
British Council East Asia Education Week Event Report

26 – 29 February 2024
Malaysia

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Event Overview

The British Council East Asia Education Week, held from 26-29 February 2024 in Malaysia, marked the conclusion of the British Council's 75th anniversary celebrations in Malaysia and the commencement of its 90th anniversary. This four-day event featured key initiatives aimed at enhancing higher education collaboration and engagement between the UK and East Asia.

Events	Date	Venue	About the Event
East Asia Agent Conference	26 February 2024	Sunway Resorts Hotel	A platform for student recruitment agents from East Asia to enhance their industry knowledge and professional development.
ThinkTNE Forum and Poster Showcase	27 February 2024	Sunway Resorts Hotel	British Council East Asia's flagship event, emphasising quality and excellence in transnational education.
UK-Malaysia Higher Education Roundtable	28 February 2024	Sunway Resorts Hotel	Themed "Reinvigorating Partnerships and Building Ambition," the roundtable facilitated discussions on partnerships, showcases, and thematic panels.
Study UK Alumni Awards	29 February 2024	W Hotel	Celebrating the impactful contributions of outstanding Malaysian UK alumni in their respective fields and societies.

Engagement and Collaboration

The event successfully brought together **62 UK universities** and their joint ventures, alongside over **40 universities** from the region, to support the initiatives. Key UK partners such as FCDO, UKVI, DBT, BUILA, UUKI, and QAA participated, along with senior policymakers from 6 East Asian countries and territories, regional partners, influential guest speakers, and media representatives from Malaysia and the UK.

What was achieved

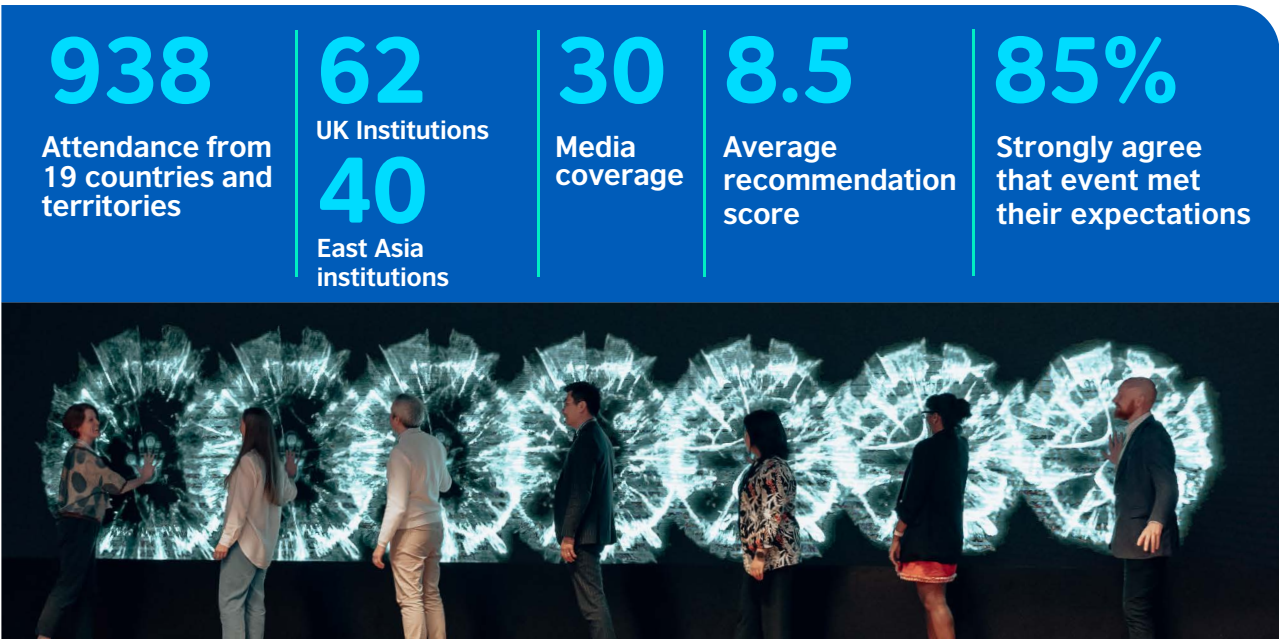
The East Asia Education Week played a pivotal role in delivering outcomes for global programmes related to higher education, fostering sustainable partnerships, and enhancing the quality of international education strategies. Through its diverse and impactful activities, the event set the stage for continued collaboration and excellence in higher education between the UK and East Asia.

Additional Activities

- A regional education planning meeting was held on 28-29 February 2024 which focused on strengthening evidence and aligning regional and country education narratives with the corporate narrative for 2024/25.
- A study visit by the Government of the Philippines was held on 28 February 2024 to observe the UK's approach to education in Malaysia.

