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“Transformation in Motion: Driving Dynamic Improvement towards a World-Class Education System”

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Championing the MY Education Brand

Vision for the Future (ETP)

The focus of the Education NKEA will be on strengthening the private education services sector by increasing private consumption and investments as well as expanding education exports.

Envision a rebranding of Malaysia—from a stopover location for education to a major education centre of choice and a pivotal hub in the global education network.

Envision a 2020 where education is a big business that delivers significant, widespread and sustained GNI impact, while raising standards and widening access.

Where are we now?

Malaysia is currently the 11th largest exporter of education globally.

The number of International students studying in Malaysia is now slightly over 80,000.

But, are they coming for Malaysian qualifications?

Despite the current moderate size of the private education sector, it boasts one of the fastest growth rates over the past decade and one of the highest output multipliers in the country – even higher than sectors where stimulus packages have been allocated

This number was made possible by the extensive amount of money spent by the individual private higher education providers .

Bulk of the cost being used in the promotion of education (travel and participation in road shows) overseas and payments (more than USD 1,000 per student) made to agents for recruitment services.

The ETP aspiration is to increase foreign student enrolment at the tertiary level to 200,000 by 2020 (150,000 by 2015), that is more than 100% increase from the current 80,000.

We also aspire to increase our student intake in international schools from 16,000 currently to 74,000.

Our Threat

The rise of education hubs such as China, Singapore, Thailand and Qatar, threatens our ability to attain these numbers.

Way Forward

Education experts and investors have highlighted Malaysia's regulatory environment for private education as among the most open in the region.

But the approach has to be more consultative and facilitative and private higher education providers be considered as partners in the economic transformation plan.

The government should provide financial support to the private education providers who participate in organised promotion of education overseas including subsidising of freight charges for promotional materials.

All our foreign missions should have an education division where Malaysian education is continuously promoted these missions should have up-to-date information on our education.

The government should partner with the private higher education providers in promoting Malaysian education abroad by way of subsidising participating institutions both for travel and booth space.

On immigration matters:

- Improve visa approval systems and timelines
- Visa to be issued for the full duration of study
- Reintroduce the Issuance of Student Card
- Recognition of student card by relevant government agencies

Both top undergraduate and postgraduate graduates should be given job opportunities for a period of time.

This will further help to brand Malaysia and also to help recover the brain drain of the country.

This will also enable Malaysia to move away from foreign cheap labour intensive market to one of high professional foreign human capital market.

Somebody's loss should be our gain.

On the social side, the government should educate and promote to the public on the significance of having international students, including their contribution to the national economy.

This will enable people to accept and accommodate these students in their neighbourhood.

To further brand Malaysian education, we could join the league of Cambridge and Oxford by converting one or two of our top universities into world class universities by :

- Enrolling only the top school leavers in the country (the crème de la crème) strictly on merit basis
- Also offer places for top international students , and
- Focus on international class of research

Conclusion

To achieve the educational visions of the ETP we should not merely improve the way we have been doing things but **TRANSFORM** by innovative and creative means



Thank you