



Awards Asia 2025

International Strategy of the Year

Institution Name	Kyung Hee University
Submission title or project name	Kyung Hee Global Virtual School: Advancing the Global Spread of Korean Culture and Expanding the University's International Reach
Nominee / key personnel	Kyung Hee University Global Virtual School Team; Professor Ahn Soong-Beum, Director of K-Culture Story Contents Research Institute; Office of International Affairs at Kyung Hee University
URL	https://www.khu.ac.kr/eng/user/contents/view.do?menuNo=300175
Submission	In the summer of 2023, Kyung Hee Global Virtual School was launched, offering free Korean studies courses through the university's online platform, e-Campus. Supported by the Korean government, Kyung Hee University's K-Culture Story Contents Research Institute is creating 50 high-quality online Korean studies courses over a five-year period, introducing 10 new courses annually. Kyung Hee Global Virtual School offers foreign students a convenient way to learn about Korean culture and acts as a gateway for fostering exchanges with Kyung Hee University. Between July 2023 and September 2024, over 6,000 students from 48 countries registered for KHU Global Virtual School. Throughout the year, 22 courses were offered, providing many students from countries that had limited exchange opportunities with Kyung Hee University, the chance to participate. The programme fosters the global spread of Korean culture and strengthens the university's international reach by serving as a gateway for exchanges with students from overseas universities.



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International Strategy of the Year

Institution Name	James Cook University, Singapore
Submission title or project name	JCU in Singapore Leads with Authenticity and Student Empowerment through Innovative Student Marketers Project
Nominee / key personnel	Outreach and Engagement Team: Jacky Leng, Associate Director Recruitment and Partnerships; Charlotte Chia, Manager Outreach and Engagement; Hazirah Halim, Executive Outreach and Engagement
URL	https://www.jcu.edu.sg/student-marketers
Submission	The international strategy for James Cook University (JCU) in Singapore focuses on authenticity and student empowerment. The Student Marketers Project, part of the "Discover JCU Through Authentic Conversations" initiative, places students at the forefront of recruitment, allowing them to share unfiltered experiences with prospective students. A key feature of the Student Marketers Project is the Authentic Conversations live stream series which provides direct peer-to-peer engagement that resonates with Generation Z's demand for transparency and authenticity. This has been highly effective in supporting international outreach, significantly boosting engagement with prospective students. The project's strength lies in its personalised, data-driven approach, with content tailored to meet the needs of diverse international markets. The focus on authentic communication has positioned JCU as a leader in innovative student engagement. Overall, the project has become a sustainable part of JCU's strategy, delivering substantial outcomes in recruitment, global profile and partnerships.



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International Strategy of the Year

Institution Name	Hiroshima University
Submission title or project name	From Hiroshima to the world: A global classroom to peace ambassadors
Nominee / key personnel	Shinji Kaneko, Executive Vice President (Global Initiative)
URL	https://www.hiroshima-u.ac.jp/en/news/79207 https://www.hiroshima-u.ac.jp/en/international/news/84877 https://www.hiroshima-u.ac.jp/en/international/network/inu/inu_exchange/citizen_peace https://www.hiroshima-u.ac.jp/en/international/network/inu/inu_exchange/sustainability
Submission	Since 2006, Hiroshima University has hosted the International Network of Universities' Summer School, offering international students a chance to engage with Hiroshima's history. This programme immerses participants in the realities of the atomic bombing and the city's recovery, prompting profound discussions about peace and preventing future conflicts. In 2023, Hiroshima University launched two significant initiatives to broaden this experience. The "Peace Study Tour" brought together multiple summer programmes, including participation in the Hiroshima Peace Memorial Ceremony. By 2024, 115 students from 45 universities in 19 countries participated. The second initiative, "University Presidents for Peace", began in 2024 with a conference featuring leaders from 10 universities. They adopted a declaration emphasizing higher education's role in promoting peace. With Hiroshima University at the forefront, these efforts foster a global network committed to peace education, drawing upon the city's legacy of resilience and the lessons learned from its past.



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International Strategy of the Year

Institution Name	Nagoya University
Submission title or project name	Asian Satellite Campuses Institute
Nominee / key personnel	Akira Yamauchi, Designated Professor, Director of Asian Satellite Campuses Institute; Norimi Mizutani, Professor, Vice-President of International Affairs; Ngov Penghuy, Director/Designated Associate Professor, Cambodia Satellite Campus; Elmurodov Eldorjon, Director/Designated Lecturer, Uzbekistan Satellite Campus; Mary Jean Bulatao, Director/Designated Associate Professor, Philippines Satellite Campus; Gangabaatar Dashbalbar, Judge, Constitutional Court of Mongolia, Former Director of Mongolia Satellite Campus
URL	https://asci.nagoya-u.ac.jp/
Submission	Celebrating its 10th anniversary, Nagoya University's Asian Satellite Campuses Institute (ASCI) offers a fully funded doctoral programme in English for midcareer government officials and researchers in 10 Asian countries. The programme combines distance education with local supervision, enhancing regional leadership and strengthening Japan-Asia relations. Students get tuition exemptions, annual airfare, accommodation and eight weeks of living expenses for studying in Japan. In 2023, ASCI expanded to include engineering. In 2024, it celebrated its first Afghan graduates and welcomed its first Bangladeshi student. The unique supervisory model allows students to pursue their degrees without taking leave from work. ASCI has enrolled 130 international students, mainly from government and academic institutions, and has facilitated local research and international collaborations. ASCI continues to thrive with financial support from various external sources. This strategy has strengthened Nagoya University's ties in Asia, promoted international collaboration, and encouraged regional leadership and expert development.



