



CACCI

Health & Education Newsletter

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Message from the Chairman

Dear CACCI members and friends,

Welcome to the fourth volume of our newsletter on Health and Education which reflects news and insights about healthcare and education industries in the Confederation of Asia Pacific Chambers of Commerce and Industries (CACCI) member states.



Recently I received a very valuable report through the CACCI secretariat with the title of: **MEDICAL AND WELLNESS TOURISM – LESSONS FROM ASIA**. The paper reviews current trends in global medical tourism and draws on the experience of four Asian countries – India, Malaysia, Thailand and the Philippines – to extract lessons and the best practices for another Asian country, Sri Lanka that demonstrates considerable potential in medical and wellness tourism given its traditional knowledge of Ayurvedic treatments. It concludes by highlighting the role that international organizations can play in helping developing countries grow their domestic capabilities and join the global health tourism industry.

Obviously because of the growing importance of health/wellness and education worldwide, we are witnessing the emerging opportunities for both developed and developing countries in provision of health & education – related technologies, products and services and undoubtedly the international bodies such as CACCI has the important responsibility to foster cooperation and business relations within their members in this regard.

In this spirit, I would like to take this opportunity to invite all the chambers and their members to contribute to this Health and Education Newsletter and share their ideas on how to improve the Asian Council on Health and Education (ACHE) as a better networking platform. It would be most appreciated if you send us any suggestions or comments regarding hosting, organizing or sponsoring “The First Asian Conference on Health and Education”, and a web based podium for more effective networking and exchange of ideas.

See you all at the 28th CACCI conference in Kuala Lumpur on September 17 to 19, 2014.

With best regards,

Dr. Seyed Hassan Tabatabaei Nejad
Chairman, Asian Council on Health and Education

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As medical tourism industry grows, clinics, travel agencies work together

By Mai Iida

A number of hospitals and travel agencies have started promoting medical tourism to cater to a growing demand overseas for the thorough physical examinations and advanced medical treatment perceived as available here.

The move, which also ties into efforts to boost sightseeing in Japan, is backed by Prime Minister Shinzo Abe's government, which has set a target of more than tripling the annual number of foreign visitors to Japan by 2030, partly by encouraging new types of tourism.

Li, a Chinese woman in her 70s who goes by one name, is one of the latest customers in this fledgling market. She underwent a one-day medical checkup that featured a cutting-edge PET (positron emission tomography) scan to detect early-stage cancer at Nishidai Clinic Diagnostic Imaging Center in Tokyo.

The checkup, which also included CT (computed tomography) and MRI (magnetic resonance imaging) scans and a brain check, cost her ¥249,000, the same price as Japanese pay. But foreign visitors may find that hiring a coordinating agent and interpreter, which costs from around ¥100,000 to ¥250,000, is necessary in most cases, the clinic said.

Li said she found flying to Japan from Shanghai for the checkup worthwhile and would recommend it to friends back home.

"There may be similar medical equipment in China but I value and trust Japanese doctors' experience," said Li, who planned to visit the Hakone hot spring resort near Mount Fuji afterward.

Li also said she was surprised at the Tokyo clinic's hospitality, noting that the staff kindly took care of her, providing a blanket, for example, when she was cold. "It would be hard to get the same level of service in China because there are many patients there," she said.

Nishidai Clinic, a pioneer in PET

scans here, began accepting customers from abroad in December 2009 and has so far examined about 210 foreigners, mostly wealthy Chinese.

"We have Japan's top-level checkup system. It should not be monopolized only by Japanese," said Takaho Watayo, director of the clinic. "Japan is a super-aging society, and the world can learn lessons from its medical services, including checkups," the doctor said.

Watayo said that accepting visitors from abroad is also a plus because it helps the hospital make better use of its expensive medical equipment, such as the PET scan machines. PET scanners spot cancer by revealing accumulations of an analogue of glucose after a small radioactive amount of it has been injected into the body. An accumulation signals that one might have cancer.

To promote medical tourism, the Japan Tourism Agency began holding workshops with people involved in the medical and tourism industries in July 2009. In January 2011, the government introduced a medical visa that allows foreigners to stay in Japan for up to six months for medical treatment.

The number of tourists entering Japan on medical visas stood at 450 people as of Sept. 30. and is rising.

The government's goal of raising foreign tourism from just under 8.4

million in 2012 to 10 million in 2013, and over 30 million in 2030, is part of an economic strategy announced in June, and travel agencies are taking advantage of the trend.

Nippon Travel Agency Co. began arranging medical tours for foreign visitors in April 2009, following a request from a hospital that was concerned about its long-term future amid the declining birth rate, said Shiro Aoki, general manager of its medical tourism promotion office.

The agency arranged visits for about 100 customers from China in 2012, compared with about 40 between April and December 2009. The rate slowed, however, after diplomatic tensions rose with China over the Senkaku Islands dispute and the March 2011 earthquake and tsunami ravaged the Tohoku region and set off the Fukushima nuclear crisis.

Aoki said inquiries from such countries as Russia, Vietnam and the Philippines are also on the rise, not only for checkups, but also treatment for cancer, leukemia and infertility.

The most popular destinations for medical tours are Kyoto, Hokkaido, the Hakone hot spring resort and Mount Fuji, he said.

In 2009, JTB Corp. began forming an alliance with hospitals to offer interpretation and other services to help foreigners get treatment in Japan. That alliance now involves around 130 hospitals.

Nippon Travel's Aoki said it is important for Japanese hospitals to better prepare for foreign patients because the expected growth in overseas tourists will likely see more foreigners needing medical attention while staying in Japan.

"The current biggest bottleneck for medical tourism is language, and if the issue is solved, I think it will grow more," he said, noting the enhancement of medical interpreters is key to success.

Source: Japan Times, October 28, 2013 ■



High-tech care: A radiology technician attends to a Chinese woman as she lies in a PET/CT machine ahead of a medical checkup at a clinic in Tokyo recently. An interpreter stands by, ready to offer help.

