**Intercultural Discovery and Exchange in Asia**

**Project**

**National Taiwan University**

**Taiwan, ROC**

Proposal Outline

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# Program Motive:

The Intercultural Discovery and Exchange in Asia Project (IDEA Project) is an international program that explores the cultural differences between countries and the diversity of student lives at different universities.

Being cosmopolitan and more aware of other parts of the world is one of the most important goals for today’s students. Understanding and appreciating different cultures is a necessity and the key to building friendships between people from all over the world.

As the most representative university of Taiwan, National Taiwan University (NTU) intends, through IDEA Project, to improve multicultural understanding and to further exchange between students from multiple countries while also introducing Taiwan to the visiting delegates. In this program, we invite university students from all over the world to come together here in Taiwan and NTU. The meeting of Eastern and Western cultures is sure to inspire an unforgettable experience.

By encouraging program participants to share their different cultural experiences, and to explore divergences in lives and values, we hope to promote students’ appreciation for different cultures and broaden their international horizons.

At the same time, as the host university, we will introduce Taiwanese and Chinese culture, environment and life to the visiting students through numerous activities. Taiwan is not only dedicated to the preservation of traditional Chinese culture, but to the innovation of it as well by merging and incorporating elements from foreign cultures to develop our own unique, dynamic culture.

# Program Host:

1. **Introduction of National Taiwan University:**

The predecessor of National Taiwan University was Taihoku (Taipei) Imperial University, founded by the Japanese in 1928. When Taihoku University was first established, it had only two colleges: the College of Liberal Arts and Law, and the College of Science and Agriculture, and had a combined total of 60 students.

After World War II and Taiwan's retrocession to Chinese sovereignty, the R.O.C. government resumed the administration and reorganization of Taihoku University, renaming it ''National Taiwan University'' on November 15, 1945. As of the 2004 academic year, the University has a total of eleven colleges, 54 departments, 96 graduate institutes, and four research centers. The number of students totaled to be more than 33,000.

As the first integrated and most prestigious institution of higher education in Taiwan, National Taiwan University has taken up the responsibility of promoting the level of academic research study and teaching in Taiwan. It has from the very start emphasized scholarly research in basic theory and upheld the atmosphere of freedom for academia. Simultaneously, it has strived to satisfy the drive in modern times for multifarious knowledge through course offerings, and to fulfill the social function of college education through feedback, in order to lay a solid foundation for the lifetime education of an ideal adulthood in the 21st century.

NTU holds the best record for academic achievement in both the social sciences and nature sciences, among all universities in Taiwan. In addition, NTU is renowned for its atmosphere of academic freedom. Students in NTU are encouraged to explore their interest freely, and they are diligent and innovative. They work hard, and they play hard. Student activities are held almost everyday in various aspects, some of which are cultural, and some of which are international.

As the best university in Taiwan, NTU intends to create more exchange programs and to cooperate with other prestigious institutions of higher education around the world, in order to achieve our goal of broadening our international scope. International student activities held by NTU in recent years include: the Association of East Asia Research Universities summer camp, the Harvard College in Asia Project Spring Conference, and the University Mobility in Asia and the Pacific Biannual International Conference, all of which are planned and run by students, and supported and supervised by the faculty. International student events have been held at NTU more and more frequently.

More information please visit: <http://www.ntu.edu.tw/english/>

1. **Introduction of the Staff:**

The organizing committee of the IDEA Project is a group of outstanding students assembled by NTUISO. The program is planned by students and supervised by the faculty of NTU Extracurricular Division. The school also provides financial support. Students on the organizing committee are enthusiastic, experienced, and friendly. While they come from different departments, they are all greatly interested in cultural exchange and international affairs. We believe the executive team will organize and execute a great program for our visiting friends from all over the world.

# Program Participation:

1. **Previous Participating Universities:**

|  |  |
| --- | --- |
| China: | University of Hong Kong |
| Japan: | The University of Tokyo  Kyoto University  Tohoku University  University of Tsukuba  Osaka university  Kochi univercity of technology |
| Korea: | Seoul National University  Korea University |
| Singapore: | National University of Singapore |
| Taiwan: | National Taiwan University (host school) |
| Thailand: | Chulalonkorn University  Kasetsart University  Chulalongkorn |
| Vietnam: | The University of Medicine and Pharmacy of Ho Chi Minh city |
| Indonesia: | President University  Sebelas Maret University  University of Indonisia  Universitas Padjajaran  Airlangga  Sekolah Tinggi Akuntansi Negara  Institut Teknologi Sepuluh Nopember  Gadjah Mada University |
| Philippines: | University of the Philippines  University of Santo Tomas  Ateneo de Manila University |
| Cambodia: | Institute of Foreign Languages, RUPP |
| Malaysia: | National University of Malaysia  Universiti Teknologi Malaysia |
| UK: | University of Cambridge  University of Oxford  Imperial College London  University of Leeds |
| Italian: | Università degli Studi Roma Tre |
| USA: | Stanford University  University of California, Berkeley  Massachusetts Institute of Technology |
| Canada: | University of Victoria |
| Total | **15 countries, 38 Universities** |

1. **Delegates:**

We would like to invite, from each university, at most **8** active and open-minded students interested in friendship-building, gaining international experience, and understanding different cultures, including Chinese/Taiwanese culture, on a deeper level.

