

Promoting Education Malaysia

STRATEGISED and concerted efforts have been put in place to drive the mobility agenda and it has gained momentum as an important product segment for education in the country, said Education Malaysia Global Services (EMGS) chief operating officer Novie Tajuddin.

As an entity tasked to promote the Education Malaysia brand, he said EMGS has made significant investments towards promoting student mobility programmes in the Asia Pacific, Europe and America since 2016.

"We have done this in collaboration with Malaysian institutions, both public and private through participation in leading International Educators Conference and exhibitions such as those organised by the Asia-Pacific Association for International

Education, Association of International Educators (NAFSA - North America), European Association for International Education and Going Global (Europe)," said Novie.

These events, which consist of both conferences and exhibitions, draw between 2,000 and 4,000 participants from the higher education industry at each venue.

"We showcase Malaysian institutions at the exhibition and by having members of academia from Malaysia present papers and talk at the conference, we raise the credibility of the Education Malaysia brand."

At these platforms, Malaysian institutions form collaborations with institutions from all over the world towards formalising student mobility or student exchange programmes, academic mobility, research

collaboration and other longer term academic partnership.

"Foreign institutions see Malaysia as a good mobility programme partner due to our cultural diversity, recognised and quality education system, biodiversity and heritage," said Novie.

He added that Malaysia won the bid to host Going Global 2018, which will take place in March in Kuala Lumpur, and APAIE 2019, also in the capital city.

"This is a testimony to the Higher Education Ministry's commitment to the internationalisation agenda and mobility programmes, specifically. More importantly, it is an acknowledgment by renowned global educators associations of the nation's leadership, commitment and efforts in internationalisation."