Growing Together – Coupling Economic Growth with Social Inclusion in Turkey's Health Care Sector

HIGHLIGHTS

- *Economic and social reforms in Turkey have helped the country emerge from decades of economic crisis.*
- *Improvements in the health care sector have increased life expectancy and decreased infant mortality by more than half in just over a decade.*
- *Turkey is featured as one of 11 case studies in a new report designed to help low-and-middle-income countries learn from each other as they implement universal health care.*

Ten years ago Turkey was at the beginning of a long road to economic recovery and social development. Following a decade of political instability, weak macroeconomic management and poor governance, the country entered the 21st century in deep economic crisis, compounded by a devastating earthquake in 1999.

Instead of driving the country into further economic and social decline, however, these difficulties proved to be a catalyst for change. Fast forward to today and one sees a drastically different landscape. The country is now the 18th largest economy in the world, with a Gross Domestic Product (GDP) of more than \$780 billion and Foreign Direct Investment of \$8.4 billion in 2012.

While Turkey's economic success in terms of rising incomes, in particular in USD terms, and improved macroeconomic stability is well recognized, a less well known aspect of Turkey's achievements since the start of the millennium are the improvements in its social services, focused on providing access to all citizens and recording impressive increases in social outcomes.

Progress made in the country's health care sector – which has all but been transformed over the last decade – provides a vivid example of Turkey's

approach to ensuring economic gains are also reflected in social improvements. In 2003, the authorities launched the Health Transformation Program, a ten year health reform initiative designed to bring Turkey's health indicators in line with other middle-income countries and those in the Organization for Economic Cooperation and Development (OECD).

“Turkey's example proves that financial constraints—even a major financial crisis—can catalyze the expansion of coverage.” -- Jim Yong Kim, World Bank Group President

Turkey's health care efforts prioritized primary care in the initial phase and focused on expanding coverage and access to basic health care services. Thus, the level of health insurance coverage increased from 71% in 2003 to 99% in 2011. Performance incentives and improved monitoring enhanced the quality of medical services, while proactive assignment policies greatly reduced the disparities in the availability of health personal between the advanced west and less advanced eastern parts of the country. As a result of these and other efforts, life expectancy in Turkey increased by 5 years to 78 years for women and 6 years to 73 years for men between 2000 and 2011. The infant mortality rate was halved during the lifetime of this program - dropping from 28 per 1000 children born in 2000 to 12 in 2012.

The World Bank has supported the government through the Health Transition Project – which introduced a family medicine model and helped build the Ministry of Health and the Social Security Institute expand health insurance coverage – and the ongoing Project in Support of Restructuring of Health Sector - which supports reforms aimed at increasing hospital autonomy,



expanding family medicine services, and strengthening performance management and pay-for-performance initiatives.

With Turkey emerging as one of the world's success stories in the achievement of universal health care, Turkish officials are now looking at ways to share their experience with other countries. The recent Global Conference on Universal Health Coverage (UHC) for Inclusive and Sustainable Growth, held in Japan on December 6-7, provided an excellent opportunity for such knowledge sharing and brought Turkish policy makers together with colleagues from other countries, both successful and less successful ones.

“In Turkey, an economic crisis in the early 2000s prompted major government reforms and laid the groundwork for the 2003 Turkey Health Transformation Program,” noted World Bank President Jim Yong Kim during his speech at the Global Conference, “Outcomes are impressive: Today, more than 95 percent of the Turkish population is covered by formal health insurance. The Program now provides a high level of financial protection and equity while ensuring high and rising levels of patient satisfaction.”

A comparative study on achievements and remaining challenges in UHC, Global Synthesis: Lessons from 11 Country Case Studies, prepared for the Tokyo UHC conference finds that as countries

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Taiwan targets international health services

Taiwan's health and medical care services industry will further strengthen its global presence on the back of new opportunities created by the Free Economic Pilot Zones, ROC Premier Jiang Yi-huah said April 15.

Taiwan's advantages in medical practice, health checkups and cosmetic surgery should be combined through cross-sector cooperation to enhance the industry's reputation in mainland China and Southeast Asia, as well as ethnic Chinese communities and tourists from other parts of the world, Jiang said.

The premier made the remarks after hearing the Ministry of Health and Welfare briefing on its global promotion plan for the local health care and medical industry at a political affairs meeting in Taipei City.

According to Jiang, for the industry to tap into the global market, domestic resources will have to be integrated, relevant rules and regulations examined, and a two-pronged strategy of international promotion and gradual liberalization implemented.

The premier identified Taiwan's highly qualified personnel, state-of-the-art facilities and procedures, as well as internationally competitive service fees, as Taiwan's key advantages over

neighboring countries in developing international health and medical care services.

This industry is a top priority among first-phase FEPZ developments, which was approved by the Executive Yuan in April 2013 and implemented in August the same year.

To date the MOHW has established five international medical care centers at four international airports—Taipei Songshan, Taiwan Taoyuan, Taichung and Kaohsiung international airports—involving over 50 domestic medical institutions in offering medical appointment and consultation services to international visitors.

The second phase requires further examination and revision of operating mechanisms and complementary regulations, including relaxation of visa procedures to facilitate the visit of ethnic Chinese from countries such as Cambodia, Laos and Myanmar, the Jiang said.

Prior to developing international health services, he said, a government has to take care of its citizens' health first and enhance national medical service and quality standards.

When other countries were promoting international health care,



Taiwan Taoyuan International Airport is one of the four FEPZs designated by the ROC government for developing international medical and health care services.

Taiwan had already implemented National Health Insurance and an islandwide health network, enabling the people of Taiwan to enjoy high-quality medical service at a low self-payment rate, Jiang added.

Addressing public concerns that promotion of international health care services might place undue strain on Taiwan's medical resources, the premier said the government will train more medical personnel and he has instructed the Ministry of Education to assist the MOHW in this regard.

Other complementary measures, including limiting the number of FEPZ international health care areas and in-zone medical institutions, as well as the hours medical personnel work at these facilities, Jiang added.

In addition, the NHI will not apply within the FEPZs, the premier said, adding that medical personnel working within the zones must pay a special permission fee, which will be used for funding medical services for disadvantaged groups.

Jiang said he has directed the MOHW to strengthen communication with the public to avoid misunderstandings and win support for Taiwan's opportunity to promote its medical expertise and quality health care to the international community.

Source: Taiwan Today, April 17, 2014 ■

Growing Together

... Continued from page 2

move toward universal coverage, they continuously face difficult trade-offs between providing complete coverage and maintaining cost-effectiveness, particularly as the provision of health-care services tends over time to create its own demand.

