

# **CENTER FOR INTERNATIONAL AFFAIRS**

## **STRATEGY 2021-2025**



INNOVATION AND Sustainable university



# CURRENT SITUATION

## CIA EXISTING ROLE

PROMOTE INTERNATIONALIZATION

INTERNATIONAL COMPETENCY

COMPREHENSIVE INTERNATIONALIZATION

## POST PANDEMIC EDUCATION

DIGITAZATION

HOME INTERNATIONALIZATION

## CIA ROLE 2021 - 2025

PROMOTE INTERNATIONAL REPUTATION, VISIBILITY  
& ENGAGEMENT

INTERNATIONAL COMPETENCY SKILLS





# INTERNATIONAL VISIBILITY AND ENGAGEMENT

## STRATEGY 1

INCREASE  
INTERNATIONAL  
REPUTATION

## EXAMPLES:

FOR  
ENTREPRENEUR  
SHIP AND  
INNOVATION

## STRATEGY 2

INCREASE  
INTERNATIONAL  
VISIBILITY

## STRATEGY 3

INCREASE  
INTERNATIONAL  
COMPETENCY  
SKILLS

## STRATEGY 4

PROMOTE  
INTERNATIONAL  
MOBILITY

# STRATEGY

# ACTION PLAN

# ACTIVITIES

**STRATEGY 1**  
**INCREASE INTERNATIONAL REPUTATION**  
OBJECTIVE: TO INCREASE UNIVERSITY RANKING

Increase academic/research reputation

- 1) International engagement
- 2) Research reputation
- 3) Teaching reputation
- 4) Work with Planning & MIS to improve data acquisition

- Host congress, conferences
- Support int'l research grant acquisition
- student /staff exchanges
- joint/double degrees
- joint online classes

Increase THE Impact reputation

5) Increase SDG visibility

Network with int'l partners/platforms to share SUT SDG efforts

Increase employer reputation

6) Form links with international firms

Link with foreign chamber of commerce

**STRATEGY 1**

**INCREASE INTERNATIONAL REPUTATION**

**Activities**

Multi-Chamber Sustainability for Business Forum

**2023**

ASEA UNINET  
WTUN  
AUAP  
Info Session

EU HORIZON  
ERASMUS+

ASEA -UNINET  
Proposal  
Workshop

SATU

**WORKSHOPS**

- ASEA -UNINET Proposal
- CANADA SEED
- EU HORIZON

**THE AWARDS ASIA 2023**  
Outstanding Contribution for Environmental Leadership

**2022**  
SUT hosted WTUC 2022

**2024**

ASEA UNINET  
WTUN  
AUAP  
Info Session

EU HORIZON  
ERASMUS+

Franco-Thai  
Workshop

SATU

**THE AWARDS ASIA 2024**

**WORKSHOPS**

- ASEA -UNINET Proposal
- CANADA SEED
- EU HORIZON

Continue University-International Industry Link: Multi-Chamber Sustainability for Business Forum

Resume Research Exchange Program

Co-Funding Student/Staff Exchange Program

**2025**

# STRATEGY

# ACTION PLAN

# ACTIVITIES

**STRATEGY 2**  
**INCREASE INTERNATIONAL VISIBILITY**  
OBJECTIVE: TO INCREASE UNIVERSITY RANKING

Strengthen international links

1) Increase embassy visibility

- Join functions, events
- Form collaborations

Increase employer visibility

2) Increase international firm visibility

- Form links with int'l firms
- Engage with foreign chambers

Increase Internet visibility

3) Increase Internet visibility

- PR on Internet strategic channels

- Hire digital strategist & content creator
- Transfer HTTPS & Create Internet content

