

MALAYSIA

STELLAR ACADEMIC INSTITUTIONS PUT HIGHER EDUCATION FRONT AND CENTER OF NATIONAL AGENDA



Malaysia is intent on becoming a globally competitive knowledge-based society within the next decade. Higher education will be the means through which the country brings this about

Education is a key priority for Malaysia's "Vision 2020" program—an ambitious government plan to transform the country into a globally competitive knowledge-based economy by the end of the next decade. To this end, the Ministry of Higher Education is steadily improving the quality of learning and strengthening international contacts. To date, four universities have been designated the status of research universities, receiving additional funding for research and development activities to bridge the classroom and industry.

Keeping in mind Malaysia's harmonious blend of ethnic diversity, higher educational institutions are investing great resources to make tertiary education both accessible and affordable to the population. Since the National Higher Education Fund Corporation Act was passed in 1997, a fund has been utilized to provide financial assistance through study loans for students at the country's 20 public universities and scores of other institutions. In the past two decades, several universities have opened their doors including Universiti Malaysia Perlis, University of Tun Abdul Razak, and Universiti Malaysia Sabah. The government hopes that half of the population will obtain enrollment in higher education by 2020—a trend already marked in developed countries.

Looking to the future, the government has unveiled a medium-term policy for higher education through 2020. The National Higher Education Strategic Plan is the primary lever designed to prepare students for a rapidly changing global environment. Among the five "thrusts" of the plan is the goal to raise Malaysian higher education to international standards of quality. In November 2007, the Malaysian Qualifications Agency was launched, a Ministry of Higher Education national body designed to implement

nationally endorsed criteria benchmarked against global practices.

Using American and British universities as models, ministry officials are now focusing on improving global rankings more than ever. "When students come to Malaysia for higher education, they will be getting the same quality as with the best universities around the world," says Deputy Minister Datuk Ir. Hj. Idris Bin Hj. Haron. "Our education infrastructure is at par with the U.S. and the U.K.."

The ministry is spending more and more energy to internationalize the university system. Institutions across Europe, Asia and North America now offer transfer credit programs through their collaboration with Malaysian universities, allowing students to complete coursework abroad. Cross-border links have launched offshore Malaysian campuses. Generous government scholarships send 500 lecturers abroad every year to complete postgraduate degrees.

While 50,000 Malaysian students are enrolled at institutions around the world, the same number of international students study in Malaysia. Ministry officials aim to lure more foreign students and staff through exchanges and research collaborations, hoping to increase the influx of foreign students to 100,000 by 2010. English is the language of instruction at all private institutions and in postgraduate programs at public universities—an advantage for foreign students seeking an education in one of the ASEAN region's fastest growing economies.

The U.S. remains a popular destination for thousands of Malaysian students. "It may be unexpected that more than 100,000 Malaysian students have studied at U.S. universities in the past 50 years, but they have brought back to Malaysia much of the knowledge they picked up," explains Datuk Idris. Despite this close contact, the deputy minister admits that American institutions



The government is targeting 50% enrollment in higher education by 2020. The number of new universities in the country will contribute significantly in achieving this goal

are still somewhat reluctant to send their students to Malaysia. "The situation, though, is now improving and Americans have begun to appreciate our system. We already collaborate with the U.S., however we want to attract more American students to create more colors."

While foreign tourists have enjoyed Malaysia's lush rainforests and nature parks for years, academics from international universities are beginning to discover research opportunities and new areas of cooperation in biotechnology, medicine, and sustainable development. Overall, Datuk Idris believes that Malaysia's educational system will serve as the window between his country's multicultural character, ecological diversity and human capital. "Knowledge creates awareness among people and systems. It balances the physical, emotional, mental, spiritual and intellectual dimensions." ■



Idris Bin Hj. Haron
Deputy Minister of Education

For further information contact:

SUMMIT COMMUNICATIONS

1040 First Avenue, Suite 395,
New York, NY 10022-2902

Tel: 1 (212) 286-0034,

Fax: 1 (212) 286-8376,

info@summitreports.com

Project Management:

Pedro Amaral,

Isabelle Leliaert and

Katrin Oberin

An online version is available at

www.summitreports.com

SPECIAL THANKS
to Mr. Badrul Hisham
for his support

MALAYSIA

UKM STUDENTS USE INNOVATIVE RESEARCH FOR A BRIGHTER TOMORROW

Awarded research university status in 2006, UKM is opening lines of dialogue with U.S. institutions to enhance its capabilities

In 2006, Universiti Kebangsaan Malaysia (UKM), or the National University of Malaysia, became one of four centers of higher learning in the country to achieve the status of a research university. Since then, UKM has initiated new efforts to make Malaysia a competitive knowledge-based economy and accelerate international cooperation.

