

Since its foundation, Universidad Autónoma de Madrid has had a remarkable international profile, which has no doubt been reinforced in the last decades by European mobility under the Erasmus Programme. Its international strategy aims at reinforcing and expanding cooperation with both EU and non-EU HEIS, enhancing mobility of staff, students and researchers; promoting cross-border education through the development of new joint/double/multiple degrees, and fostering cooperation projects for innovation. The geographic areas of strategic interest for Universidad Autónoma de Madrid are established according to several criteria:

- Cultural, historical and linguistic proximity or sustained and long-lasting collaboration, like in the case of Latin America. UAM has a large number of collaboration agreements for mobility and research with HEIs and national agencies in most LA countries.
- Academic or research affinity, like in the case of Asia and Africa or USA, Canada and Australia. The academic offer of Asian studies –Chinese and Japanese- and the activity of the Centro de Estudios de Asia Oriental makes Asia a natural objective for UAM, and the same happens with the studies of Arabic and the natural links with Africa. In the case of USA, Canada and Australia, there are common research interests, especially in the fields of Biomedicine and Science.
- Geographical and cultural proximity, like in the case of the Mediterranean countries.
- Interest in emerging countries, which offer new opportunities for cooperation, like India, Brasil, Russia, and South Africa.
- Excellence in teaching and research.

The mobility target groups are students at Bachelor, Master and Doctoral levels for studies and work placements in enterprises, and academic and non-academic staff for teaching or training purposes. In the case of the Master level especially, staff from enterprises who can participate in training courses, practices or workshops.

UAM also aims at promoting Joint Masters degrees for double/multiple/joint master programs to increase its present catalogue and so attract the best students to Europe. At present UAM participates in 7 International Joint Masters degrees, as an example the [European Master of Inland Water Quality Assessment](#), the [European Master in Theoretical Chemistry and Computational Modelling](#), and the [UNICA Euromaster in Urban Studies “4Cities”](#)

Under the new Programme, UAM intends to implement strategic partnerships to foster cooperation among HEIs and enterprises and local and regional authorities. In 2009 UAM was labeled *Campus of International Excellence* by the Spanish Government, recognition that involved, as one of its strategic pillars, the transference of knowledge to society in general and to its natural environment in particular. In close collaboration with the National Research Council (CSIC), the Madrid Scientific Park (with start-ups and spin-offs), the councils of the neighbouring towns and a number of enterprises, UAM offers a suitable environment with high-tech centers to foster such strategic long-term partnerships. The same applies to partnerships with other stakeholders, like education and research institutions, youth organisations or NGOs: UAM has a long and outstanding tradition in cooperation, social



responsibility and volunteering programmes, expertise which can be applied to such collaborations.

The promotion of knowledge alliances between HEI and enterprises is another objective of UAM in this new Programme, also based on the relationships with the enterprises located in the Madrid Scientific Park and many others. Finally, UAM will very likely participate in international cooperation and capacity building projects between participating countries and Partner countries with the objective of contributing to the modernisation of HE institutions.

The Programme is expected to increase the mobility numbers of students and staff and widen UAM's geographical scope for collaboration, so helping the academic community increase their professional, social and intercultural skills and improving the graduates' employability. The development of Joint Master Degrees will attract the best students and improve their research skills.

Creating knowledge alliances between HEIs and enterprises, involving employers in the development of programmes and including practical experience in courses can help adapt curricula to real labour market needs and so facilitate employability. Also, creating new links with firms and enterprises can bring opportunities for new funding conditions.

Linking higher education, research and business (*the knowledge triangle*) for regional development can foster an open exchange of knowledge and expertise and strengthen the knowledge-transfer potential of the University.