**STRATEGY 2**

**INCREASE INTERNATIONAL VISIBILITY**

**Activities**

2023

SWECHAM Preseident Talk

SWECHAM COOP Student Visit

Multi-Chamber Sustainability for Business Forum

Medical Shadowing Program1

Medical Shadowing Program2

SUT as WTUN OB Chair

2022  
 SU as WTUN OB Chair  
 SUT as ASEA-UNINET NC  
 Embassy to Sweden, Canada, Morrocco  
 HTTPS for CIA Website

APAIE 2023  
 UNEP

THE Digital University Asia 2023

THE AWARDS ASIA 2023  
 Outstanding Contribution for Environmental Leadership

Klong Plakang Thailand-Canada-Friendship Trail Launch  
 Embassy of Canada++  
 Foreign CC

2024

Continue University-International Industry Link: Multi-Chamber Sustainability for Business Forum

Expand DD, Collaboration and student admission in China

SWECHAM Talks

APAIE 2024

THE Talk  
 THE SDG Talks

Continuation of CFLI Project  
 New initiatives with Other Embassies

THE AWARDS ASIA 2024

2025

Medical Shadowing Program1

EIAE

EURIE

Medical Nursing Shadowing Programs  
 Khao Yai /GeoPark/Sakaerat BIOME Programs

# STRATEGY

# ACTION PLAN

# ACTIVITIES

**STRATEGY 3**  
**INCREASE INTERNATIONAL COMPETENCY SKILLS**  
OBJECTIVE: TO REBRAND AS INTERNATIONALIZED CAMPUS

Strengthen international competency

1) Increase language competency for staff & students

Set up workshops for speakers, chairs, MC  
Promote English use.

2) Enhance student global experience and profile

Support virtual camps & activities

Increase awareness

3) Set up English contact points on campus

Work with HR to encourage English proficiency

Enhance internationalization

4) Proactive communication (bilingual information & news on campus)

Provide online tools/ training to enable autonomous translation.  
Promote intl campus branding.