In January, Vice Chancellor Dr. Sharifah Hapsah Shahabudin identified seven niche areas of focus to transform UKM into a superior global research university. This renewed drive for multiculturalism, nanotechnology, renewable energy, climate change, biodiversity for biotechnology development, regional sustainable development, and medicine and health technology is adding to the university's well-established reputation in Malaysia.



Sharifah Shahabudin
Vice Chancellor,
Universiti
Kebangsaan
Malaysia

Collaborating closely with renowned molecular biology institutions around the world, UKM's Medical Molecular Biology Institute is spearheading Malaysia's genome project. The Advanced Surgical Skills Center (ASSC) is dedicated to practicing and training in minimally invasive surgery. "With a leading expert heading it, after only a few months in operation, the ASSC was able to attract reputable scholars and experts from all over the world to attend its workshops," says Dr. Sharifah Hapsah. "We also have been able to attract investment and generate revenue."

The university's industry liaison office has already organized forums to stimulate communication between industry and academia. Dr. Sharifah Hapsah articulates plans to further the creation of high-tech start-



UKM is devoted to the pursuit of innovations in many fields of academic and scientific endeavor

UKM's ethos. The university's Global Student Mobility Partnership allows international students to apply, alongside their Malaysian peers, Sustainable Regional

Development theory in the field. Post-graduate students are helping turn Langkawi GeoPark into a burgeoning destination for ecotourism. They are also working with indigenous communities in the Pahang region to help restore wetlands and an endangered lake as well as to preserve local culture.

Development theory in the field. Post-graduate students are helping turn Langkawi GeoPark into a burgeoning destination for ecotourism. They are also working with indigenous communities in the Pahang region to help restore wetlands and an endangered lake as well as to preserve local culture.

Social consciousness and community involvement are also strong components of

UKM is always seeking ways to enhance international cooperation, especially with U.S. institutions. In July, a memorandum of understanding was sealed with Stevens Institute of Technology in New Jersey. Dr. Sharifah Hapsah hopes that this initial collaboration will enhance research, mentor new business ventures, and facilitate commercialization efforts, adding that, "Stevens has a very practical approach to academic entrepreneurship, and we are exploring how we can mutually benefit."

UKM is always seeking ways to enhance international cooperation, especially with U.S. institutions. In July, a memorandum of understanding was sealed with Stevens Institute of Technology in New Jersey. Dr. Sharifah Hapsah hopes that this initial collaboration will enhance research, mentor new business ventures, and facilitate commercialization efforts, adding that, "Stevens has a very practical approach to academic entrepreneurship, and we are exploring how we can mutually benefit."



MALAYSIA

PREPARING STUDENTS FOR THE REAL WORLD

UNITEN educates by combining theoretical study with hands-on experience

One of Malaysia's top academic institutions, Universiti Tenaga Nasional, (UNITEN), offers students from around the world a unique opportunity to apply theories learned in any of its various disciplines, ranging from engineering to accounting, to Malaysia's most prominent companies before graduation.

Established in 1997 with funding provided by Tenaga Nasional Berhad (TNB), a major Southeast Asian utility company, UNITEN was one of Malaysia's first private universities and is currently setting the pace for academic achievement in the region, producing graduates capable of taking on the challenges of tomorrow.

To aid this process, UNITEN collaborates with international universities in the U.S.A., U.K., Japan, New Zealand, Germany,



Mashkuri Yaacob
Vice Chancellor
of UNITEN

Australia, India and Singapore – a boon to its goal of being in the top three universities in Malaysia by 2010, and the top 100 worldwide by 2015.

A significant portion of their training takes place outside the lecture halls, working at TNB.

"One of the advantages of studying at UNITEN comes from our parent company, Tenaga Nasional Berhad (TNB), Southeast Asia's largest electricity utility company," states Prof. Dr. Mashkuri Yaacob, UNITEN's Vice Chancellor. "Our programs allow students to be exposed to projects within TNB,

which has a full range of business activities including power plants, energy transmission, energy distribution and managing electrical energy for retail outlets. Offering our students the ability to work within a major company allows them to gain practical experience for the real world."

Studying at either the Putrajaya or Pahang campus, students can pursue bachelor's and



Some 11,000 graduates have taken their skills from UNITEN to the Malaysian and foreign workplace

while providing practical knowledge for the right, injects traditionally rigid disciplines like engineering with a fresh influx of ideas. Mashkuri stresses that UNITEN and TNB are committed to supporting students' innovation, particularly in areas like

graduate degrees in engineering, computer science, information technologies, business administration, accounting, finance and industrial science.