The week at a glance

Key stats



The Week's Highlights



East Asia Agent Conference

Event details

Date: 26 February 2024

Time: 08.30 am. – 18.30 pm. local time (GMT+8)

Venue: Sunway Resort Hotel, Malaysia

The British Council East Asia Agent Conference aimed to provide a platform for student recruitment agents in East Asia to boost their industry knowledge and support their professional development. In addition, the conference provided a wealth of opportunities for agents to build a new network of inter-regional collaborations in student recruitment, including:

- Network with industry peers
- Discuss and share the latest industry innovations
- Gather information on developments on studying in the UK and developments in the UK education sector
- Learn about the UK Agent Quality Framework (AQF)

- Enhance their business practices through sharing and learning best practise with other practitioners
- Hear from industry leaders on ideas, information and inspiration for success
- Network with UK institutions to explore for partnership opportunities

Target audiences

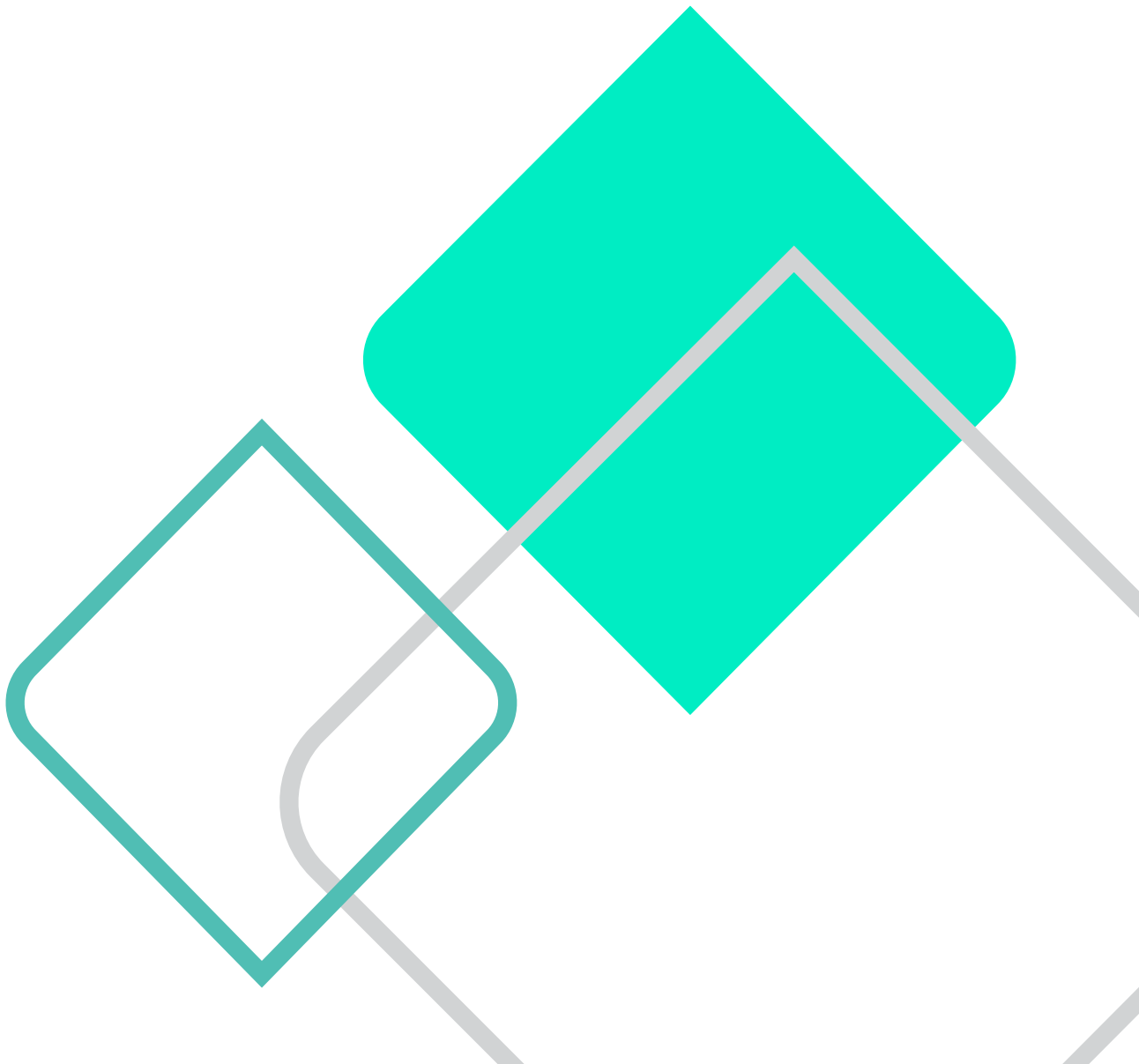
The conference audience comprised of industry leaders, practitioners, and managing directors from overseas education agencies in the East Asia region. Distinguished senior officials from prominent agent associations such as the Beijing Overseas Study Service Association (BOSSA), Japan Association of Overseas Studies (JAOS), Korea Overseas Study Association (KOSA), International Education Consultants Association (IECA) Taiwan, and Hong Kong International Education Consultants Association (HKIECA) were also in attendance.