**STRATEGY 3**  
**INCREASE INTERNATIONAL COMPETENCY SKILLS**

**ACTION PLAN 1:** Increase language competency for staff & students

**ACTION PLAN 2:** Enhance student global experience and profile

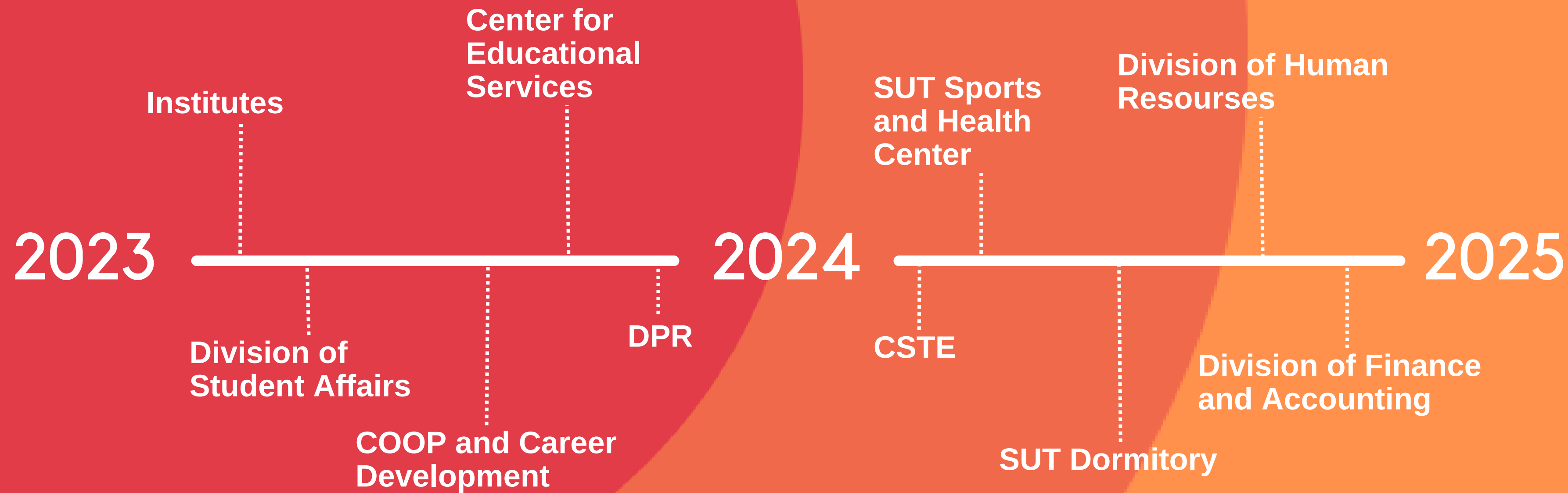
# Activities



**STRATEGY 3**  
**INCREASE INTERNATIONAL COMPETENCY SKILLS**

**ACTION PLAN 3: Set up English contact points on campus**

# Activities

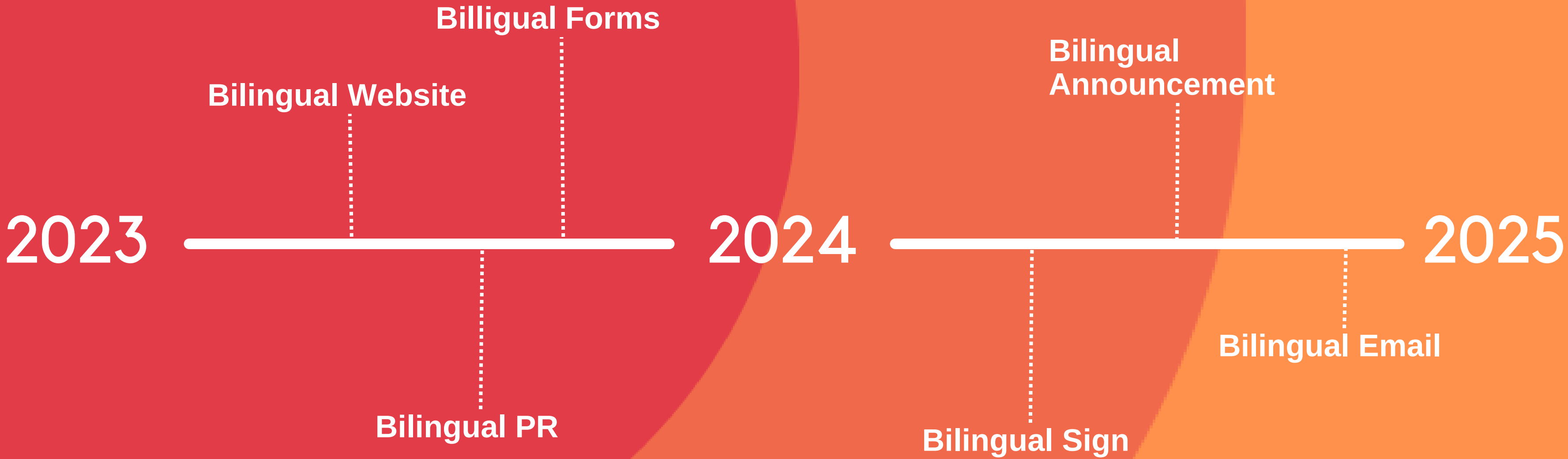


**STRATEGY 3**

**INCREASE INTERNATIONAL COMPETENCY SKILLS**

**ACTION PLAN 4: Proactive communication (bilingual information & news on campus)**

**Activities**





# STRATEGY

# ACTION