UNITEN's administration maintains a future-oriented vision for each path of study. Students learn practical skills and knowledge but are also encouraged to develop ideas out of the box.

"We want our students to acquire various competencies, rather than just sit in front of a computer or read books," Mashkuri explains. "I am pushing for subjects like psychology and philosophy to be offered so that students are exposed to material outside their main focus."

Developing the left side of students' brains,

renewable energy. He gives the example of an exciting new UNITEN project that seeks to use gas produced in landfills to generate energy. "We want to tap into this gas as a potential source of energy and consequently reduce pollution," the Vice Chancellor says. The project helps students to see beyond traditional forms of energy production. "Now that oil is getting scarcer, this will pave the way for us to promote renewable energy for the future."

In just over a decade of operation, UNITEN has released nearly 11,000 graduates into the job market, and many of them, thanks to their skills, have landed jobs in major companies such as Intel, Shell, Schlumberger and Sony, to name a few. ■



*Precision
Discipline
A Winning Attitude*

www.uniten.edu.my The Hallmark of a University Education - UNITEN

Recognized worldwide for outstanding achievements in Research, Innovation and Academic Excellence



UNIVERSITI
TENAGA
NASIONAL

UNITEN GENERATES PROFESSIONALS

Putrajaya Campus
43000 Kajang, Selangor, Malaysia
Tel: +603-8911-2000 Fax: +603-8911-1100
info@uniten.edu.my

MALAYSIA

Universiti Tun Abdul Razak was established in 1998 under the Malaysian Private Higher Education Institutions Act 1996. It was awarded the Multimedia Super Corridor (MSC) status, as well as the ISO 9001:2000 certification – a fundamental commitment to international quality standard and continuous improvement. The University is also the only private university in Malaysia which is a member of the Association to Advance Collegiate Schools of Business (AACSB) and European Foundation for Management Development (EFMD), two internationally renowned institutions that advocate quality education in the field of business studies. Currently, the University offers more than 27 academic programs in diverse fields, signifying a dedication to a well-rounded education based on innovation, leadership and excellence.

Pintar Campus: 16-1, Jalan SS6/12, Kelana Jaya
47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia
Tel: +603 7627 7200/7809 2100 Fax: +603 7627 7245/7880 2405
Website: www.unitar.edu.my



*Infusing Malaysia
with Knowledge and
the Entrepreneurial Spirit*

The Bank Rakyat School of Entrepreneurship

(BRSE) was established as one of the flagship faculties in the Universiti Tun Abdul Razak. BRSE is committed to nurturing entrepreneurial leaders and fostering the development of quality entrepreneurs through a pragmatic approach. The generous support of Bank Rakyat Malaysia Berhad towards the School's endowment fund, and the prestigious collaboration with Babson College, USA – ranked # 1 for entrepreneurship education for 15 consecutive years – have inspired us to now offer the Bachelor of Business Management (Entrepreneurship) and the MBA in Entrepreneurship programs in Malaysia. Our programs offer students the chance to learn critical skills necessary to not only survive in today's competitive business environment, but most importantly – to succeed.

Tun Razak City Campus: Capital Square, No. 8 Jalan Munshi Abdullah 50100 Kuala Lumpur, Malaysia, Tel: +603 7627 7120/7121 Fax: +603 7627 7130
Website: brse.unitar.edu.my



Tun Razak City Campus: the university's nerve-center for business studies

THE ART OF FOSTERING BUSINESS LEADERS

The most innovative university in Malaysia trains the industrial minds of tomorrow

Small and medium-sized enterprises comprise a sizable segment of the Malaysian economy. The University of Tun Abdul Razak (UNITAR) offers programs such as Business Administration and Information Technology to meet the needs and challenges of the Malaysian economic boom.

UNITAR is now redoubling its efforts to train a new class of young business leaders and the university's Bank Rakyat School of Entrepreneurship is designed to stimulate the growth of entrepreneurs and promote innovation. In August 2007, this flagship program signed a landmark memorandum of understanding agreement with Babson College in Massachusetts to create a Bachelor of Business Management and Master of Business Administration program.

Professor Datuk Dr. Md. Zabid Abdul Rashid, who serves as President and Vice Chancellor of UNITAR, is looking forward to deepening its new partnership with Babson, a top-ranked private business school. "We are discussing future collaborations, the development of specialized entrepreneurship programs, and proposals to develop biotechnology entrepreneurship," says Datuk Zabid. "Hopefully we can soon organize a symposium with Babson on entrepreneurship."