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International Strategy of the Year

Institution Name	Huachiew Chalermprakiet University
Submission title or project name	Resilience and Growth: HCU's International Strategy in the Face of Domestic Challenges
Nominee / key personnel	Associate Professor Dr Uraipan Janvanichyanont (University President), overall leader of China Gateway Initiative and Health Science Training Gateway for ASEAN; Dr Jonathan Rante Carreon (Vice President), Chief Implementing Officer of the projects; Huachiew Chalermprakiet University Multisectoral International Team
URL	https://www.facebook.com/tclhcu/ https://www.facebook.com/profile.php?id=61555648059825
Submission	Huachiew Chalermprakiet University (HCU) has developed an innovative internationalisation strategy that has enabled us to thrive despite the challenges facing Thailand's higher education sector, such as a shrinking domestic student base. Guided by a strategic plan spanning three phases (2020–34), HCU has focused on building expertise in health sciences and Chinese studies and forming long-term partnerships with institutions worldwide. Key initiatives, such as the Thai-Chinese Leadership Studies programme (China Gateway Initiative) and the Health Science Training Gateway for ASEAN, provide global opportunities for students and faculty, ensuring inclusive engagement. Our international collaborations have significantly increased academic services revenue by over 20 times, bolstering financial stability and enabling us to avoid layoffs. HCU's comprehensive strategy also emphasizes faculty development, leveraging technology and global partnerships to enhance academic quality and streamline operations, positioning us as a leader in international education and partnerships.



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International Strategy of the Year

Institution Name	National University of Singapore
Submission title or project name	Global Experience courses (GEx)
Nominee / key personnel	
URL	https://nuscollege.nus.edu.sg/academics/the-nusc-curriculum/global-pathways/global-experience-course/
Submission	National University of Singapore (NUS) College's flagship Global Experience (GEx) courses offer specially curated programmes in specially selected cities or regions around the world. Students choose from a variety of themes offered, unique to each city or region. The structure of each GEx is uniquely designed and goes well beyond traditional classwork and involves activities such as: seminars with guest professors; workshops with practitioners; masterclasses with experts; fireside chats with important personalities; and field visits to pertinent sites such as start-ups, research centres, government offices, cultural and community institutions. Each GEx has a theme that leverages on the relative strengths of the region, and takes place for one month in the summer, with a few preparatory lectures and seminars in the semester before, and assignments due in the semester after. Students anchor their experience through an independent study – a self-designed and answered project – in consultation with their lecturer post-trip.



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International Strategy of the Year

Institution Name	Tianjin Normal University
Submission title or project name	Building a First-Class Language and Cultural Hub
Nominee / key personnel	Institute for the Development of International Chinese Language Education, co-founded by Ministry of Education and Tianjin Normal University
URL	
Submission	Tianjin Normal University (TJNU) has implemented a successful international development strategy by establishing a First-Class Language and Cultural Hub. As a global leader in international Chinese language education, TJNU promotes standardised teaching and supports national language policies in partner countries. In 2023, TJNU inaugurated a 33,000 m2 complex, enhancing its international education infrastructure. TJNU has shaped global standards through events such as the 2023 World Chinese Conference and partnered with governments and institutions in Kenya and Thailand to train local Chinese language teachers, covering the majority of local teacher training in both countries. These efforts have increased the demand for educators and expanded TJNU's global influence. With 36 new cooperative channels and over 1,100 students teaching abroad, TJNU has strengthened its reputation as a central hub for Chinese language education. The university's various international programmes, including teacher training and events, have collectively generated CNY 26 million (US\$3.5 million), significantly enhancing its financial sustainability.



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International Strategy of the Year

Institution Name	Nanyang Technological University, Singapore
Submission title or project name	NTU Singapore: A Catalyst for Collaboration in Asia and the World
Nominee / key personnel	
URL	
Submission	With over three decades of nurturing leaders through interdisciplinary education, research and innovation, Nanyang Technological University (NTU) Singapore has achieved world-class excellence, collaborating with more than 600 international partners. Over the past 12 months, NTU Singapore pursued an increasingly focused ASEAN, China and India strategy to further deepen and strengthen its partnerships. This includes NTU's one-of-a-kind collaboration with Indonesia's MOECRT launching the Indonesia–NTU Singapore Institute of Research for Sustainability and Innovation. In China, engagements include NTU and Shandong University in 2024, forming a new international institute with a local organisation to promote green technology, and the establishment of joint PhD and master's programmes for student exchanges with leading universities, including Peking University and Shanghai Jiao Tong University. In India, initiatives include the fully funded NTU India Connect Fellowship and partnerships with the All India Institute of Medical Sciences that endeavour to advance biomedical research, healthcare technologies and clinical training.