PLAN

# ACTIVITIES

## STRATEGY 4

### INCREASE INT'L STUDENT ENGAGEMENT

OBJECTIVE: TO STRENGTHEN INT'L OUTLOOK & RANKING

Internationalization at home

1) Enhance support for SUT flagship events

- Support international activities at home
- Internationalized courses

Promote in-outbound events

2) Provide platform for in-outbound event

Offer funding and opportunity platform

Support int'l students & alumni

3) Support int'l student & alumni engagement

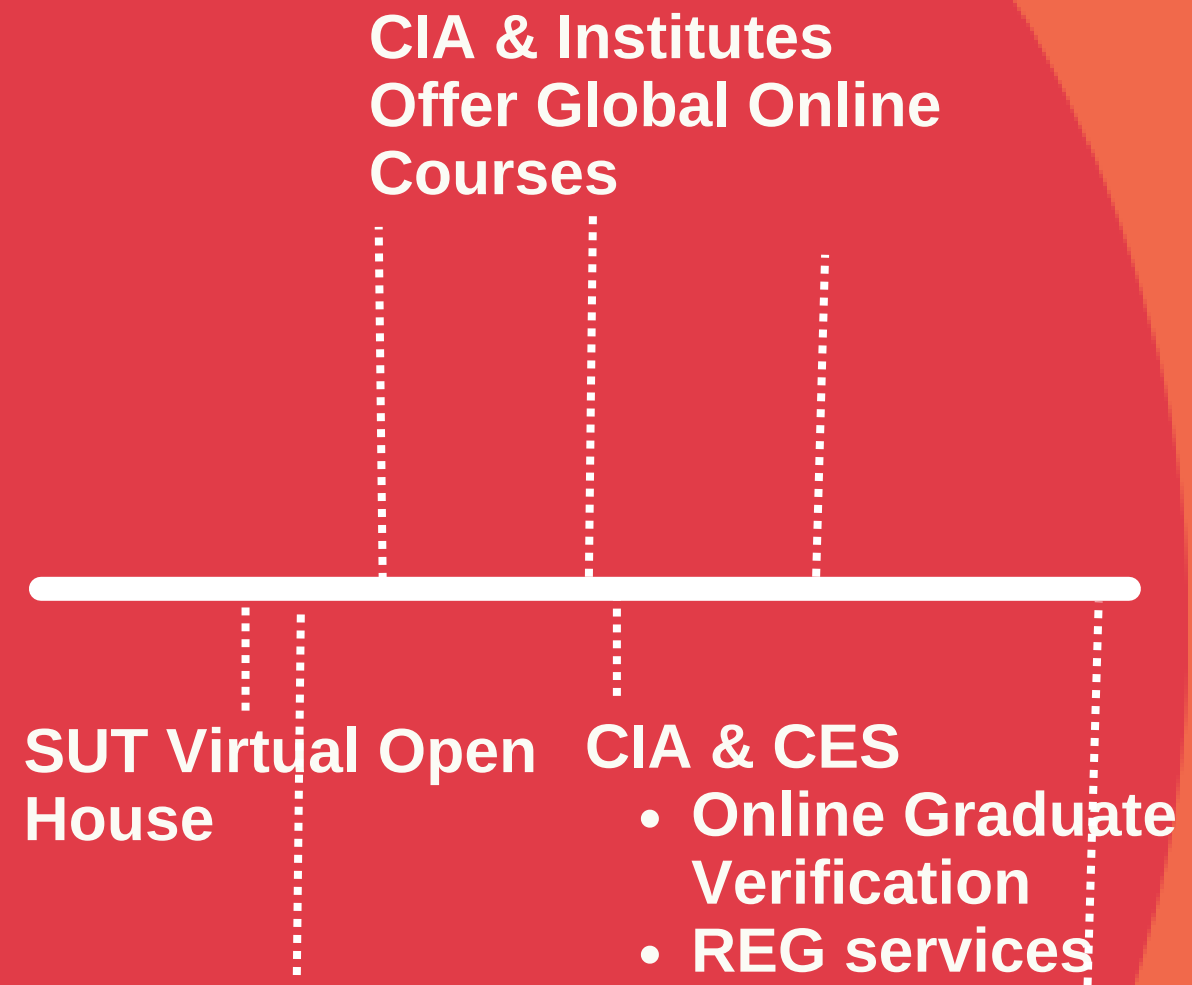
- Offer global online courses, Research exchange program
- Support online int'l admissions
- Support int'l alumni network