International cooperation is a cornerstone of UNITAR's mission. As the only private university in Malaysia to hold membership in the Association to Advance Collegiate Schools of Business, UNITAR has also forged partnerships with Toulouse Business School in France and the University of Westminster in London.

Employing the largest number of teach-



Zabid Abdul Rashid, President and Vice Chancellor of UNITAR

ers with PhDs among private universities in Malaysia, post-graduate studies are a focus of UNITAR's activities. The Center of Executive Education offers concise programs and doctoral seminars for working professionals. This flagship initiative aims to promote trade and investment links

"WE NEED TO FOCUS ON DEVELOPING GLOBALLY COMPETITIVE HUMAN CAPITAL"

between Malaysia and emerging economies, tap into the country's base of human capital, and advance research and development management.

Committed to excellence, all of UNITAR's academic programs are approved by the Malaysian Higher Education Ministry (MOHE) and meet the high standards outlined by the Malaysian Qualification Agency (MQA).

"I see great potential and opportunities in Malaysia," says Datuk Zabid. "We need to focus on developing high quality and globally competitive human capital. This is what we like about the American entrepreneurship model – it creates wealth and value for society." ■

MALAYSIA

APPLYING ACADEMICS

Universiti Malaysia Sabah is leading the way in new research and programs that are adding value to Malaysian industry, environmental conservation and medicine

As a comprehensive public center of higher education for the country, Universiti Malaysia Sabah (UMS) mirrors the strength of the Sabah region's ethnic and ecological diversity. Since its establishment as Malaysia's ninth public university in 1994, UMS has trained many of Malaysia's top graduates in biotechnology, engineering, business, and social sciences in its 13 schools and nine research institutes.

Over the next several years, UMS will prioritize the development of its School of Medicine, Institute of Biotechnology, Computer Center and sustainable agriculture. In total, \$198 million will be earmarked for some of UMS' 19 major projects, despite recent announcements that the government is cutting funding for higher education. "We will complete these projects and we will request additional money in 10 years time to complete other

projects," says Vice-Chancellor Prof. Datuk Dr. Kamaruzaman Hj. Ampon. "We are approaching it one step at a time."

In June, Minister of Education Datuk Seri Mohamed Khaled Nordin broke ground on a \$80 million School of Medicine that will open its doors by 2011 to house administrative buildings and laboratories. To address lack of specialized doctors in Sabah, UMS will eventually boast one of four teaching hospitals in Malaysia. "Our objective is to produce medical graduates of high caliber that will apply their expertise in both rural and urban areas," states Prof. Kamaruzaman.

By encouraging entrepreneurial culture, the Biotechnology Research Institute is helping to achieve government targets to transform Malaysia into a competitive industrial force in the global economy. UMS has adopted ambitious goals to first patent its findings



Kamaruzaman Hj. Ampon
Vice-Chancellor
of Universiti
Malaysia Sabah



UMS has trained many of Malaysia's top graduates in biotechnology, engineering, business and social sciences

and the jungles of Mount Kinabalu on the island of Borneo, Sabah's lush biodiversity is another main asset for research initiatives. The university's

International Tropical Forestry program trains professionals to manage forest resources, develop ecotourism and advance wood-based industries. Its Borneo Marine Research Institute serves as a nexus of collaboration for aquaculture conservation and environmental management. Prof. Kamaruzaman adds that "Sabah has one of the longest coasts in Malaysia, which is a great advantage for focusing our research on the ocean and biodiversity as niche areas."

Having earned his PhD in biochemistry at Ohio State University, part of the Vice-Chancellor's vision is expanding future collaboration with U.S. universities. "I would like to send more of our staff to complete doctorates in the U.S.," he remarks. "The American system allows one to become an expert in their field and I would like our researchers to have a broader outlook.

Nestled between the South China Sea

International Tropical Forestry program trains professionals to manage forest resources, develop ecotourism and advance wood-based industries. Its Borneo Marine Research Institute serves as a nexus of collaboration for aquaculture conservation and environmental management. Prof. Kamaruzaman adds that "Sabah has one of the longest coasts in Malaysia, which is a great advantage for focusing our research on the ocean and biodiversity as niche areas."

Having earned his PhD in biochemistry at Ohio State University, part of the Vice-Chancellor's vision is expanding future collaboration with U.S. universities. "I would like to send more of our staff to complete doctorates in the U.S.," he remarks. "The American system allows one to become an expert in their field and I would like our researchers to have a broader outlook.

