TRADE POLICY IN ASIA

Higher Education and Media Services

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TRADE POLICY IN ASIA

Higher Education and Media Services

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PREFACE

Since the crafting of a services trade agreement in the WTO, business and policy makers have increasingly appreciated the significant role of the services sector in the economy, and particularly its importance in global trade. Services are not only significant inputs in all major traded goods, but have themselves become tradable.

Discussions about unlocking the great potential of services trade have long centered on regulatory reforms, liberalizing foreign investments, entry of foreign services providers, and mobility of service professionals. Regulatory discussions, however, become more meaningful, less abstract and better understood at the sectoral level because regulatory challenges are unique to each. Indeed, the distinct modes of service delivery offer a better opportunity to understand how competition is hampered or facilitated by regulations.

This book is the result of joint research between the ADBI and the OECD that aims to shed more light on what shapes trade in services. The two sectors selected, higher education and audiovisual services (AVS), have benefited immensely from the information technology (IT) revolution. IT has opened new avenues for access to information, knowledge and entertainment, and Asian suppliers have been highly successful in identifying and taking advantage of these new opportunities.

In tertiary education, there has been a rapid increase in recent years in the number of foreign university campuses in Hong Kong, China; Malaysia; and Singapore. The research in this volume provides useful lessons for Asia based on the experience of these economies. At the global level, lessons can be drawn on issues such as accreditation, quality assurance, and mutual recognition of degrees, all issues that OECD economies have had to grapple with.

Movies, broadcasting, and music are audiovisual services (AVS) in which Asia has figured prominently. This book presents the case of two successful exporters of audiovisual services, India and the Republic of Korea, and examines the various issues and challenges they have been

confronted with, including cultural policy issues and intellectual property rights.

We thank the authors and editors of this volume for their efforts in putting together these studies, and on behalf of the editors we thank Aletha Blayse for preparing the manuscript. We hope that policy makers, business people, researchers and students will gain insights from the collection.

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TABLE OF CONTENTS

	Author Affiliations	v
	Preface	vii
	<i>Masahiro Kawai and Ken Ash</i>	
1	Overview	1
	<i>Christopher Findlay, Hildegunn Kyvik Nordas, and Gloria Pasadilla</i>	
2	From Cross-Border Higher Education to Trade in Education Services	31
	<i>Stéphan Vincent-Lancrin</i>	
3	Regulating Higher Education Services in the People's Republic of China	81
	<i>Xingde Zhu</i>	
4	Trade and Investment in Higher Education Services in Hong Kong, China	121
	<i>Jane Drake-Brockman</i>	
5	International Transactions in Tertiary Education Services: The Case of Japan	175
	<i>Shintaro Hamanaka</i>	
6	Trade Liberalization and Domestic Regulations: Implications for Malaysia as a Regional Education Hub	213
	<i>Siew Yean Tham</i>	
7	Internationalization of Tertiary Education Services in Singapore	259
	<i>Mun-Heng Toh</i>	

8	Audiovisual Services: International Trade and Cultural Policy <i>Gillian Doyle</i>	301
9	Audiovisual Services in India <i>Arpita Mukherjee</i>	335
10	Audiovisual Services in the Republic of Korea: Market Development and Policies <i>Yeongkwan Song</i>	377