Turkey's achievements in health care reform duly can serve as a model for other countries. But in today's dynamically changing world, Turkey too cannot afford to rest on its laurels, and must learn from the experiences of countries with rising health care bills

after the achievement of UHC. This way, Turkey can continue to couple economic growth with improving social outcomes, and inspire many other developing countries to follow in its path.

"Turkey's example proves that financial constraints - even a major financial crisis - can catalyze the expansion of coverage. The Bank Group has been pleased to partner with the Turkish government to support this effort," concluded President Kim.

Source: The World Bank, December 18, 2013 ■

WHO cites PH for its advanced e-Health Plan

By Edd K. Usman

The World Health Organization (WHO) has lauded the Philippine e-Health Strategic Framework and Plan (PEHFP), saying it pushes the Philippines way ahead of many other countries.

Dr. Julie Hall, WHO representative to the Philippines, cited the critical role that electronic medium plays in bringing healthcare to remote communities.

The government presented the PEHFP during the 1st Philippine e-Health Summit last Feb. 4 in Pasay City.

The Department of Science and Technology (DOST), through its Philippine Council for Health Research and Development (PCHRD), and the Department of Health (DOH) conducted the summit to recognize and highlight the important role of the information and communications technology (ICT) in health.

Hall, one of the key guests, spoke highly of the e-Health framework.

She said in terms of “key performance indicators or key concepts, there are three words: access, quality, and empowerment.”

“The access issue is absolutely critical, and in a country like the Philippines, and many other countries, being able to access communities in remote and rural areas is very challenging. And having an IT (information technology) system that has the core of it a tele-medicine concept will be a way forward to be able to access remote and rural communities,” said Hall.

She said it does not really matter much that the Philippines only now launched its e-Health framework, stressing it still makes the country way ahead of other countries.

It could be recalled that President Benigno S. Aquino III, at the start of his six-year term, signed on June 19, 2010 Republic Act 10606, or the Universal Health Care Act. The measure ensures all Filipinos, especially the poorest of



the poor, will receive health insurance coverage from the Philippine Health Insurance Corp. (PhilHealth).

In response to this, the DOST and DOH conducted the e-Health Summit to seek support for their joint mission to make health care more widely accessible to the poor, with focus on the country’s far-flung areas.

DOST Secretary Mario Go Montejo, for one, expressed confidence that soon “Kalusugang Pangkalahatan” (Universal Health Care) would be realized.

“This collaboration between DOST and DOH – led by Secretary Enrique Ona – in exploring the electronic dimension in delivering health care services is unprecedented,” he official said.

Montejo said DOST will contribute to e-Health its RxBoxes, the Philippine Health Information Exchange (PHIE), and Television White Space (Super Wifi) that will make consultations between patients and doctors possible without being physically near each other.

He said RxBoxes are tele-Health devices deployed in the rural areas so patients and health workers in the remote communities can consult with medical experts in the cities.

He said RxBox also allows gathering of information, storage and processing of patients’ data at the community level, at the same time giving the poor in the most far-flung areas access to health experts without going to the cities where the doctors are.

On the other hand, the DOST official said the “PHIE data base is designed to be the central data of all patients nationwide so that hospitals and doctors could always access it when patients see them for treatment.”

DOST’s Information and Communications Technology Office (ICTO) and Advanced Science and Technology Institute (ASTI) developed the PHIE.

“The PHIE platform would work to ensure that only accurate information are made available to health practitioners and decision-makers,” said Montejo, adding that the DOST and DOH are hopeful that their e-Health project would be completed by 2016, the last year Aquino’s term.

A briefer from DOST-PCHRD said PHIE will link health services users and providers through its registries, interoperability layer, and different systems.

By December 2014, the target for infrastructure and connectivity should be in place for 500 towns and barangays via the “Super Wifi” (TV White Space).

Also within that period, 70 DOH hospitals are expected to begin inputting in the PHIE registries, with PhilHealth e-claims facility also integrated.

Then by December 2015, 651 public hospitals, 1,634 Rural Health Units (RHUs) and City Health Offices (CHOs) should have joined the PHIE registries.

By December 2016, the country’s 2,000 hospitals and other health facilities would have entered the PHIE to serve 85 million Filipinos under PhilHealth coverage.

On the other hand, RxBoxes should already be available in 140 RHU/CSO by December 2014, plus 1,000 by December 2015.

By 2016 the government will make the RxBox available in the market “at affordable cost.”

Source: Manila Bulletin, February 10, 2014

Uncovering opportunities in the healthcare sector in India

By Varsha Chitale

There are many opportunities for companies selling products and services to the healthcare sector in India. However, creating a go-to-market strategy for tapping these, is a challenge...



The Indian healthcare market is currently estimated at USD 80 billion and is expected to grow to USD 280 billion by 2020. According to the Investment Commission of India, the healthcare industry in India has experienced a remarkable growth of 12% per year during the last 4 years.

The key driver for growth is the huge demand-supply gap in healthcare services. Rising population, disposable incomes and literacy; increasing incidence of lifestyle diseases; increasing penetration of health insurance provided by private companies as well as state governments; and medical tourism have all contributed to the rise in demand for healthcare. On the supply side, there is an acute shortage of hospital beds, doctors and nurses. India's healthcare compares poorly not only with developed nations, but also other emerging economies.

While urban India's healthcare infrastructure metrics are somewhat acceptable, the shortage is acute in the semi urban and rural areas.

The government has woken up to this, and has taken several initiatives to encourage investment in healthcare. Some of the initiatives include tax holidays for setting up hospitals in tier

II and tier III cities, tax deduction on investment in hospital infrastructure for hospitals with more than 100 beds, higher rates of depreciation on life saving medical equipment, lower customs duty on import of certain medical equipment, increased support for public-private-partnerships (PPP), among others.

This scenario has created opportunities for various providers of products and services to the healthcare sector – medical services (hospitals, clinics), medical infrastructure, medical equipment and devices, medical consumables, health insurance, pharmaceuticals and drugs, pathology laboratories, and so on.

While all the aspirants in the industry recognise the opportunities, most of them are not able to clearly formulate their strategies for capturing business due to a lack of clear understanding of the market. They are shooting in the dark. What products or services should they sell? Where should they sell? What messaging should they use? How to structure the pricing? Who are the decision makers? What are their budgets? These and other similar critical questions are unanswered.

