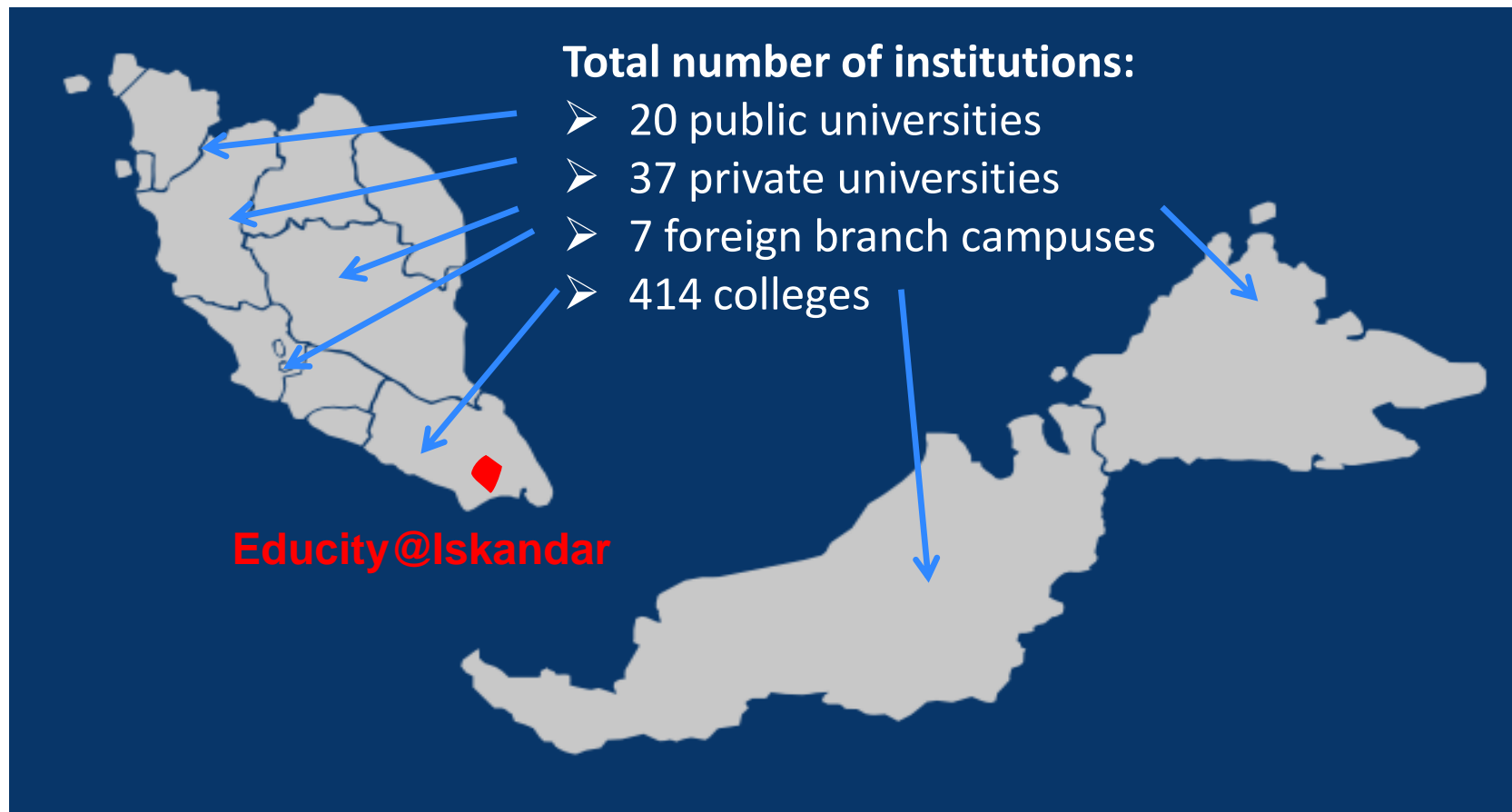


Malaysia aims to be the 6th largest education exporting country by 2020 with 200,000 international students



Key Success Measures	2010	1yr - 2011	2 yr - 2012	5 yr – 2015	10 yr - 2020
Target number of students	80,000	85,000	100,000	150,000	200,000
Achievement		93,300	97,419		

EduCity@Iskandar, Malaysia

- To create a best-in-class education destination, with a superior urban environment to attract academic institutions, students and visitors to work, live and study
- To provide a feeder system for the economic pillars of Iskandar Region

By year 2020:

GNI	Inv	Jobs
RM1.0Bn	RM1.2bn	1,100

- ▲ **A major flagship development in the Iskandar Growth Region, Johor** in southern Malaysia
- ▲ **Approximately 700-acre fully integrated best-in-class education hub** with an International Student Village and dedicated sports complex and stadium
- ▲ **15 kms to Singapore**
- ▲ **Within a 6-hour flight radius** of major Asian cities
- ▲ **Close proximity to Legoland and Johor Premium Outlet; Pinewood Studios**, proposed Health & Wellness Township.



In 2013...

