



## Outcome statement for North Asia Centre of Asia-Pacific Excellence

This the mission, objectives and outcomes of the North Asia Centre of Asia-Pacific Excellence at the University of Auckland under its funding agreement with the TEC.

### Mission

The North Asia CAPE will create a step-change in New Zealanders' knowledge and skills. It will add a new dimension to the development of New Zealand's knowledge of North Asia and the language skills of New Zealanders, so as to enhance our economic, trade, political, and cultural relationships with our largest trading partner region, comprising Japan, Korea, and greater China.

By drawing university experience together with nimble delivery systems, the CAPE will deepen New Zealand business people's skills and understanding of North Asia and build knowledgeable, Asia-capable schools and universities.

The North Asia CAPE aims to produce a cohort of deeply knowledgeable graduates in a range of disciplines, who are able to support New Zealand's business, economic, trade, cultural, and political relationships with China, Japan, and Korea. It will do this by bringing its collective expertise and deep connections to bear on collaborations with organisations already active in the field. Its offerings will be evidence-based and will draw on the experience and insight of its stakeholders and delivery partners. It will ensure that the knowledge and skills it builds will be broadly disseminated to its target clients, namely New Zealand businesses, primary and secondary school students and their parents, and tertiary students.

### Objectives

- › To prepare New Zealanders to engage more competently with and do business with the countries of North Asia
- › To support and deepen New Zealanders' knowledge and understanding of North Asia
- › To build New Zealanders' language competence and cultural skills.

### Impact and outcomes

- › New Zealand companies and citizens are better prepared to do business with and engage with North Asia.
- › More New Zealanders have appropriate Asian language and cultural skills.
- › They can use their knowledge to enhance and leverage their relationships with China, Japan, and Korea.
- › New Zealanders understand that cultural competence and the study of North Asian languages lead to business success.
- › New Zealand builds stronger, more sustainable, respectful relationships with the countries of North Asia.



We ensure New Zealand's future success.