So why is the market difficult to fathom? A large part of the healthcare sector is unorganised and highly frag-

mented. Additionally, since healthcare is a state subject, data on is dispersed, disparate and non-uniform. While some states have good documentation, others have close to none.

There are around 40,000 hospitals in the country (no-one knows the exact number) of which around 13,000 are in the public sector and around 27,000 are in the private sector. Together, they house around 11 lakh beds. Some private sector entities have tried creating databases of hospitals, but these databases provide only very basic information such as the name and address, and are of little use to the industry players. For example, a company that makes cardiac equipment is interested to know which hospitals have cardiology departments. Having a list of all hospitals is of little use.

Having a list of potential buyers is the first step. In order to formulate an effective go-to-market strategy, companies also need to understand their customers. What are the key important parameters in the buying decision? How important is price? Who are the decision makers? What is the decision making process? Who are the key influencers? What are their perceptions and key pain-points? Answers to these will vary across different types (public/private), sizes, and locations (metro/urban/ semi urban/rural) of hospitals. While most established industry players have managed to reach out to the players in the metros and tier I cities, future growth will come from the smaller tier II and III cities, whose needs and characteristics are likely to be different.

Unless providers of services and products to the healthcare sector in India need to gain an understanding of these issues, the opportunities for them will remain elusive.

Source: Value Notes, October 7, 2013 ■

Indicators	India	Brazil	China	US	UK
Hospital beds (per 10,000 population)	12	24	30	31	39
Doctors (per 10,000 population)	6	17	14	27	21
Nurses (per 10,000 population)	13	30	10	98	60
Healthcare expenditure as % of GDP	4	8	4	15	9

First sexual health curriculum launched in Pakistan

By Web Desk

ISLAMABAD: Hayat-Lifeline Campaign launched Pakistan's first curriculum regarding Sexual and Reproductive Health and Rights (SRHR) at a national conference held here on September 25.

The launch is an attempt to impart formal education to youngsters on SRHR.

The curriculum has been developed through close engagement of religious scholars, government officials, parents, teachers and youngsters.

The curriculum has two different levels and separate editions for boys and girls. Level One is for children aged 10-12 years, while Level Two is designed for adolescents aged 13 -15.

A number of renowned religious leaders and political personalities participated in the launching ceremony. The event was distributed in four different sessions with various speakers talking to the audience on different aspects of SRHR education.

Minister of State Education and Standards in Higher Education, Baleegur-Rehman was the guest of honour at the launching ceremony.

Four provinces sign MoUs

Several Memoranda of Understandings (MoUs) were signed between Hayat-Lifeline and different government departments such as Youth Affairs Department Government of Balochistan, Women Development Department Government of Sindh, Population Welfare Department Government of Punjab, Social Welfare Department Government of Balochistan, Sports and Youth Af-

fairs Department Government of Sindh and Social Welfare Department Govt. of Punjab.

Baleegur Rehman launched the curriculum in the third session of the ceremony, voicing ample admiration for the initiative. He also noted that the federal government should take all necessary steps to eliminate the loopholes in our current education system.

Former Federal Minister of Industries Jahangir Tareen also shared his thoughts at the event, emphasising the need to educate youngsters.

Tareen said that the K-P government had set aside a large portion of the budget for education, as per PTI's education policy.

He commended Hayat-Lifeline on completing the tough job of developing a curriculum on SRHR.

Former Minister for Population Begum Shehnaz Wazir Ali in her address stated that an important matter such as SRHR education should not be overlooked just because it is considered to be a taboo in our society.

Chairman Ruet-e-Hilal Committee Mufti Muneebur Rehman stated that the age factor should be kept in mind when spreading such education.

General Secretary Wifaqul Madaaras Molana Muhammad Hanif Jalandhri pointed out that student in religious institutes were already being given this education.

Chairman Ulema Council Pakistan Hafiz Tahir Asharfi termed Hayat-Lifeline's initiate as great, saying that time has come to address these issues because there are several problems due to these social problems.

Federal secretary ministry of Capital Development and Authority (CAD) Faridullah Khan fully endorsed the campaign and curriculum, saying authorities at the federal level would help the campaign implement this curriculum.

Literati Amjad Islam Amjad elaborated the role of a father in educating and guiding the children. He was of the view that being the caretaker of the whole family, role of the father is really crucial.

Youth Leader Ali Moeen Nawazish discussed the key problems faced by youngsters these days. He stated in clear terms that parents and teachers usually don't guide adolescents on such issues.

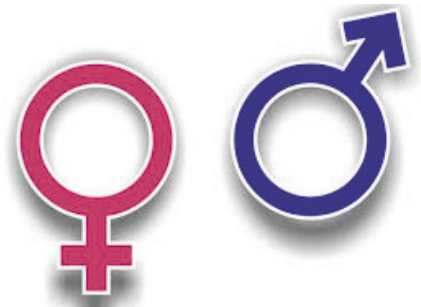
Fourth and the final session was based on panel discussion which included a number of religious leaders and opinion makers including Dr Raghieb Hussain Naeemi, Allama Amin Shaheedi, journalists Kashif Abbasi, Nadeem Malik, Dr Moeed Pirzada, Javed Iqbal, Asma Shirazi and Talat Hussain. Politician Marvi Memon was also a part of the discussion.

Religious leaders answered the questions raised by participants on the Islamic perspective of SRHR knowledge, in detail.

Marvi Memon of Pakistan Muslim League-Nawaz appreciated the involvement of religious scholars over the sensitive subject of SRHR.

Hayat-Lifeline Campaign Chief Executive said that the next step was implementing the curriculum, which required that government officials, religious scholars, media and other stakeholders continue supporting the cause.

Source: The Express Tribune, September 25, 2013 ■



'Lifestyle diseases' are new threat to Asia: WHO

Asia-Pacific countries face serious challenges from "lifestyle" diseases and ageing populations even as they overcome more traditional illnesses, the World Health Organisation's regional director said on October 21, 2013.

Western Pacific WHO director Shin Young-soo said such ailments, often arising from a change in diets and less exercise, were sharply rising in Asian nations.

He said recent studies showed that as many as 12 percent of Chinese adults had diabetes, while as many as 50 percent had a "pre-diabetes" condition, meaning they were on the borderline of developing the illness.

