCCU.

In order to receive and manage the large number of international students, extensive efforts have been developed to create an international environment, e.g. the establishment of over 600 English taught courses, Chinese language teaching, numerous social, cultural, and academic activities to service foreign students. In addition, OIC has initiated programs to encourage Faculty Ambassador and Faculty/Researcher Exchange.

What's driven the OIC leader and staff to initiate and continue to develop this endeavor is the strong sense of vision and mission - to benefit students and faculty to expand their global academic and cultural horizon, and to provide opportunities for them to be trained as valuable social leaders and global citizens. The numbers of exchange activities may continue to vary, but the unity of vision and mission will never waiver.

Visiting Guests		
NATION	INSTITUTION	DATE OF VISIT
Japan	Utsunomiya University	2014.07.21
USA	Western Kentucky University	2014.07.22
Switzerland	Zurich University of Applied Science	2014.07.22
Indonesia	Universitas Airlangga	2014.08.06

Internationalization peaks in the past eight years during Dean Chen's term

Story by Lauri Wei Lu

Dr. Shu-Heng Chen has been working as the Dean of the [Office of International Cooperation \(OIC\)](#) for the past eight years from 2006 to 2014, putting all his heart into internationalization at National Chengchi University (NCCU). During these glorious eight years of his term, he not only raised the number of [partner universities](#) notably from 50 to 260, but also forged valuable and solid international bonds both inside and outside of university. During an interview, Dr. Chen shared with us his experiences at the OIC, his endeavors, challenges, memories and visions for the future.

For Dr. Chen, these eight years in office were a gift of experience - something other professors may not have the chance to do. "It gave me a very long horizon for long-term planning," he said, "things that require time and opportunities to develop." Taking note of the portfolio and distribution of partner schools, Dr. Chen targeted institutions that best fitted the NCCU's needs, reaching out into different corners of the world to bring all kinds of cultures and elements to NCCU campus.

Building various collaboration frameworks with so many institutions has not been an easy job. "The true difficulty," Dr. Chen explained, "lies not in finding the partners, but in how we substantialize the relationship. We tell ourselves that the relationships we establish will not just be a piece of paper, but will evolve into either student or faculty exchange." This conviction led him to transform NCCU into an ideal study destination for international students. By encouraging more NCCU colleagues to develop English-taught courses and incorporating the [Chinese Study Program](#) into the exchange curriculum modules, he successfully established NCCU as a gateway to Taiwan, education hub in Asia-Pacific region, and the entire Chinese society. "In every four or five exchange students," Dr. Chen said proudly, "there is one perfectly devoted to studying Chinese. By providing a good learning environment for exchange students to learn not only disciplinary courses, but also language and culture, we are enhancing the value of their stay here, and increasing the chance of us sending our students to their home universities."

Building open communication channels also helped tighten the connection with partners. Dr. Chen has always believed in the power of communication, training his staff to personally know the contact person at each of the 260 partner universities. "Seeing people face to face makes it easier to communicate and gain trust," he stated. He also sent



Photos by Alonso Gao

Dr. Shu-Heng Chen (right) proudly presents the wall of more than 260 partner universities to Silkroad journalist Lauri Lu (left).

out his staff to International Education Fair each year to greet and exchange ideas with their contact windows. On the other hand, inside NCCU, the OIC plays the part of helping other academic units and offices become attuned to international affairs, for instance, encouraging student societies to be more foreigner-friendly. This atmosphere can be seen in the NCCU Football Team, containing players from 16 countries, [winning the championship at the University Football Association](#) this year. "If we can integrate the participation of international students," Dr. Chen reasoned, "we could give new life to student societies." He then proceeded with an analogy describing the OIC's role in relation to NCCU, "The school is like a restaurant," he explained patiently, "The OIC is the waiter - we take the order, but we need the chefs to cook the dishes. We cannot operate alone, but we can learn how to take the order, how to design the menu, and how to attract more customers." More importantly, learning how to communicate internationally can be a vital skill that future employees require to survive in this age of globalization and open markets. The international atmosphere at NCCU provides valuable international experiences for our students.

