

The SEA-ABT project: Establishment of a **Joint EU-South East Asian Beverage Academy** to enhance HE and CPD training for the beverage industry



Co-funded by the Erasmus+ Programme of the European Union



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INTRODUCTION

Currently SEA lacks in capacities to supply the beverage industry (food processors, equipment supplier, training provider) with adequately trained students and qualified non-academic staff.

METHODOLOGY

To overcome this gap, under the Erasmus+ funding scheme "Capacity Building" a consortium of THAI and EU universities and companies of the beverage industry, coordinated by BOKU (Austria), will establish a

"Joint EU-SEA Beverage Academy"

training center with mainly independently working local hubs in Bangkok and Vienna

SEA Beverage Academy
at KU using the infrastructure of KU-FIRST

EU Beverage Academy
at BOKU using the infrastructure of IFA

To:

- enable sustainable collaboration between the partners in

CPD
(continuing professional development)
certification schemes
for different profiles at different levels
(Certified Hygiene Officer/Manager,)
certified courses for Life Long Learning

HE
(higher education)
1 year Postgraduate Diploma
(KU+CU+KMITL):
✓ multi-disciplinary
✓ industrial oriented, serving industry needs
✓ accredited (EQAS-Food Award)
existing curricula:
✓ tuned: + beverage focus, soft skills, new teaching methods
✓ accredited (EQAS-Food Award)
Double degree

- continuous exchange of best practise between THAI and EU partners
- deliver demand driven courses
 - for different profiles
 - based on a continuing needs analysis
 - using innovative pedagogical approaches and teaching tools

Special emphasis will be given to:

- hygiene and environmental aspects (energy saving, waste reduction) and
- soft skills like teamwork, critical thinking and English language skills

Courses will be implemented

- in a postgraduate Diploma for beverage technology, and
- in existing curricula with an optional focus on beverage technology
- with the possibility for double/joint degrees with EU universities

The concerned food study programmes will be accredited with the **international subject oriented EQAS-Food Award** for transnational recognition of qualifications, based on **EU-standards**

CONSORTIUM

¹⁾ BOKU (Universitaet fuer Bodenkultur Wien), AT	⁹⁾ UGH (University of Geisenheim), DE
⁴⁾ KU (Kasetsart University)	⁷⁾ UNITE (University of Teramo), IT
⁶⁾ KMITL (King Mongkut's Institute of Technology Ladkrabang)	³⁾ Habla Chemie, DE
²⁾ CU (Chulalongkorn University)	⁵⁾ IFA (ISEKI-Food Association), AT
⁸⁾ PATKOL (food equipment supplier)	Confirmed interest: EHEDG (Europ. Hygienic Equipment Design Group), DE
Confirmed interest: Boon Rawd Brewery CO Ltd (SINGHA)	EUCEN (EU university continuing education network), ES
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the consortium is open also for additional partners



TASKS

"Joint EU-SEA Beverage Academy"

- maintained by ISEKI-Food Association (IFA)
- administration of members: EU and THAI Universities and companies
- Accreditation of food study programmes (formal process)
- Certification of courses (formal process)
- Qualification of persons
- Host and maintain a **Web platform** with:
 - E-learning system
 - Webinar & Teleconference system
 - Newsletter system
 - Discussion Forums
 - Digital library of educational products and teaching tools
 - Information collection system: Database on needs and available modules, courses and educational products, facilities and resources
 - brokerage system for jobs, internships

SEA Beverage Academy

- maintain THAI part of website
- keep contact with Thai members (needs collection)
- deliver courses
- transfer knowledge and support co-operations
- accreditation of food study programmes (provide experts)
- certification of courses (provide experts)

EU Beverage Academy

- maintain EU part of website
- keep contact with EU members (needs collection)
- deliver courses
- transfer knowledge and support co-operations
- accreditation of food study programmes (provide experts)
- certification of courses (provide experts)

Company partners:

- help to identify the needs of the Industry
- get involved in the development of HE and CPD training specify topics and learning outcomes
- accept individual practicals in the company
- giving lectures at the university
- accept individual diploma thesis work (or parts) in the company

CONCLUSION

The postgraduate education programme and the CPD training are expected to produce results in relatively short time. In the long term, the adjusted curricula is expected to produce qualified staff for the beverage industry in Thailand and SEA. The project is expected to start in January 2016.