

**International Strategy at Keio University**  
**– Keio Universities Establishment of an overseas office–**

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My presentation will be based on Keio University's international strategy and our first attempt to establish an overseas office. I will detail how the office was set up and how the first year of operation progressed. Keio's London Office was established in partnership with the Japan Society for the Promotion of Science and represented the first collaboration of its kind between a Japanese University and the JSPS. The London Office has accelerated Keio's international activity. For example, we co-hosted a symposium with University College London and JSPS in April 2006, which was also part of Keio's 150th Anniversary Commemorative Project.

In addition, it has been extremely easy for us to take part in activities within Europe, such as the World Economic Forum or EAIE, as well as being in contact with our European partner universities on a daily bases. Having a European base has also made it possible to make annual visits to our partner universities to discuss collaborations face-to-face. We are certain that in the long run the Keio London Office will work actively to promote Keio's interests abroad thereby raising the visibility of Keio University world wide through positive promotion methods, establishing international networks which support both Japanese and foreign high caliber researchers connected to Keio, facilitating the movement of students to and from Keio and supporting alumni networking activities in Europe.



## International Strategy at Keio University

-Keio University's Establishment of an Overseas Office-

Keio University 2007

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Organization for Global Initiatives



## Keio University: Facts

- Founded in 1858 by Yukichi Fukuzawa
- Oldest modern university in Japan
- 5 campuses in Japan
- 10 overseas offices and school
- 9 faculties and 10 graduate schools
- 28,000 undergraduate students
- 4,000 graduate students




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## Five Main Campuses in Tokyo and Kanagawa



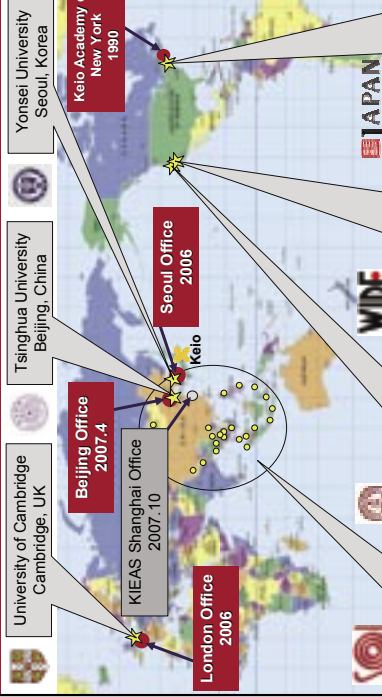
- Shonan Fujisawa Campus (SFC)**  
Policy, Media, Health care, Sport
- Shinanomachi Campus**  
Medical Science & Medical care
- Yagami Campus**  
Science & Technology
- Mita Campus**  
Humanities & Social Sciences
- Hiyoshi Campus**  
Liberal Arts



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## International Network: 11 Bases

(as of November 2007)



- University of Cambridge, Cambridge, UK
- Beijing Office 2007.4
- Tsinghua University, Beijing, China
- Yonsei University, Seoul, Korea
- London Office 2006
- KIEAS Shanghai Office 2007.10
- Keio
- Seoul Office 2006
- Keio Academy of New York 1990
- Stanford University, California, USA
- San Francisco Studio, California, USA
- Japan Society, New York, USA
- SOI Asia partners in 14 countries

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## Keio University's Educational System (From April 2008)

10 Undergraduate Faculties, 14 Graduate and Professional Schools

### Undergraduate Faculties

- Letters
- Economics
- Law
- Business & Commerce
- School of Medicine
- Science & Technology
- Policy Management
- Environment & Information Studies
- Nursing & Medical Care

From 2008

- Pharmacy

### Professional Schools

- Keio Business School
- Keio Law School

### Graduate Schools

- Letters
- Economics
- Law
- Human Relations
- Business & Commerce
- School of Medicine
- Science & Technology
- Media & Governance
- Health Management

From 2008

- Pharmaceutical Sciences
- Media Design
- System Design & Management

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## Keio University's International Education

### International students by Source Countries (As of 2006)

Country (Area)	Number of Intl students	Percentage
China	311	38%
Korea	193	23%
U.S.A.	48	5.8%
Taiwan	43	5.2%
Thailand	22	2.6%
Germany	22	2.6%
Malaysia	20	2.4%
France	20	2.4%