This was a huge jump from the estimated 3-4 percent diabetics in China's adult population in the 1990s.

About 10 percent of adults in countries like South Korea, Japan and even Vietnam also had diabetes, Shin told reporters at a WHO regional

meeting in the Philippine capital.

"It is because of the big change in our diets in the last 30-40 years' time. There is also a very interesting observation that Asian people... tend to have more diabetes than Western people," he said.

"We must have behaviour change. The whole society must tackle the issue," Shin said.

Other non-communicable ailments like hypertension and high cholesterol were also on the increase despite the fact that they could all be prevented, he said.

Shin said countries such as some Pacific island nations were experiencing diabetes among 40 percent of adults while 75 to 80 percent were suffering from obesity.

"Over many years, this will lead to huge health care costs. Societies will lose this productive labour power," he warned.



World Health Organization (WHO) Director for the Western Pacific Region Dr. Shin Young-soo gestures during a press conference at the WHO headquarters in Manila on October 21, 2013.

Shin also said ageing populations in some Asia-Pacific countries like Australia, Japan and China would force these nations to spend more on caring for the elderly.

Other problems facing the region like relatively high rates of blindness and the spread of drug-resistant diseases will also be discussed at the WHO meeting being held in Manila this week.

Source: Agence France-Presse, October 22, 2013 ■

Higher Education in Asia: Creating Centers of Excellence

Asian nations are struggling to create elite universities without leaving behind the millions of their citizens who just need a college education.

Across Asia, aspirations of academic greatness are being pursued by countries of all sizes. Aging campuses are being razed or refurbished, new facilities are rising, and university recruiters are scouring the globe for the best and brightest scholars.



Highly regarded universities in the People's Republic of China (PRC), Japan, the Republic of Korea, and Singapore are prompting some Asian students to forego big-name degree programs abroad to study closer to home. They are also convincing expatriates to give up choice academic posts abroad and join their faculties. And by graduating high-level professionals, they are helping to spread and develop new technologies and make the region more competitive.

"In order to fully participate in the global knowledge economy and benefit from science and scholarship, (nations) must have at least one research university that is able to function at a world-class level," writes Philip

Altbach, a leading expert on higher education, in the book, *The Road to Academic Excellence: Emerging Research Universities in Developing and Transition Countries*, edited by Altbach and Jamil Salmi.

A strong focus on centers of excellence in higher education, however, has its risks, namely that of perpetuating inequality in society. "Such institutions need to be seen in the context of an education system that is adequately diversified responding to range of needs of labor markets and able students from all backgrounds," notes Jouko Sarvi, Practice Leader for Education at ADB.

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Higher Education

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“In order to fully participate in the global knowledge economy and benefit from science and scholarship, (nations) must have at least one research university that is able to function at a world-class level”

- Philip Altbach, a leading expert on higher education

Yet, the dream of erecting the next Harvard or Cambridge remains vivid. Like world-class museums, Fortune 500 companies, and Nobel laureates, elite universities are signposts of modernity and shining symbols that nations have come of age.

Ivy League universities built their sterling reputations over centuries. But many Asian nations cannot afford to wait that long because their economies are growing so fast. At the same time, increased enrollments in basic and secondary education in Asia have increased demand for university degrees. By some estimates, half of the enrollment growth at the world's universities over the next 2 decades will occur in India and the PRC - which already has the world's largest enrollment of doctoral students.

The big question for many Asian education experts is what is the best path forward? Does it make sense to devote so much time and energy to so few institutions? Is the quest for world-class universities the wisest use of public education money, especially in developing nations? Can partnerships with private sector play a bigger role in providing resources for establishing such institutions?

Even when governments set aside huge sums, creating elite universities “requires a lot more than money,” Altbach cautions.

The challenge is so daunting that some experts argue that developing Asian countries would be better served by shoring up their existing higher education facilities. Low-income countries, still struggling to produce quality national universities for their own people, should be careful about entering the race to attract the region's elite students, say experts.

The value of cooperation

Asia's quest for quality in elite institutions has been halting and uneven with developing countries struggling and the bulk of the progress registered in richer nations. As such, an intermediate step, say some experts, is to create excellent undergraduate programs in Asia then look to the United States, the United Kingdom, and elsewhere for world-class graduate schools.

Developing countries in the region may first seek to partner with existing centers of excellence, instead of aiming to establish their own as an immediate priority. In this sense, technology could be an enabling factor. Web-based massive open online courses offered by some of the world's best universities, for example, could be used to expand the educational offer, although obstacles remain.

“While interest in these courses is certainly increasing in the region, the issue is not straightforward, as universities are finding out that they will need to adjust their programs, faculty resources and administration set-up to effectively adapt to these new opportunities,” comments ADB's Sarvi.

Educational credits and degrees in the region need to be harmonized so that courses and degrees in one country are recognized in another facilitating move of labor, faculty and students. Networks that promote regional cooperation in education, such

as the harmonization efforts by the Southeast Asian Ministers of Education Organization, are still in their infancy and much remains to be done.

Education: to each his own

Study reports: Higher Education In Dynamic Asia

Investing in higher education will help developing Asian countries build high-income economies, with the innovation, knowledge, and technology needed to thrive in an interconnected, competitive world, as noted in ADB's series of study reports Higher Education in Dynamic Asia.

However, following the example of advanced nations to set up Ivy League institutions may not be the best approach available. The advent of online courses along with other innovations are challenging the purely ‘brick and mortar’ style of education. Developments in information and communication technology are making the world's best resources available to the least developed parts of the world. These can be blended with traditional pedagogic models and institutions to create a new educational paradigm.

But above all, developing countries need a far more diversified system that caters to different segments of the population. Putting too many resources in tertiary degree type of education and institutions may exacerbate the problem of graduate unemployment and not serve the need of a diversified workforce for a developing Asia.

This piece is based on the article “World-Class Challenge” written by John Otis and published in Development Asia magazine, April-June 2011

Source: The Asian Development Bank, January 16, 2014





Heart School, a non-profit organisation that provides underprivileged children with creative education, launched in February at the Hospicio de San Jose in Manila. The event paired orphans with volunteers and sponsors to make rubber stamps, design notebooks and decorate cupcakes.

