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ISO/IEC 17024 Conference
Washington, DC

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Every Morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed.

Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death.

It doesn’t matter whether you are a lion and a gazelle.

When the sun comes up, you better start running
THE ESSENCE OF THE PROVERB

MOBILITY IS GOOD
KNOWLEDGE has become the **single** most important factor in economic development and global competitiveness.
Higher Education Concerns

1. Appropriate Objectives
2. Good Management
3. Effective Operations (Good Outcomes) =

Quality Assurance/Accreditation
Profession’s Concerns

1. Code of Conduct/Ethics
2. Keeping Current in Practice
3. Mobility

= Competency Assurance/Certification & Licensure
QUALITY & COMPETENCY
ASSURANCE ASSIST
MOBILITY BY:

- SETTING THE STANDARDS

- PROVIDING STRUCTURE
  FOR IMPROVEMENT,
  PLANNING & REFORM

- ENABLING USERS/CLIENTS
  TO MAKE CHOICES AND
  DECISIONS
MOBILITY THROUGH ACCESS
# Global Supply of Learners

<table>
<thead>
<tr>
<th>Year</th>
<th>Global</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>48M</td>
<td>17M</td>
</tr>
<tr>
<td>2025</td>
<td>159M</td>
<td>87M</td>
</tr>
</tbody>
</table>

Source: International Education: Australia’s Potential Demand & Supply, IDB
Transnational Education

• Branch Campuses
• Study Abroad
• Franchises
• Twinning
• Distance Education
• Corporate Programs
Share of Enrollment in Private Higher Education (percent)

Note: In the few Western European countries which have a high proportion of enrollments in private institutions (for example, Belgium and the Netherlands), higher education continues to be almost entirely financed by the state which subsidizes both public and private higher education institutions.

Source: World Bank 2003
Transnational Education in China

• December 28, 2002 - China's first national legislation on private education

• March 1, 2003 - "Regulations on Sino-Foreign Cooperation in Running Schools."

• July 1, 2004 - "Guidelines for Implementing regulations on Sino-Foreign Cooperation in Running Schools."
Largest Importers

- Canada
- France
- Germany
- United Kingdom
- United States

(63% of 1.2 million market)

UNESCO
Largest Exporters

- **Australia** 4 billion $
- **United Kingdom** 3 billion $
- **United States** 13 billion $

Sources: DETYA, USTR, COMMERCE
U.S. Top Ten Services Exports

- Travel............................... $71.3 bill
- Transportation................... $45.5 bill
- Financial Svcs..................... $16.5 bill
- Commercial, Professional & Technical Svcs........ $16.3 bill
- Education and Training Services.......................... $13.0 bill
- Entertainment........................ $7.1 bill
- Information Svcs................... $4.0 bill
- Telecom.................................. $3.7 bill
- Equip Installation, Maintenance & Repair................ $3.7 bill
- Healthcare............................ $1.2 bill

Source: International Trade Administration, US Department of Commerce
TRADE IN EDUCATIONAL SERVICES

• AUSTRALIA 3rd
• UK 4th
• USA 5th
• CANADA 3rd pillar of foreign policy
Regionalism’s Effect on Mobility

• More outward-looking stance

• Greater liberalization of national policy

• Equal partnership with other countries

Source: Regional Integration, World Bank, 2003
Higher Education & the Professions: Impact of the Trade Agreements

- National higher education policy liberalization;
- Common standards for professional education;
- Cross-border provision on higher education by private providers; and
- Mutual recognition of academic credentials
MUTUAL RECOGNITION AGREEMENTS

- MRA’s -
Regional Free Trade Agreements: Toward MRA’s

MERCOSUR
Engineering, Medicine, Agronomy

EU
European Consortium for Accreditation in Higher Education (ECA)
Regional Free Trade Agreements: Toward MRA’s

APEC
Engineering & Architecture

US-CANADA
Medicine, Engineering, Dentistry, Accountancy
International Professional Organization MRA’s

• Engineering – Washington Accord

• Architecture – IUA

• Nurse Anesthesia – IFNA
International Activity of U.S. Accrediting Agencies

• Internationally Shared Standards
• Internationally Shared Process
• International Engagements with Professional Counterparts
• Involvement in Bilateral or Multilateral Agreements
Regional QA Organizations

- **Europe:** ENQA, ECA and TEMPUS-MEDA, CEEN, EAQN
- **Central America:** CCA and CSUCA
- **Latin America & Spain:** RIACES and MERCOSUR
- **Caribbean (English Speaking):** CANQATE
- **Asia Pacific:** APQN
- **Canada:** AAAC
- **USA:** ASPA, CHEA, IRAC
- **Middle East and North Africa:** Arab States Quality Assurance Network
REGIONAL OR GLOBAL?