Programme

Time	Programme	Speaker
08:30	Registration	
09:35	Welcome remarks	Leighton Ernsberger , Director Education East Asia, British Council Louise Tracey , International Recruitment Manager (South East Asia), University of Edinburgh
09:45	Maximising success: exploring the dynamics of a great University/Agent partnership	Fraser Deas , Director, Client Success (China), Grok Global Services
10:15	The international student recruitment market – East Asia Overview	Sonia Wong , Regional Research Analyst Education Insights Hub East Asia, British Council
10:35	British Council IELTS and partnership opportunities for agents	Sanjay Mohanani , Business Development Manager, Exams, Malaysia & Singapore, British Council
10:50	Panel Discussion The business of international student recruitment - Trends, Innovation and Challenges	Chair Jazreel Goh , Country Director Malaysia and East Asia Education Insights Hub Director, British Council Panel speakers Charley Robinson , Head of Global Mobility, Universities UK International Ula Tang Plowman , Director of International Recruitment, University of Central Lancashire Brian Greenwood , Associate Director of International Student Recruitment, University of Exeter
11:35	Coffee Break	
11:50	What do agents want? This session will look at best practises in working with and supporting agents to ensure long term and successful engagement. It aims to discuss the UK's Agent Quality Framework, identify key actions and areas of learning and development including talent development; how partner institutions can play a role to support the training, retention and professional development of talents in the agent industries.	Chair Shonagh Maak , Head of International Stakeholder Engagement, University of Glasgow Speakers Chenxing Sang , Secretary General, The Beijing Overseas Study Service Association (BOSSA), China Satyadhi Hendra , Director, Indonesia-Britain Education Centre (IBEC), Indonesia Thi Hong Nham Lu , Director, Duc Anh EduConnect and SIUK, Vietnam Michelle Tinloi , Managing Director, Education Tower, Thailand Devina Sivagurunathan , Executive Director, MABECS Malaysia

12:40	UK Student Visas: Statistics, process, and what the recent changes mean to international students	Lissapat Kraikruan , Visa Outreach Officer (Thailand, Malaysia and Singapore), UK Visas and Immigration, Home Office
13:00	Lunch	
14:20	How their world has evolved and changed	Rob Lawrence , Director Prospect Research & Marketing
15:20	Closing Plenary: Marketing to Gen Z and Gen Alpha	Graham Kelly , Founder Originate Pte Ltd/ Co-Founder PreSearch.ai
16:05	Closing remarks and award ceremony for the certified agents	Jacqui Jenkins , Global Programme Lead International Student Mobility, British Council
16:30	Networking reception	
18:30	End of Event	



Key statistics

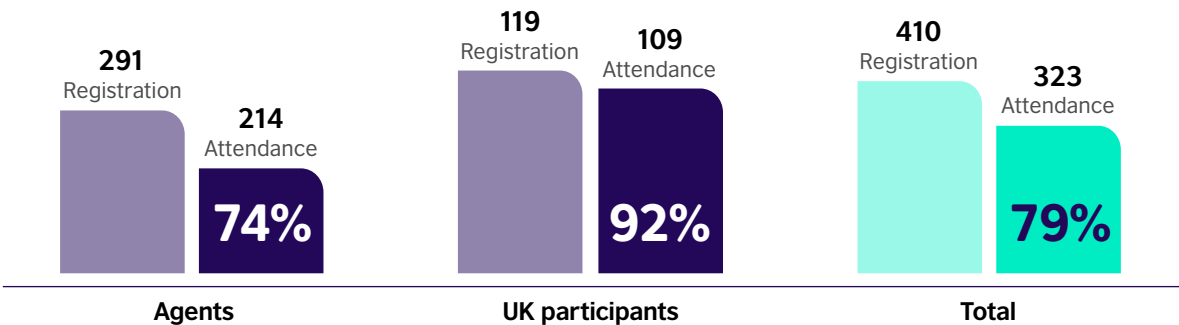


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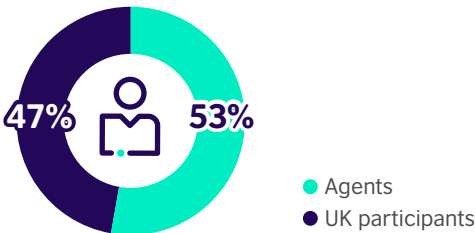
Total attendance
(both online and F2F)

In total, **214** East Asian agents and **109** representatives from UK higher education institutions attended the Conference both online and in-person.