Founded early last year, Heart School aims to provide creative education to underprivileged children while at the same time give professionals the opportunity to share their hobbies and interests with the kids and learning from their peers. Volunteers from the public and private sector are welcome to teach children new sets of skills.

“We want these children to have access to many creative faculties they never knew they had. I have always believed one of the most effective ways out of poverty is education. Hundreds of children end up on the streets because they don’t realise what they are capable of doing or becoming. But there are lots of creative exercises to help expose themselves to the opportunities out there; and I hope Heart School can help them discover these opportunities,” says founder and executive director Kiten Capili.

Heart School’s first project was at one of the relief operations after Typhoon Haiyan. While adults attended the job fair in Manila, Heart School put together creative activities to keep children busy while their parents were applying for jobs.

“There a lot of organisations that focus on formal and basic education, and Heart School aims to immerse these children in culture, the arts, and skills-based learning programs that complement formal education,” Capili says.

Source: Asian NGO, February 28, 2014

\$500 Million Loan Targets Skills-driven Secondary Education for Bangladesh

The Asian Development Bank (ADB) will lend Bangladesh \$500 million to help finance a major overhaul of secondary education to meet the country’s need for skilled, technology-savvy workers.

“Over the next decade, Bangladesh will have a huge working-age population and the country needs to take advantage of this demographic dividend to accelerate growth and poverty reduction,” said Sungsup Ra, Director of the Human and Social Development Division in ADB’s South Asia Department. “Right now, the secondary education system is not producing graduates who can fit easily into a modern, information-driven economy.”

About 2 million youths are now entering the Bangladesh job market annually but nearly 90% of them end up in poorly paid informal work that requires few skills. The low skills base of the workforce is undermining productivity and weighing on attempts to diversify the economy.

While Bangladesh has made great strides in improving enrolment rates among girls and boys, secondary schools still suffer from outdated courses and teaching materials, a lack of common school standards, poor teaching, and weak management.



ADB funds will finance new equipment, laboratories, classrooms and teacher training, and scale up information and communications technology-based learning in Bangladesh’s schools.

Dropout rates are high, with only 46% of students completing the full five-year secondary school cycle.

The ADB funds – to be provided in four tranches over the coming decade – will support the Government of Bangladesh’s \$17.1 billion, 10-year secondary education reform plan. This plan projects an increase of about 3.5 million students by 2023, requiring an additional 145,000 teachers and 10,000 more schools.

Over the coming decade, the ADB funds will finance new equipment, laboratories, classrooms and teacher training, and scale up information and communications technology-based learning in schools, including madrasahs. Exams will be reformed and curricula overhauled to make them more relevant to the needs of employers. Capacity building support will be given to agencies overseeing secondary education, and common school standards will be established.

Student stipends will also be assessed to ensure the monies go to those who need them most, the poorer students and girls in particular, to encourage them to attend and, importantly, to stay in school. Recent data show 37% of children from poor households enroll in secondary schools compared with 59% from better-off households. Girls meanwhile, although outnumbering boys in secondary enrolment, have higher dropout rates and poorer exam results.

The first loan tranche of \$90 million will fund reforms from fiscal year 2014 to 2017 with three other installments to follow through to 2023. The education sector is a key recipient of ADB assistance in Bangladesh with cumulative loans of nearly \$1.3 billion by end 2012.

Source: The Asian Development Bank (ADB), 3 October 2013

Indonesia: Better Education through Reformed Management and Universal Teacher Upgrading

The Teacher Reform Experience

The Bank-supported program to improve teacher quality has produced solid results between 2007 and 2013. Over 1.7 million teachers now have 4-year college degrees, as mandated by the Teacher Law, exceeding the target of 1.4 million teachers. More than 210,000 teachers are also taking part in professional working groups, hence strengthening their pedagogic skills. A teacher professional management system --to ensure that teachers continuously learning, improve their competencies, and perform their professional tasks-- was also established.

Challenge

In December 2005, the Government of Indonesia passed the Teacher Law in order to provide teachers more opportunities for skills training through a certification process, as well as mandating them to have 4-year university degrees, hence potentially improving the quality of basic education. Some 65 percent of teachers did not have 4-year college degrees. Once certified and teaching at least 24 hours a week, a teacher receives an allowance equal to 100 percent of their base salary, so that teachers no longer need to supplement their incomes with non-teaching work. Implementing the law through a decentralized education system and ensuring that Indonesia's 2.7 million teachers were improving their skills, however, proved a big challenge.

Solution

The Better Education through Reformed Management and Universal Teacher Upgrading (BERMUTU) program sought to support the Ministry of Education and Culture in implementing the Teacher Law. A framework was prepared to ensure that in-service teachers can upgrade their academic qualifications, and improve their knowledge of their teaching subjects as well as their teaching skills. A system was also established to manage the teachers' professional development. The Bank supported primary school teacher training programs and the programs' efforts to reach out to teachers in remote and rural areas. School principals and supervisors in participating districts were trained to provide training at the school level. Throughout, an integrated framework



was prepared in order to sustain and continually enhance the quality and accountability of teachers after certification, and to foster and reward ongoing improvements in teacher quality.

Results

The program has seen significant results between 2007 and 2013:

- ▶ Support in increased number of teachers meeting academic qualifications mandated by the Teacher Law. Over 1.7 million (out of 2.74 million) teachers had acquired the mandated 4-year college degree.
- ▶ From a base of zero, 81 primary-teacher education pre-service programs have received Bachelors' Degree accreditation.
- ▶ Recognition by accredited universities of Recognition for Prior Learning (RPL), a system that acknowledges knowledge and skills acquired through work and through classroom practice. More than 870,000 teachers have received the RPL.
- ▶ Support of 13 teacher training institutions and the Open University, which allows teachers to upgrade their education through distance learning.
- ▶ Provision of new teacher induction programs; so far, some 1400 teachers have participated in this program.

- ▶ Support for the development of the Teacher Performance Management System, which includes Performance Appraisal, Teacher Competency Test, and Continuous Professional Development.
- ▶ Support for research on the impact evaluation of teacher certification on teacher and student performance, entitled Teacher Reform in Indonesia - The Role of Politics and Evidence in Policy Making.
- ▶ Reactivation and support of 6,107 professional working groups of school teachers, principals and supervisors at the local level. When the Teacher Professional Management system is operational, these groups will be the main agency to deliver continuous professional development activities.

