

EDUCATION IN THE ASIA-PACIFIC REGION: ISSUES, CONCERNS AND PROSPECTS

Volume 28

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Editors

Internationalization of Higher Education

The Case of Hong Kong

 Springer

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Series Editors' Introduction

This timely book identifies and addresses key issues, prospects and challenges concerning the internationalisation of higher education, with particular reference to the track record and recent experience in Hong Kong, as the Hong Kong government seeks to strengthen HK's position in becoming an increasingly significant education hub in Asia.

An education hub is generally perceived as being an internationally oriented centre for educational excellence, marked by a concentration of leading educational institutions; an educational centre able to attract high-quality international faculty and a large number of high-quality overseas students; and an educational centre that generates high-quality frontline research across a range of disciplines.

In terms of societal characteristics, an education hub occurs in: a knowledge-driven society, with resources committed to the cultivation of new knowledge and capabilities; a society where new talent and creativity contribute to commercial enterprises in the business sector; a society where education is seen as a service industry operating through various channels, such as established institutions, e-learning and external outreach (satellite campuses, partnerships, etc.); a society that valorises creativity, diversity, human capital, education and training; and a society that has a global vision for its students and for its educational institutions. Education hubs are often successful centres of business activity where knowledge-based industries and enterprises are able to recruit graduates from leading universities based in such centres. The perception in such societies is that there are multiple benefits (from such activities) for the society as a whole, both direct, in the form of revenues, and indirect, in the form of the development and enhancement of human capital.

In terms of Hong Kong government policy, the 2009 Policy Address given by the chief executive of the time was significant when it stated that the purpose of the development of education services [in Hong Kong] was to: *enhance Hong Kong's status as a regional education hub, boosting Hong Kong's competitiveness and complementing future development of the mainland.*

Other countries such as Malaysia and Singapore have linked the development of an education hub with a platform for innovation and enterprise. In the case of Hong Kong, the purpose of promoting an education hub is to shift the economy to one

which is knowledge-based, to diversify the economy away from property speculation and financial services and to instil a strong commitment to value added, with a focus on value creation and employment growth.

This book examines the internationalisation of higher education with particular reference to Hong Kong as an education hub in Asia. The volume is organised into three sections which examine internationalisation as a feature of the development of education hubs, the key role of education marketing and internationalisation as a part of international student development. Authors contributing to the volume point to the fact that in addition to the economic benefits derived by education hubs such as Hong Kong, such hubs are also an important part of 'soft power' with regard to their social, cultural and even political influence.

The book also examines case studies of Malaysian and Indonesian ethnic higher education students and students from Mainland China, in Hong Kong, with regard to how they fit into university life in Hong Kong.

The volume is an important contribution to the growing body of policy- and practice-orientated literature which examines key issues, concerns and prospects regarding the internationalisation of higher education with particular reference to the development and role of regional education hubs. Although Hong Kong is a relatively small regional education hub when compared to other education hubs in the Asia-Pacific and in other parts of the world, the insights gained from this case study of Hong Kong as a higher education hub will not just be of interest to those in Hong Kong but will also no doubt be of keen interest to researchers, policymakers and practitioners worldwide.

The Hong Kong Institute of Education
National Institute for Educational Policy Research, Tokyo
University of Malaya, Kuala Lumpur
June 2015

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Ryo Watanabe
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