WHEN WILL THERE BE REGIONAL ORGANIZATIONS OF CERTIFICATION BODIES OR WILL YOU SKIP A STEP AND SIMPLY GO GLOBAL?
CQAIE
Global Activity:
National Quality & Competency Assurance Capacity Building
GLOBALIZING PROFESSIONS & CQAIE

- Allied Health (Latin America)
  Occupational Therapy (Also Europe)
  Physical Therapy (Also Europe)
  Speech Language Hearing

- Management & Accounting (Global, CE Europe & Middle East)

- Engineering (Global, Latin America, Middle East & Asia)

- Architecture (Global & Asia)

- Medicine (Eastern Europe)

- Counseling (Global)

- Law (Eastern Europe)

- Psychology (NAFTA)

- Nursing (NAFTA, Middle East & Asia)

- Nurse Anesthesia (Global)

- Dietetics (Global)

- Journalism (Americas)

- Music (Asia, Europe, Middle East)

- Teacher Education (Global & Middle East)
Professional Accreditation and Certification: Gateways to Quality and Mobility in the Americas

June, 2006
San Jose, Costa Rica

2004 in Mexico City
2005 in Santiago, Chile

www.cqaie.org
THE WTO AND INTERNATIONAL TRADE IN EDUCATION SERVICES:
The Opportunities & Challenges of Transnational Higher Education

An International Forum Held in Conjunction with the WTO Ministerial

Lam Woo Conference Centre
18-19 December 2005
Hong Kong

www.cqaie.org
CQAIE
Global Activity: National Quality & Competency Assurance Capacity Building

AMERICAS
Mexico, English Speaking Caribbean, Argentina, Bolivia, Chile, Colombia

Regional Coordination: Organization of American States, Inter American Press Association

AFRICA
Egypt, Mauritius, Morocco, Namibia, South Africa

Regional Coordination: Association of African Universities, South African Universities Vice Chancellors Association

MIDDLE EAST
Egypt, Israel, Jordan, Oman, Palestine, Saudi Arabia, United Arab Emirates

Regional Coordination: GCC, World Bank
CQAIE
Global Activity: National Quality & Competency Assurance Capacity Building

ASIA
Cambodia, Hong Kong, Indonesia, Japan, Malaysia, People’s Republic of China, Thailand, Vietnam

Regional Coordination: World Bank, UNDP, OECD, Chinese Society for Evaluation of Higher Education, Asia Pacific Quality Network

EUROPE
Romania, Hungary, Bulgaria, Estonia, Sweden, Balkans, Switzerland, Greece

Regional Coordination: The World Bank, UNESCO, Council of Europe, OECD, Soros Foundation, US Department of State
INQAAHE
International Network of Quality Assurance Agencies in Higher Education

1991: 8 countries
2004: 65 countries

www.inqaahe.org

Principles of Good Practice
National Quality Assurance Agencies: A Global View
1991

Map showing locations of Canada, USA, and Hong Kong.
National Quality Assurance Agencies: A Global View

2005

courtesy of OECD/CERI
Asia Pacific Quality Network
World Bank Grant
Demonstration Project

• Regional Quality Assurance Services
• Regional Pool of External Reviewers
• Regional Information Clearinghouse
• Regional Staff Exchanges
• Regional Training and Development
• Liaison Functions with Regional and Global Organizations
How Not to Globalize a Profession

- Multiple levels of practice
- Uncommon Standards for Education & Practice
- Emphasis on Inputs rather than Outcomes
- Multiple routes to Accreditation and Certification
- Accreditation & Certification not communicating
- Immature or multiple International Organization(s)
- Protectionism vs. Globalism
Key Mobility Lessons

• The Professions are Globalizing
• Countries Need to Keep Pace by Strengthening National Professional Bodies
• Gain Strength through Regional Cooperation
• Rely on Sound World Class Standards for Education & Practice (World Competencies)