"I rarely had learning opportunities before 2009. There were only two training opportunities a year for very few participants. Now I have many learning chances, including regular peer meetings in teacher working groups that provide better teaching preparation and methods. My students are now more actively engaged in class, even for mathematics."

Caca Sumiarsa
Teacher

Bank Group Contribution

From 2007 and ending in 2013, the project cost US\$195.06 million. The Bank contributed US\$ 24.50 million with an International Bank for Reconstruction and Development (IBRD) loan,

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Indonesia: Better

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and US\$ 61.50 International Development Association (IDA) credit. The rest of the funds were provided by the Government of Indonesia and the Government of Kingdom of the Netherlands.

Partners

The Government of the Netherlands provided US\$ 52 million to co-finance the project. In 2007, the Australian Agency for International Development (AusAID) Basic Education Project (BEP) undertook capacity assessment of in-service teacher training centers (P4TK) and quality assurance institutes (LPMPs). BERMUTU complemented these projects, ensuring

efficiencies and avoiding duplication.

Moving Forward

The reforms prompted by the Teacher Law mean that reforms will work through the system long after this project closes. Forty out of 75 BERMUTU participating districts have established local government regulations which reflect their commitment to improving teacher performance management and accountability, including the continuous professional development (CPD) through teacher working groups. The Ministry of Education and Culture is establishing a task force to ensure that the project sustains and is expanded to the remaining 445 districts in Indonesia.

Beneficiaries

After nearly 30 years of teaching, Caca Sumiarsa finally earned his university degree in 2013 and received certification as a teacher, thanks to the Bermutu program. Sumiarsa found the program's teacher working groups particularly helpful. "I rarely had learning opportunities before 2009. There were only two training opportunities a year for very few participants. Now I have many learning chances, including regular peer meetings in teacher working groups that provide better teaching preparation and methods. My students are now more actively engaged in class, even for mathematics."

Source: *The World Bank*, April 24, 2014 ■

Elites open wallets in education 'arms race'

By Amy McNeilage, Matthew Knott

Sydney's top independent schools are outspending public schools by three to one as they invest in libraries, lecture theatres and gyms in a multimillion-dollar "arms race" to attract lucrative enrolments.

Some elite independent schools are spending more than \$30 million in capital works to pull in students.

Newington College in Stanmore spent \$78 million on capital works between 2009 and 2012 - more than any other school in NSW.

Knox Grammar was the second-biggest spender with \$62.7 million over the same period, ahead of Cranbrook School on \$57.6 million and Sydney Church of England Grammar School (Shore) on \$51 million, according to the My School website.

Newington spent \$33.7 million on infrastructure in 2012.

Cabramatta High School - whose upgrade included the construction of four new teaching blocks - was the top-spending public school, with \$27.79 million spent on capital works from 2009 to 2012.

Helen Proctor, a senior lecturer in the faculty of education and social work

at the University of Sydney, said elite private schools were engaged in an "arms race" for the most impressive theatres, aquatic centres and sport stadiums.

"In that high end of the market, it's very important for their image to have the best and the brightest of everything," she said.

In 2012, NSW independent schools spent \$2395 per student on capital works, with Catholic schools spending \$1074 and public schools \$747, according to the latest figures from the federal website.

Infrastructure spending has been in steep decline in all school sectors since the first Rudd government's Building the Education Revolution program peaked in 2010. That year, public spending per student was \$4058, with the independent schools spending \$4885. Catholic schools spent \$3535 per student.

Illustrating the amount of money some schools spend on building projects, the Master Builders Association of NSW's Excellence in Construction Awards has four categories for private schools: up to \$5 million, \$5 million to \$10 million, \$10 million to \$20 million and \$20 million



Newington College: Spent \$78 million on capital works between 2009 and 2012, more than any other school in NSW. Photo: Anthony Fretwell.

and over.

The Newington College development claimed the honour for the top bracket last year for a new \$20 million building that includes a library, lecture theatre and cafeteria. The project was funded by donations and parent fees.

The top category for public schools - over \$5 million - went to a project to rebuild the Clarke Road School in Hornsby for students with physical and mental disabilities.

Public, Catholic and independent schools are calling for major increases in government capital funding to cope with the 600,000 extra students expected to be enrolled by 2020.

The disparity in capital works spending between NSW public and independent schools is larger than the

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Elites open

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national average.

Angelo Gavrielatos, national president of the Australian Education Union - which commissioned the capital works spending research - said the gap between schools would stop students reaching their potential.

"Increasing capital funding to schools which already charge fees and have their own resources has simply reduced equity in the system," he said.

NSW public schools received an average \$679 in government funding per student in 2012, compared with \$338 for Catholic schools and \$379 for independent schools.

Barry Wallett, deputy executive director of the Independent Schools Council of Australia, said elite private schools comprise only a small



The Ravenswood Mabel Fidler Building won the Sulman Medal in 2012. Photo: Steve Christo.

proportion of the independent sector. They receive little to no government

funding for capital works.

Mr Wallett said most independent schools are at capacity and are spending more to cater for growing enrolments.

Demand is especially strong for low-fee independent schools in areas such as south-western Sydney, according to the Independent Schools Association of NSW.

National Catholic Education Commission executive director Ross Fox said Catholic schools face growing demand but receive the least government funding per student.

"Catholic education across Australia is facing significant challenges to build new schools and expand existing ones to accommodate the growing student population," he said.

Source: The Sydney Morning Herald, April 22, 2014 ■

Ministry funds programs to hone high schoolers

By Masaaki Kameda

The education ministry is pumping money into selected high schools nationwide to help nurture certain vocational and international skills, in line with Prime Minister Shinzo Abe's growth strategy announced last June, according to a ministry official.

The ministry recently designated 10 schools for its Super Professional High School project, while another 56 make up the Super Global High School program for the 2014 academic year beginning in April 2014.

Each of the 10 Super Professional high schools will get about ¥8 million this year, while the 56 others will receive up to ¥16 million each to pursue their own study projects, according to ministry officials.



"The structure of industry has been changing and becoming more complicated. . . . Schools need to foster students who can flourish in new areas," a ministry official said.

One in the Super Professional category, Shizuoka Prefectural Yaizu Suisan (fishery) High School in the port of Yaizu, aims to nurture talent in the growing and globalizing Japanese fisheries industry.