Near the end of the interview, when asked what advice he would give to his successor, Dr. Chen replied jokingly, "If there's a problem, fix it; if there's no problem, don't fix it!" And for NCCU students, "Ask yourself the question: what can you contribute to help our campus become more international?"

Having dedicated the past eight years to bringing NCCU more visible on the world stage, Dr. Chen looks back on these days with pride and satisfaction, calling it the highlight of his life. "Standing in this position, you get to see your home, your family, being widely accepted by many partner universities who value our education and our collaboration," he said. "We are building bridges, and every time we build a new bridge; that is the most enjoyable moment."

NCCU International Summer School strengthens relationship with NAHSS



Photo by OIC

As part of the 2014 NCCU ISS excursions and field trips scheduled on Thursday, July 17 NAHSS and JMU students visit the [Yingge Ceramic Museum](#), joining a very challenging DIY activity which, to everyone's surprise, took much less time for everyone to master.

Story by Daniel Antonio Guzman Briman

The Netherlands-Asia Honours Summer School (NAHSS) joined the 2014 NCCU International Summer School (ISS) as part of their annual pioneer projects implementations, in which they aim to motivate outstanding Dutch students to experience the dynamics of Asia by spending a summer abroad in Taipei City. This is the second consecutive year that NAHSS has joined and actively participated in the NCCU ISS.

The NAHSS project was founded and organized in 2012 by a unique public-private partnership between Dutch universities, companies and government ministries. The founders acknowledge China's increasing importance in the international scenario, therefore they want to provide outstanding Dutch students the opportunity to spend a whole summer living and studying in Asian cities. After the academic program at the different locations, all NAHSS delegates reunite to participate in the business week in Shanghai.

This unique triple helix program, in which the public, private and academic world participates, grants access to excellent Asian universities in Beijing ([Peking University](#)), Hong Kong ([Chinese University of Hong Kong](#)), Shanghai ([Fudan University](#)) and Taipei ([NCCU](#)). Furthermore, selected delegates also get access and insights into the strong network of Dutch and Asian institutions that support the NAHSS by conducting several business visits.

This year's international summer school also counted with the

participation of students from James Madison University (JMU), who joined the NCCU's summer program for the first time following the bilateral short term program collaboration last year 2013.

The 2014 NCCU ISS kicked off on Monday, June 30 with a NAHSS pre-orientation, followed by the ISS formal orientation, where JMU students joined. Both orientations provided students with detailed information about NCCU campus and their summer studies program.

While attending the 2014 NCCU International Summer School, NAHSS and JMU students focused on the eight academic intensive courses in the fields of Management, International Business, Social Sciences, and Humanities, focusing on the aspects of Taiwan, China, and East Asia. The summer program also provided international students with a variety of [well-designed excursions](#) as well. They were taken to the most significant cultural and historical attractions in the Greater Taipei areas like [Shilin Official Residence](#), [Office of the President](#), [Yingge Ceramic Museum](#), [Yangminshan National Park](#), etc.

The 2014 NCCU ISS provided a meaningful and unforgettable experience to all participants, who, while studying at NCCU, were able to enhance their knowledge in international business, culture, economics, politics, history, and Mandarin Chinese. The International Summer School program also gave them an opportunity to meet and interact with international students from all corners of the world with diversified cultural and social background. NCCU ISS is very proud of [this year's positive feedback](#) and hopes to keep strengthening relationships with both NAHSS and JMU in upcoming years.



Photo by OIC

During the excursion to [See-Join Puppet Theater](#), the most representative traditional theater in Taiwan, students enjoyed and learned the art of hand puppet making.

NCCU student reflects on valuable internship experience in Washington D.C.