There are no other criteria for the delegates. Undergraduate and graduate students from any academic department are welcome. But, **balanced ratio of sex** will be considered during the selection.

There will be totally 40-50 delegates and 25 staff participating in this program.

# Program Dates:

July 19th, 2015 to July 26th, 2015

(Note: All arrival and departure services will be carried out by NTU students and the dates are set on July 19th and July 26tt respectively. If any delegates would like to arrive earlier or depart after the July 26th, arrangements can be done, including accommodation, but the delegates will need to cover these extra expenses on their own.)

# Program Location:

Most activities will be held mainly in Taipei City and on the NTU campus.

# Program Fee:

Except their round trip flight tickets to Taiwan and other personal expenses, each delegate will need to pay 350 USD for the accommodation, meals, transportation, insurance, etc. (Selected delegates will need to pay 100USD, which is one third of the total fee, by remittance.)

# Program Content:

The IDEA Project consists of different activities. All of them have been carefully planned down to the last detail by our executive team to bring the delegates an unforgettable and inspiring learning experience, and lots of joy. The types and contents of them are varied and wide-ranging, while revolving around the IDEA Project’s main themes: mutual understanding of cultures and the introduction of Taiwanese and Chinese culture.

1. The Topic for IDEA2015: Milestone—What’s Your Next Step?

2. Time table and Introduction of Each Activities:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Jul.19th**  **(Sun.)** | **Jul.20th**  **(Mon.)** | **Jul.21st**  **(Tue.)** | **Jul.22nd**  **(Wed.)** | **Jul.23rd**  **(Thu.)** | **Jul.24th**  **(Fri.)** | **Jul.25th**  **(Sat.)** | **Jul. 26th**  **(Sun.)** |
| **Morning** | Pick Up | Opening Ceremony | Fruit Feast | Ping-Lin Tea Trip | Project Discussion | Country Tour | Country Tour | See-Off |
| **Afternoon** | Project Discussion | Project Discussion | Ping-Lin Tea Trip | Final Presentation |
| **Evening** | Ice Breaking | Salon | Forum | Project Discussion | Closing Ceremony | Night Market | Farewell Party |

1. Salon: During salon, we will have a chance to share our opinions about different topics with every delegate. There will be seven topics be prepared, including taboo, delicacies, custom and so on. We expect that through the discussion, we could understand each other more and learn the culture of other countries from different sides.

2.Fruit Feast: Taiwan is located in sub-tropical zone, which makes Taiwan a suitable place to plant various kinds of fruits. In "Fruit Feast", we will introduce the variety of fruit in Taiwan and make different Taiwanese delicacies with them.

3. Forum: We will invite some winners of project competitions or pioneers who have solved some awkward problems in our life, to share their experience and the difficulties they have faced when conducting their plans. We hope that delegates could learn from their experience and would come up with a more creative and effective project during these days.

4. Ping-Lin Tea Trip: Ping-Lin County is a suburb of New Taipei City, which is famous for its tea culture. On the third day, we'll visit the tea gardens and the tea factories there, and make deeper acquaintance with the development of tea industry in Ping-Lin.

5. Country Tour: Different from the hustle bustle city life, we would like to take delegates to see the other side of Taiwan, including the suburb and the countryside. We'll visit some famous tourist spots near Taipei, all of which display their own specialty and beauty. Let's enjoy the warm hospitable atmosphere and experience the authentic country lifestyle.

6. Final Presentation: As for presentation, which is one of the major activity of the whole camp, we would like to see teams formed by foreign students conclude their discussion about their projects in the previous days and share how they conduct with others. we expect that through the presentation, everyone is able to learn from each other and creates great fellowship and friendship in-between.

# How You Can Assist Us:

We hope you can assist us in promoting the IDEA Project on your campus and selecting the delegates who apply from your school. Please publicize the IDEA Project and select at most **8** delegate students before **April 30th, 2015**, and send their applications (the official application form is attached) to us. The details are as follow:

1. **Promotion:**

Please post our information and website address using the announcement or public bulletin board system of your school. All necessary information will be available on our official site: <http://ntuiso.wix.com/idea2015milestone>

An advertisement is attached along with this proposal (both poster and electronic form). Please distribute this poster to the students on your campus in either printed or electronic form.

Any other types of promotion are encouraged and deeply appreciated. Thank you so much for all your effort.

1. **Application and Selection:**
   1. **How to Apply for the Program:**

Any interested student in the university is welcome to apply. Please go to our official website: <http://ntuiso.wix.com/idea2015milestone> to download the application form. Fill in the application form and send it to ntuiso@gmail.com before April 30th, 24:00 (GT +8:00). The result of delegate selection will be released on May 10th, 2015.

* 1. **Delegate number:**

We would like to have **40-50** delegates, one school at most 8 delegates.