**STRATEGY 4**

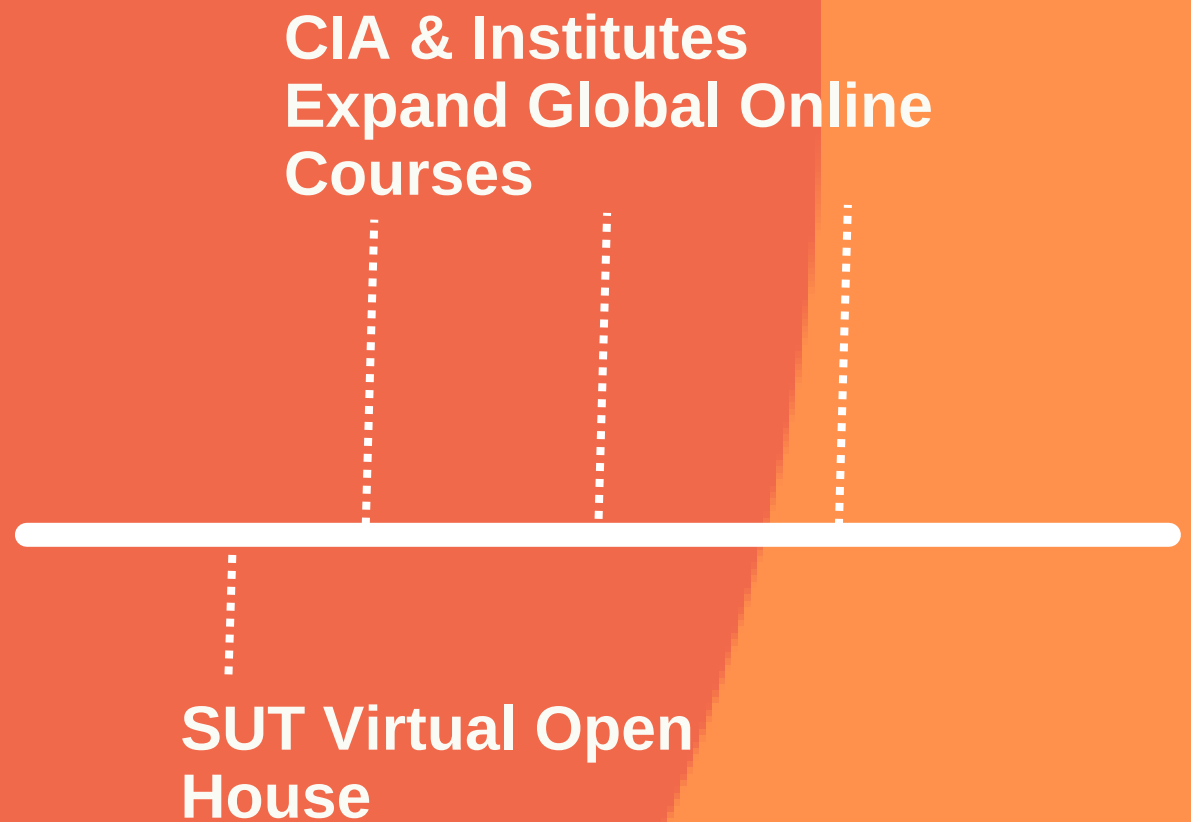
**INCREASE INTERNATIONAL STUDENT ENGAGEMENT**

**Activities**

2023



2024



2025

2022  
SUT Virtual Open House

Offer Global Online courses  
(Enrolled students  
2021 =40, 2022=79)



## CIA Challenges

**Increase intl students (income)**

**How might we increase products to attract more international students?**

**Improve SUT ecosystem**

**How might we improve SUT internationalization? (info, environment, signs, web, REG, staff competency)**

**Reduce Cost**

**How might we encourage external funding among staffs/researchers/students?**

**International CWIE**

**How might we promote inbound-outbound international CWIE?**





## Website

<https://cia.sut.ac.th/>



## Facebook

sutcia



## Email

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