Story by Vitto Adrianus

The Washington Center for Internships and Academic Seminars (TWC) had re-opened their application for Prudential Foundation Global Citizens Program that would allow Taiwanese students to undertake an internship in Washington D.C. Sponsored by the Prudential Foundation, this upcoming 15-week long spring internship program will start on January 26, 2015, and it offers scholarships to up to twenty students selected from universities in six countries, including Brazil, India, China, Japan, South Korea, and Taiwan.

During application and selection process, candidates are thoroughly evaluated and interviewed to ensure the suitability of the candidates. These interviews also allow the program to match students' interests and career paths with the suitable company. The scholarship program also covers most of students' expenses, such as the tuition, the dormitory, and airfare. In addition to gaining a valuable work experiences in American company, students are offered various academic courses, seminars and forums, and participate in a civic engagement project.

Current National Chengchi University (NCCU) graduate student Ms. Afra Lee, fresh from the experience, having just completed the aforementioned internship in May 2014, had taken a lot of positives from her experience in the U.S. capitals. "I could think of many benefits from this. I was



Ms. Afra Lee (third from right, white suit) walks around the street during her internship period in Washington D.C.

working mainly for financial advisory firm and learned a lot. Furthermore, each week, professionals from different companies would come and talk to you about career, leaderships. Last but not least, I got to visit different companies as well," said Ms. Lee.

Ms. Lee was also very impressed with the service that TWC provided, as some of the their staff and advisors had been very helpful and had gone an extra mile to help the students, "They would talk to students about career choices, they would visit our internship sites, and they would make sure that each and every student is taken care of." In addition to doing some tutoring for her civic engagement project, she also wrote a portfolio as a part of the program, which included reflections of the learning experience in Washington.

Basing on her completed internship, Ms. Lee explained why other NCCU students should have no hesitation to follow suit, "It's really different than being an exchange student. Not every day one would get a chance to actually choose a company that you want and get something from that. It is the best way for college students to enhance their career."

On top of the aforementioned benefits, the internship's location being a capital city of the United States, according to Ms. Lee, put an icing on the cake for participating students, as they got to enjoy such a vibrant city and explored various events offered by the state, such as cherry blossom festival and the embassy open houses.



Ms. Afra Lee (left) makes friends from different countries during her time in Washington D.C.

Bargain as a diplomat

Story by Carrie Huang

“oikos Model WTO,” sponsored by the [World Trade Organization \(WTO\)](#), is held annually in April in Switzerland. Through CVs and essays examination, oikos selects around 50 participants each year to form ten delegations and to negotiate in various committees, aiming at helping students who study related subjects to increase their understandings of the execution and laws of the WTO.

Winning the “Best Delegation” award at the “oikos Model WTO,” the Paraguayan diplomacy senior, Ms. María del Carmen Fleitas Delgado, said that she believed the sufficient understanding of the state’s position was the key for her team to win the prize.

Comparing to the [New York Model United Nation](#), which Ms. Fleitas participated in last year, she thought that oikos was better-designed. According to her previous experiences, what bothered her the most in the simulations were the participants’ misunderstandings and the “false representing” of their states’ positions. “Some acted pretty weird to gain more support,” she said and to back up her words, she gave an example, “France and its enemy Nigeria formed a coalition.”

This phenomenon was greatly reduced in oikos. Through inviting experts and diplomats to be consultants the campaign enabled representatives to revise their positions through professional advice, and led to more profound discussions among representatives.

The “head delegates” also had a more influential role in oikos. During the regular meetings, a head delegate needed to coordinate different opinions and enacted a coherent policy, demanding each delegate in different committees to follow a superior principle, not to collide with their partners.

Take the Chinese delegation which Ms. Fleitas belonged to as an example - her role was to negotiate trade agreement under the [General Agreement on Tariffs and Trade \(GATT\)](#). Concerning the entire national interest, the head delegate instructed her not to open the market to the United States, “If we can’t get any pact with them in national development.” In the end, Chinese delegation decided not to open the market

to any country, but only have an economic cooperation with Mexico.

