

## **VP Hsiao-Chuan Chen Visits the Philippines to Encourage High School Students to Study at Tamkang**

In response to the government's New Southbound Policy and to actively expand the university's international student recruitment, Tamkang University carried out the "Tamkang STEM and Business Exploration Tour - Heading to Philippine High Schools" project from March 9 to 15. The delegation, led by Vice President for International Affairs Prof. Hsiao-Chuan Chen, included Dean of the College of Business and Management Prof. Li-Ren Yang, Secretary of the Office of International and Cross-Strait Exchange Hsinyin AC Chu, and Filipino student Thomas Earnswell Ang Lui, a freshman in the Department of International Business. The team visited 7 high schools, the Culture Center of the Taipei Economic and Cultural Office in the Philippines, and the Taipei Economic and Cultural Office in the Philippines. Through academic exchanges and recruitment activities, the delegation enhanced TKU's visibility in the Philippines, strengthened connections with local high schools, and increased the likelihood of Filipino students choosing to study at Tamkang.

Prof. Hsiao-Chuan Chen noted that due to the promotion of the New Southbound Policy, the number of students from ASEAN and South Asian countries studying in Taiwan has been steadily increasing—particularly from the Philippines, making it a promising market for international recruitment. She believes this initiative laid a solid foundation for TKU's future recruitment efforts in the Philippines. During the visit, teachers often encouraged their students to consider Tamkang, and preliminary discussions were held with several high schools about potential partnerships. Through strategic alliances with secondary schools, we aim to deepen inter-school collaboration. "We look forward to attracting more outstanding Filipino students to TKU and enhancing our international academic reputation."

On March 10, accompanied by alumni Seimo Huang and Ku-Chien Chang, the delegation visited the Culture Center of the Taipei Economic and Cultural Office in the Philippines, meeting with Director Po-Chih Chuang and Deputy

Director Chung-Wei Liang. They also visited the Taipei Economic and Cultural Office in the Philippines, where they met with Minister Ting-Sheng Li, Minister Dustin T.S. Yang, and Chief of the Education Division Shih-Ping Li. The meetings provided insight into the local education landscape, recruitment strategies, and the supportive attitudes of Taiwanese businesses in the Philippines toward studying in Taiwan. The recent Taiwan-Philippines short-term visa-free travel policy was also discussed, with the consensus that it will benefit future recruitment efforts.

From March 11 to 14, the delegation visited 7 high schools: Xavier School, Elizabeth Seton School, Immaculate Conception Academy, Saint Jude Catholic School, Makati Hope Christian High School, Grace Christian College, and the Philippine Science High School Main Campus. The team fostered mutual understanding through forums and discussions and explored the potential for strategic partnerships and future collaboration models.

Several schools arranged dedicated recruitment seminars, including Elizabeth Seton School, Makati Hope Christian High School, Grace Christian College, and the Philippine Science High School. Prof. Chen introduced TKU's educational philosophy, academic features, sister school relationships, all-English programs, international foundation division, and scholarship resources. She also encouraged students to join TKU's "Future Leaders Online Summer School" to learn more about the university and consider it for future studies.

Dean Li-Ren Yang delivered a keynote speech titled "My Passion. My Dream. What should I major in?" incorporating personality assessments to help students explore their interests and understand how their traits align with suitable academic disciplines. Thomas Earnswell Ang Lui also shared his personal experience studying abroad—explaining the reasons behind his decision and the rewards it brought—while encouraging students from his hometown to choose Tamkang University for their higher education.

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Vice President for International Affairs Prof. Hsiao-Chuan Chen hosted a recruitment seminar at Grace Christian College in the Philippines, introducing the unique features of Tamkang University.



The delegation visited the Taipei Economic and Cultural Office in the Philippines and met with Minister Ting-Sheng Li (5th from left), Minister Dustin T.S. Yang (4th from left), and Chief of the Education Division Shih-Ping Li (2nd from left) to exchange views on the current state of education policies in the Philippines.



The delegation visited the Culture Center of Taipei Economic and Cultural Office in the Philippines and met with Director Po-Chih Chuang (5th from left) and Deputy Director Chung-Wei Liang (3rd from right) to exchange views on the current state of education in the Philippines and discuss recruitment strategy suggestions.



A discussion was held with Ma. Theresa N. Ladrigo (3rd from right), Principal of the High School Division at Xavier School, to enhance mutual understanding and explore possibilities for future collaboration.



Dean of the College of Business and Management, Prof. Li-Ren Yang, delivered a keynote speech and guided students through the assessment.



Thomas Earnswell Ang Lui, a freshman in the Department of International Business, shared his personal experience, discussing the reasons and benefits of studying abroad, and encouraged younger students from his hometown to pursue their studies at Tamkang University.