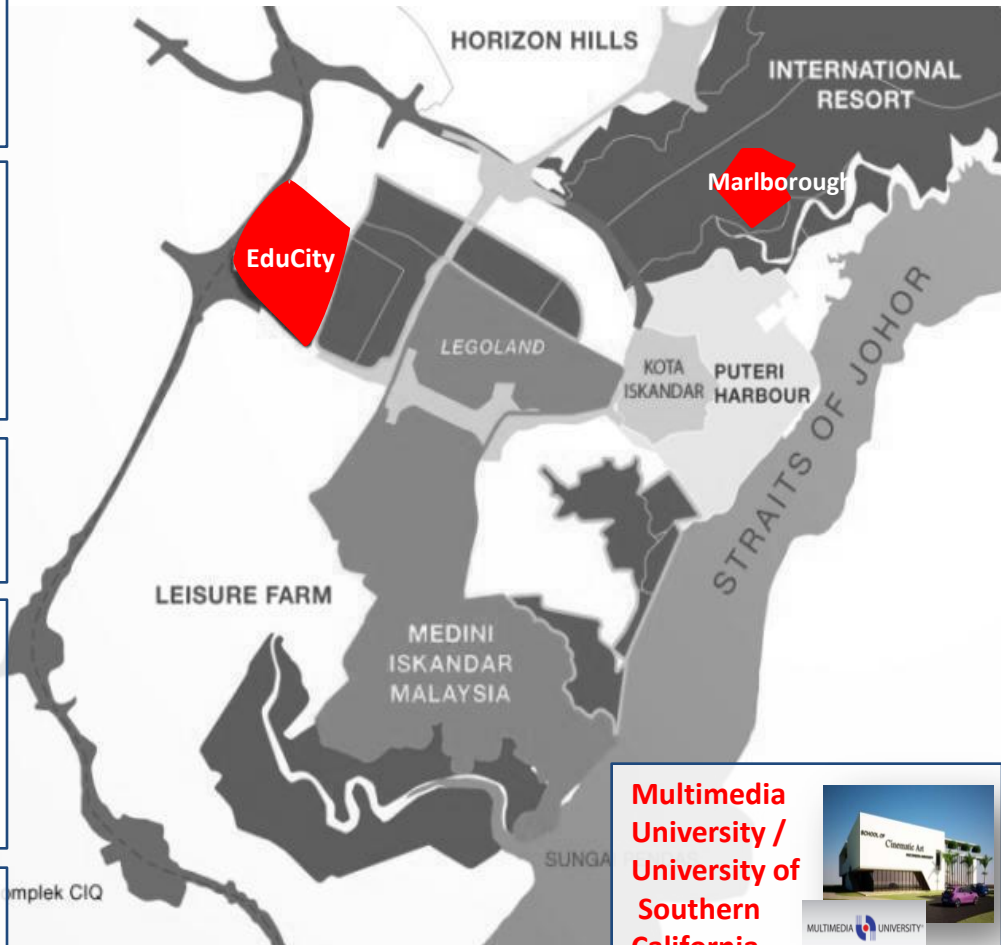
- Reading University and Management Development Institute Singapore (MDIS) to commence operations
- Completion of:
 - Stadium and Sports Complex
 - Student Centre at the Multi-arsity Complex

Achievements...

- ✓ Newcastle University Medicine and the Netherlands Maritime Institute of Technology commenced operations in 2009 and 2011 respectively
- ✓ Marlborough College Malaysia, Raffles American School, Raffles University and Southampton University commenced operations in 2012
- ✓ Marlborough College Malaysia **exceeded their student intake target with 352 students** (~50% Singapore domiciled)
- ✓ Completion of the **Student Village complex** in September 2012



Map of Educity@Iskandar



Education discipline clusters have been established under the Economic Transformation Programme



Hospitality and Tourism Cluster



Islamic Banking and Finance Cluster



Advanced Engineering, Science and Innovation Cluster



Games Development Cluster

Focused on collaboration between:

- ✓ Industry
- ✓ Higher education institutions
- ✓ industry-led bodies

Challenges in 2012...

Challenge #1: Multi-agency approvals required

- Multi-agency approvals required for various licences and visas (e.g. Ministry of Higher Education and Malaysian Qualifications Agency approvals required for programmes based on endorsement by relevant industry bodies, such as the Malaysian Medical Council or the Board of Engineers; Immigration approval required for students' and lecturers' visa)

Challenge #2: Student Recruitment

- Dependency of institutions on a limited pool of government scholars also negatively impacted student numbers

Challenge #2: Immigration Related

- Institutions in Educity@Iskandar faced Immigration challenges, in particular in obtaining Student Passes on time for international students therefore impacting student numbers

Solutions:

- The **Iskandar Education Taskforce** which **meets quarterly**, comprising multiple agencies, i.e. Ministry of Higher Education, Ministry of Education, Iskandar Region Development Authority, PEMANDU, Immigration and other agencies, was set-up to address issues
- Set-up of **Education Malaysia Global Services (EMGS)** to serve as a one-stop-centre for visa processing and to coordinate international marketing
- A Cabinet Paper was tabled (and approved) on behalf of Marlborough College to request for a green lane for immigration clearance for students commuting daily from Singapore



Snapshot of Education Malaysia Global Services (EMGS) homepage



Education MALAYSIA
www.educationmalaysia.gov.my

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Search ... **GO** **Log In** Welcome to EMGS **Login**

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- ▶ Apply for Courses
- ▶ Institution of High Education
- ▶ Student Agent
- ▶ Student Permit Information

Category
Choose an Option...

Institution Type
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Specialisation
Choose an Option...

Level Of Study
Choose an Option...

Compare Courses
You have no courses to compare.

Recent Activity
No recent activity to display.
Put some Like buttons on your website to engage your users.
Details can be found here.

Most Viewed Courses Most Viewed Institutes

1. Bachelor of Dental Surgery
AIMST University
2. Diploma in Automotive Engineering
TAFE College Seremban
3. Diploma in Pharmacy
AIMST University
4. Doctor of Philosophy (PhD)-Business & Commerce
Monash University Sunway Campus Malaysia
5. Bachelor of Engineering (Hons) Electrical & Electronic Engineering
AIMST University

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Plans for 2013...

- An Iskandar Education “Lab” will be conducted as a “fast track” method to :
 - address international student recruitment
 - enhance Student Pass processing and streamline other processes, and
 - focus on improvements to the student experience
- Support establishment of new institutions
- Establish collaboration between universities and industry