* 1. **Application date:**

The application is due on **April 30th, 2015**.

* 1. **Application form:**

The official application form: <http://goo.gl/dSRwL4>

# Contact Information:

Please send the application form directly to our E-mail, ntuiso@gmail.com .

For any question, please feel free to contact **President of IDEA2015, Chou, Yu-Li**

President Chou, Yu-Li

E-mail: ntuiso@gmail.com

MOB: +886960725545

# Official Site:

**1. IDEA Project Official Site:** <http://ntuiso.wix.com/idea2015milestone>

**2.NTU Official Site:** <http://www.ntu.edu.tw>

**Appendix 1:**

**5 reasons to visit Taiwan and National Taiwan University**

1. **The Top University of Taiwan:** National Taiwan University is the most prestigious and historical university in Taiwan. Most government officials, heads of large companies, deans of academic institutions, and leaders in all occupational fields are NTU alumni. If you come to NTU, you will find that the students and faculties are friendly and top-tier, and that the campus is beautiful. We’re sure you’ll love NTU! (Please visit our website: <http://www.ntu.edu.tw/english/> )
2. **A Great City:** Taipei is an international city. It’s convenient, modern and full of possibilities. Taipei boasts the once tallest building in the world, and the biggest bookstore in Asia. We have fully developed commercial centers, as well as traditional cultural landmarks and sites, and numerous museums and art events. We also have beautiful natural scenery. If you come to Taiwan, we’ll guide you through this beautiful city.
3. **An Ideal Destination:** Taiwan has distinguished achievements in business and international trade, and the people are noted for their entrepreneurship. Taiwan’s political environment is also intriguing and dynamic. Taiwan has a special relationship with China, and there have recently been particularly compelling political events within Taiwan itself. If you are interested in the politics or economics of Asia, participating in the IDEA project would be an unique opportunity for you to delver deeper and hear the voices of the Taiwanese people.
4. **A Great Diversity:** Taiwan, a beautiful island with various landforms and ecosystems, is located in the key position of East Asia. You can experience varieties of sceneries from low elevation to high elevation. As for the culture, Taiwanese culture not only includes traditional Chinese culture and indigenous Taiwanese culture, but also consists of our own homegrown synthesis of aboriginal, Japanese, and Western cultures. This fusion of cultures is quite unique because it is founded upon Chinese tradition as a base, then further developed under foreign historical influences. Taiwan is famous for the hospitality of its people and for its delicious food. Come to Taiwan, and you’ll know why! Seeing is believing.(To know more about us, please visit http://www.tbroc.gov.tw/)
5. **The Pioneer and Innovator in Chinese society:** Taiwan is a pop culture trend maker within the pan-Chinese regions, including China, Hong Kong, and Singapore. Many of the region’s most celebrated artists, such as the singer Jay Chou and the dance troupe Cloud Gate, hail from Taiwan. In 2012, a Taiwanese American player shocked the NBA and whirled the “linsanity” all over the world. He is Jeremy Lin. His story is so dramatic and inspiring that he was later selected as The World’s 100 Most Influential People: 2012 by TIME. (To know more about Lin’s story, please visit http://goo.gl/5DLfAp) In addition, the eminent director of “Life of Pi,” Ang Lee, who won the Oscar for Best Director, is Taiwanese. Furthermore, Taiwan’s modern-day economic development has preceded China’s. For predictions of what is next in China’s future, Taiwan is an important starting point. For example, Taiwan’s market is so complex and competitive that many multinational corporations come to Taiwan to test products aimed at consumers in greater China.

**Appendix 2:**

**Official Application Form**

Intercultural Discovery and Exchange in Asia Project

 (IDEA Project 2015)

Date: July 19th to July 26th, 2015

Location: Taipei, Taiwan

Delegates Application Form

(Delegates may adjust the size of the blanks depends on their needs.)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Personal Information** | | | | | | |
| Name  (as on passport) |  | | | | Insert picture | |
| English Name  (preferred name) |  | | | |
| Gender |  | | Nationality | |  | |
| Date of Birth  (mm/dd/yyyy) |  | | Passport No. | |  | |
| University |  | | Major/Grade | |  | |
| Special Dietary Requirements |  | | | | | |
| **Resume or Experience** | | | | | | |
|  | | | | | | |
| **Contact Information** | | | | | | |
| Email (use often) | |  | | Phone Number | |  |
| Skype | |  | | Emergency Contact | |  |
| Facebook | |  | | | | |
| **Essay Questions** | | | | | | |
| 1. **Please use 5 sentences to describe yourself.** 2. **Why do you want to join this project and what do you expect to gain from it?** 3. **What kind of Chinese/Taiwanese culture you know the most? How do you think about it?** 4. **What kind of culture of your country will you share during the camp if you are selected?** 5. **What is the craziest thing you have ever done?** | | | | | | |

Please fill in and mail this application form to

ntuiso@gmail.com

Before April 30th 2015, before 24:00 (GT +8:00).

**Additional question--How did you know about IDEA?  
🞏Previous participants told you 🞏FB 🞏Poster 🞏E-mail from the International Office** Thank you!