Although it seemed that no consensus was reached through the bargaining, Chinese representatives stuck to the principle and took the accurate actions to defend the national interest. Their excellent performances have made them earn the compliment of Chinese diplomat who said, “You did a really good job. This is exactly China’s current policy.”

Since the participants were mostly Political Economics postgraduate students, their outstanding performances once made Ms. Fleitas very nervous. She therefore urged herself to read more papers and information to get familiar with the WTO rules, and thus reaped a great harvest.

Having the high passion in international relations, Ms. Fleitas has got the offer from the [University College London](#) of postgraduate study of human rights. The “Best Delegation” prize also offered the scholarship in the [University of Bern](#). Ms. Fleitas and her partners will return to Switzerland to study the WTO laws this summer.



Diplomacy senior, Paraguayan student Ms. María del Carmen Fleitas Delgado, attended the “oikos Model WTO” representing China and won the “Best Delegation” award with her partners.

Global Governance Summer Program in Geneva

Story by Yi Chen

College of International Affairs at National Chengchi University (NCCU) cooperated with Centre for Socio-Eco-Nomic Development (CSEND) for a pioneer summer program on governance that scheduled from August 23 to September 7 at the Université de Genève (UNIGE) in Geneva, Switzerland.

This is the first time for NCCU to partner with CSEND all thanks to NCCU President, Dr. Se Hwa Wu, who initiated the program with the hostess of the program, Dr. Li Jia You (游麗嘉), who had previously attended several workshops at NCCU. In every aspect, this Global Governance Summer Program in Geneva is a precious opportunity, exclusively for NCCU students, to step out the comfort zone in Taiwan for a worldwide center for diplomacy.

This 16-day summer program includes various classes such as Global Commons and Issues, Millennium Development Goal & Post 2015 SDG processes, Multi-stakeholder approach Roles, Survey of major international Non-Governmental Organizations (I-NGOs) and Sustainability: Challenges & Opportunities. The summer program also provides a discussion that will cover two topics: Trade & Development and Climate Change of Current State. What is worth noticing is that there is a section that especially focuses on Taiwan's trade negotiation experiences.

Apart from serious and deep-drive courses and discussions at the UNIGE, another selling point is that the numerous international organizations located in Geneva. While lectures are given out by prestigious scholars and professionals from Europe, US and Asia, the opportunity to go out on field trips is equally important. One of the characteristics of this summer program is that it provides abundant excursions. The well-picked must-see spots include World Trade Organization (WTO) & UN NGO section, campus and Graduate Institute, United Nations Conference

on Trade and Development (UNCTAD), Earth Liberation Front (ELF), International Trade Centre (ITC) and Consumer Unity, Trust Society (CUTS), Environment House, United Nations Environment Programme (UNEP), International Centre for Trade and Sustainable Development (ICTSD), Intergovernmental Panel on Climate Change (IPCC), World Meteorological Organization (WMO) and World Business Council for Sustainable Development (WBCSD). Though this excited and dazzling summer program is tightly scheduled, two days are open on purpose for individual sight-seeing tours.

Because this summer program is highly professional and academic, it aims at recruiting PhD and Master degree students from related field. In order to encourage NCCU students to expand their overseas experiences, the original program fee is around TWD 90,000 per person, and those whose application are accepted will be subsidized a half of the group fee.

It is exciting to launch yet another new summer program for NCCU students to choose from. Especially for those who major in diplomacy, spending a summer in Geneva can be very meaningful and fruitful. Since it is the very first year that Global Governance Summer Program in Geneva starts recruiting NCCU students, gaining publicity is not an easy task. Since the registration did not meet the minimum requirement, the program unfortunately cannot run this year. With more promoting activities scheduled, we look forward to the coming years to see NCCU students participating in overseas summer programs more actively.



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