Universiti Malaysia Sabah (UMS) offers internationally recognized academic programs in various disciplines – medicine, sustainable agriculture, science, technology, engineering, business, economics, politics and social sciences – that shape students into open-minded individuals, prepared to take on the challenges of the modern global workplace and inspired to excel.

www.ums.edu.my **UMS**

Academic hub in the heart of Borneo

MALAYSIA

GOING GLOBAL IN THE SEARCH FOR ACADEMIC EXCELLENCE

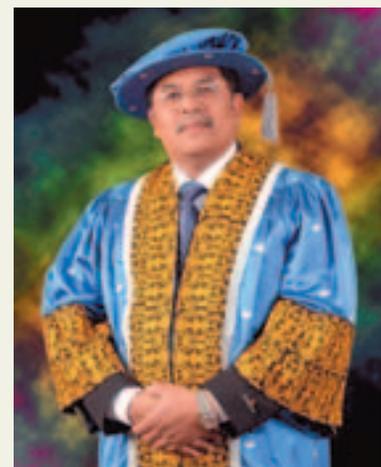
Academic and research university UniMAP partners with international institutes

In the drive to transform Malaysia into a knowledge-based economy, innovation and research play a key role in achieving international competitiveness. High-tech businesses count on academic research institutions to train a new generation of engineers and entrepreneurs.

Universiti Malaysia Perlis (UniMAP) is a technical university leading the trend in inter-disciplinary and practical education. Offering 19 degree programs and six diploma courses, UniMAP adopts a research-intensive approach with a strong emphasis on innovation and entrepreneurship. "Our students use tools and equipment found commonly in the industry from day one of their studies," explains Vice Chancellor Kamarudin Hussin, a metallurgy professor who founded UniMAP in 2002.

Professor Hussin and his colleagues have implemented a "cluster approach" for UniMAP, identifying major areas of priority for Malaysia's knowledge economy. Research clusters promote research and development activities in seven key areas including microelectronics, nanotechnology and embedded computing. The establishment of a Nanoelectronics Institute, approved by the Ministry of Higher Education, is poised to become the nation's premier center for this cutting-edge field. The 2008-09 academic year will offer three new degree programs in biosystem, photonic and building engineering. In the past six years, UniMAP has invested over \$37 million to develop more than 100 laboratories, advancing Malaysia's high-tech potential.

Theoretical and practical-oriented approaches are blended together, setting UniMAP apart from other universities in the region. To date, the university has allocated 15 percent of its management budget for



Kamarudin Hussin,
Vice Chancellor of UniMAP

IT infrastructure, including an e-learning project that supplements traditional methods of teaching.

With over 3,000 students and 600 faculty and staff, UniMAP aims to become an internationally competitive research institution. Aiming to attract more post-graduate students, UniMAP has awarded \$2.9 million for around 100 research grants.

Initiatives such as the Center for Industrial Collaboration bring real-world applications to students. The Industrial Skill

Enhancement Program offers training at UniMAP for industry professionals. In 2006, UniMAP inked several research and development agreements with government and industrial giants.

Ongoing collaboration with multinationals and small and medium-sized enterprises has produced scores of competitive graduates, many of whom have gone to work for industry leaders such as Intel and flash drive manufacturer Spansion. "Industry has been very impressed, and our graduate record speaks for itself," states Prof. Hussin.

In the past several years, the university has sealed partnerships with institutions in Australia, the U.K., Germany and Spain. In June, UniMAP and the Malaysian Technical University Network enhanced cooperation with the Institutes of Technology in Ireland, signaling enhanced bilateral educational cooperation.

"Having built quite a reputation, we are a brand name within the industrial community," asserts Prof. Hussin. "We have developed many programs that benefit not just our students and staff, but also Malaysian industry itself." ■

On the cutting edge



University of Malaysia Perlis, or UniMAP, is a national center of excellence for electronic based engineering. We shape budding engineers with the competence, confidence, professionalism and communications skills that it takes to succeed in today's world and become engineering leaders of tomorrow. Our state-of-the-art labs, which exceed 100, showcase the emphasis we place on research and innovation and our partnerships with many corporations attest to our being one of the industry's preferred higher education partners.

UniMAP is currently seeking more collaborations, skills and expertise sharing and student and staff exchanges with the global community.

For further information please contact:
CORPORATE COMMUNICATION UNIT
Rumah Universiti, Unversiti Malaysia Perlis,
Kampus Kubang Gajah, 02600 Arau Perlis
Tel: +604 979 8289/ 8297, Fax: +604 877 0841
email: pro@unimap.edu.my
www.unimap.edu.my



UniMAP's students engage in practical, research-intensive studies