Another, Fukuoka Agricultural High School in Dazaifu, Fukuoka Prefecture, wants to turn out "agri-specialists" with superior horticultural and managerial skills.

"The conventional vocational education tends to aim for securing jobs and acquiring certifications, but in this project we will support schools providing vocational education that aims further than those purposes," the official said.

Depending on the school, the special designation will run for three years or five years.

Meanwhile, the purpose of the Super Global High School project is to get students to actively engage in more outward-looking studies at university to become globally competitive, as Abe announced as part of his growth strategy last June, according to another ministry official.

"We ask high schools applying for this program to provide educational opportunities for students to learn global issues actively and carry out some kinds of projects by themselves," the official said, adding business circles are calling for students to acquire problem-solving and logical thinking skills.

One of the 56 Super Global schools, Fukui Prefectural Koshi High School in the city of Fukui, has set a theme to "create global leaders who can contribute to development and hope of East Asia."

Another, Kansai University Senior High School in Takatsuki, Osaka Prefecture, aims to nurture "innovators" who can contribute to maintaining a sustainable global environment.

Source: Japan Times, April 9, 2014 ■

S'pore-Myanmar training institute aims to boost youth employability

Young people in Myanmar can soon turn to a new training institute in Yangon to learn skills that will make them more employable. The Singapore-Myanmar Vocational Training Institute will open its doors in the first quarter of next year.

By May Wong



Young people in Myanmar can soon turn to a new training institute in Yangon to learn skills that will make them more employable.

The Singapore-Myanmar Vocational Training Institute will open its doors in the first quarter of 2015.

It is the first time Myanmar has set up such a facility with a foreign nation.

The Singapore-Myanmar Vocational Training Institute will comprise four schools and it will be housed in a building in Yangon.

It will focus on preparing students to work in sectors such as electronics, hospitality and tourism.

The institute's development comes after Singapore and Myanmar inked an agreement recently.

The joint goal is to boost the employability of young locals through skills training.

Myanmar's science and technology minister Dr Ko Ko Oo said: "When (the students) pass this training, many industries want to employ them and this is very important for us.

"The development of the industry sector and other sectors is very fast now so we need more and more manpower. Not only the manpower but skilled manpower."

Students attending classes at the institute will learn practical skills through courses designed by Singapore's Insti-

tute of Technical Education's Education Services.

Robert Chua, Singapore's ambassador to Myanmar, named some of the courses: "Facilities management, which will train the students how to service lifts and even air-con systems.

"Tourism management will train the young people how to work in hotels - front (desk), in room servicing and even in the kitchens. I expect in the next two years, several new hotels will open."

Hotels built by Singapore companies will be among those opening in 18-24 months.

Mr Chua said: "So I'm sure the jobs will be waiting for them before they graduate and I think this will be relevant skill sets which Singapore can share with Myanmar."

After three to four months in the institute, trainees will graduate with a certificate. More importantly, they will be armed with marketable skills

Aside from equipping the students with the relevant work skills, the authorities hope that the institute would also help to gradually reduce the 15-per cent unemployment rate among the young people.

In the 1950s, Myanmar's first polytechnic used to be the pride and joy of the country as it used to be the top vocational institute in Southeast Asia.

Source: Channel News Asia, April 11, 2014

Innovative school design to reinvent education

By Shreya Roy Chowdhury

Factory-like school buildings are out; "learning environments" are in. In a recent talk on "Global Shifts in Education," organised by Education Design Architects, architect and planner Prakash Nair spoke on new ways of designing schools that'll be in step with how learning actually happens.

"The talk focused on new and innovative school designs that not only enhance the learning experience but are also cost effective as compared to conventional school designs," says a statement issued by EDA.

Nair argued that school design has to match that fast-changing learning patterns and methods. Children simply don't learn the same way they used.

"Unfortunately, over 90% of the educational infrastructure worldwide provide for only one form of learning, which is the lecture format or teacher-directed approach. However, there are plenty of other ways in which one can learn and education facilities today do not support any of the others such as team collaboration, peer-to-peer learning, independent study, project based learning etc. Hence, it's important that buildings and physical infrastructure are also built to serve the purpose and create conducive learning environments," observed Nair.

He also dwelt on how, deep into the 21st century, we are still using the 20th century educational model with "factory-like school buildings that a majority of students around the world attend" at its heart.

"The classroom is a relic, left over from the Industrial Revolution. Classroom-based education lags far behind when measured against its ability to deliver the creative and agile workforce that the 21st century demands," argued Nair.

Source: The Times of India, May 5, 2014



ABOUT CACCI

The Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI) is a regional grouping of apex national chambers of commerce and industry, business associations and business enterprises in Asia and the Western Pacific.

It is a non-governmental organization serving as a forum for promoting the vital role of businessmen in the region, increasing regional business interaction, and enhancing regional economic growth. Since its establishment in 1966, CACCI has grown into a network of national chambers of commerce with a total now of 29 Primary Members from 27 Asian countries. It cuts across national boundaries to link businessmen and promote economic growth throughout the Asia-Pacific

region. CACCI is a non-governmental organization (NGO) granted consultative status, Roster category, under the United Nations. It is a member of the Conference on NGOs (CoNGO), an association of NGOs with UN consultative status.

Among the benefits of membership in CACCI are the following:

1. Policy Advocacy - CACCI aims to play a strong policy advocacy role in order to establish a business environment conducive to creating better opportunities for CACCI members.

2. Wide scope for networking - Participation in the various projects of CACCI will provide members the opportunity to expand their reach in Asia-Pacific by establishing contacts with the business communities of the region.

3. Participation in CACCI Annual Conferences and Training Programs - Members are invited to participate in the annual Conferences and various training programs which CACCI regularly conducts either on

its own or in cooperation with other international organizations and member chambers.

4. Interaction in Product and Service Councils - Membership in CACCI allows participation in the activities of the various Product and Service Councils (PSCs) of the organization. PSCs are business groupings organized along product or service lines with a primary objective of promoting business cooperation, personal contacts, and technology transfer.

5. Access to CACCI publications - CACCI publishes the CACCI Profile, its monthly newsletter, and the CACCI Journal of Commerce and Industry, a bi-annual publication which features papers, speeches, and other articles pertaining to issues affecting the regional economy.

For more information, please visit www.cacci.org.tw



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