### International students by affiliation

Undergraduate	308
Graduate	331
Japanese Language and others	185
Total	824

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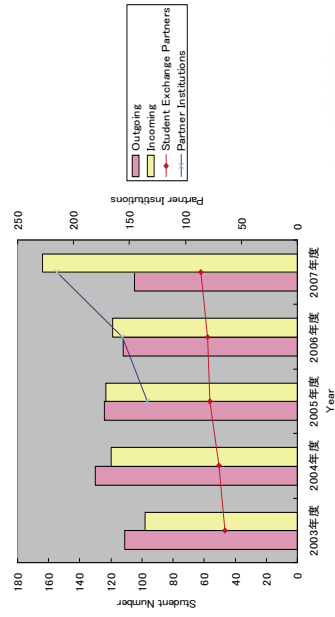
## Keio University's International Programs

- **Double Degree Programs (BA,MA)**
  - 2005: Yonsei University, Korea (Grad. School of Media & Governance)
  - 2005: Fudan University, China (Grad. School of Media & Governance)
  - 2005: Intergroupe des Ecoles Centrale, France (Grad. School of Science & Technology)
  - 2006: University of Indonesia, Gadjah Mada University, Brawijaya University, (Grad.School of Media & Governance)
- **International Programs offered in English (MA, PhD)**
  - 1996: Joint Japan/World Bank Graduate Scholarship Program in Taxation Policy and Management (Masters)
  - 2003: International Graduate Programs for Advanced Science & Technology (5 areas of study: Masters and Ph.D.)
  - 2006: International Advanced Degrees Program in Media & Governance (3 areas of study; Masters)
  - 2006: Professional Career Program (PCP) in Economics (5 areas of study; Diploma)

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## Number of Exchange students and partner institutions



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## Keio's Strategies for increasing International Students

- Improvement of Admission System
- Strengthen Scholarship and Students Housing
  - Design the Future Fund (3 billion yen)
  - Shimoda Student Village (150 rooms)
- Enhance the Japanese language programs
- Expand English-taught Courses in All Areas
- Involving the academics in the whole process of internationalization

**International Students (Target Figure)**

**1,000 students (AY2008) ⇒ 1,500 students (AY2015)**

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## Overseas Offices: Collaboration with JSPS



**Keio University London Office**  
 c/o JSPS London Office  
 12 Berkeley Street  
 London, W1J 8DT  
 UK

**Keio University Beijing Office**  
 c/o JSPS Beijing Office  
 605, Library of Chinese Academy of Sciences  
 33 Beishihuan Xilu, Zhongguancun,  
 Beijing 100080, P.R.C.

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## Purpose of overseas offices

1. Support and Risk management of Keio students and academics abroad
2. Net working of Keio Alumni
3. Daily Promo and Advertising Keio University
4. Recruiting the best students world wide
5. Searching partners and cooperating with partners

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## Various tasks of London Office

- Daily contact with the partner institutions
- Regular visit to partner institutions
- Attend the conferences, symposium held within Europe. Proactive networking and presence at conferences, events in Europe.
- Research on European institutions, Gather information of higher education within Europe
- Organizing, negotiating and risk managing of the short term programs held within Europe
- Hold a symposium with partner institutions
- Joint and co-hosting events with JSPS
- Take part in the study abroad fairs of partner institutions if necessary
- Assist the researcher/student from Keio abroad
- Supporting alumni net working activities in Europe

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## Various tasks of London Office

Cooperation with partner universities 1-1



### 150th Anniversary International Symposium (Lecture Series 2) (London, UK) "Frontiers of Neuroscience"

April 2007: Keio initiative jointly hosted by Keio University, University College London (UCL) and JSPS. Two professors from Keio School of Medicine and two professor from UCL delivered lectures on cutting-edge research and its applications.



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Various tasks of London Office  
Cooperation with partner universities 1-2

## 10th anniversary of Keio Summer School at Downing College, Cambridge University

In commemoration of the 10th anniversary of Keio's Summer School at Downing College, Cambridge, a cherry tree planting ceremony was held.



The cherry tree and participants



Commemorative dinner



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## Future Events at London Office

- Participating in the World Economic Forum 2008
  - Holding a Japan reception in collaboration with Tokyo University
- The 150th anniversary conference at British Library
- Exhibition of Keio rare books at Christies London (150th anniversary)



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## Issues of oversea offices

### Having a office abroad is not the goal of Internationalization but one of the steps to achieve the goal

- Difficulty of having a office in a different organization (working in collaboration)
- Only one staff member from Keio
- Not yet gained recognition and visibility
- To be broaden usage of the office
- Multi task, communication within and out side Keio



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## Future prospects of Keio London Office



- Promote Keio's interests abroad thereby raising the visibility of Keio University world wide through positive promotion methods
- Establish international networks which support both Japanese and foreign high caliber researchers connected to Keio
- Facilitating the movement of student to and from Keio



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Thank you for your attention !!



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