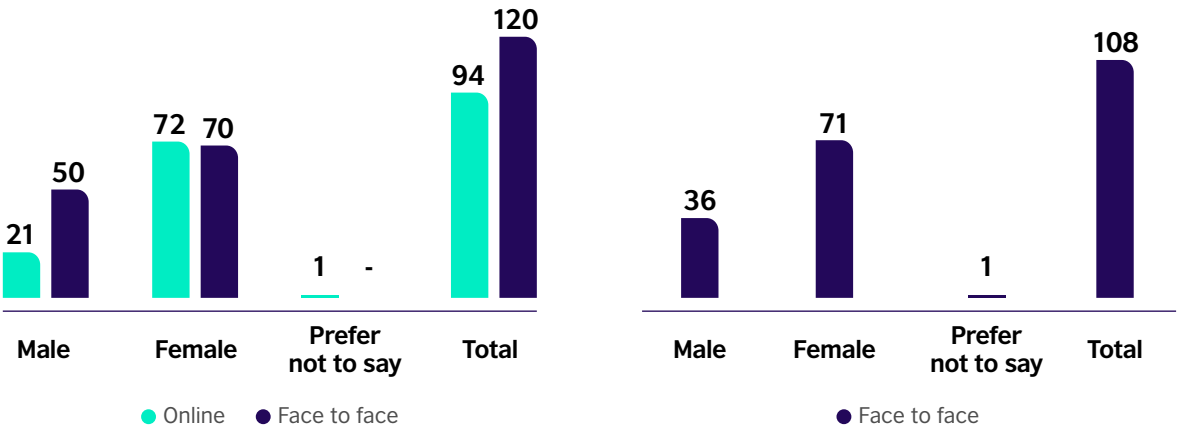
Attendance (both face-to-face and online)



Attendee profile (face-to-face)



Gender breakdown



Event feedback

Event satisfaction



90% of respondents
agreed this was
a high-quality event



96% of respondents
said the event
was well organised



81% stated the event
was a high-quality event
and agreed the event has
added value to their work/role

Recommending the event to friends

★★★★★
8.12/10
★★★★☆

88% of respondents were
inclined to recommend this event
to their friends. The event was
rated **8.12 out of 10 stars**.



The sessions were very useful.
Networking was an important aspect.

Agent attending F2F



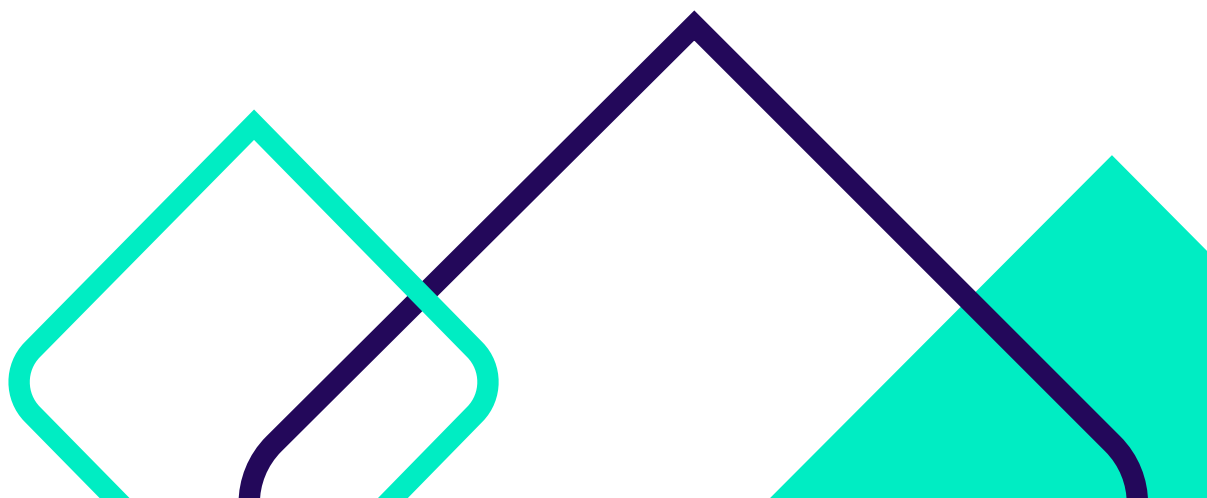
Research analysis was interesting
and instrumental, thank you.

Agent attending online



I particularly appreciated gaining insights into the medium- and long-term strategies of both the British Council and BUILA. The event provided comprehensive data and evidence, enriching my understanding of their objectives and initiatives.

Agent attending F2F



Participant testimonials

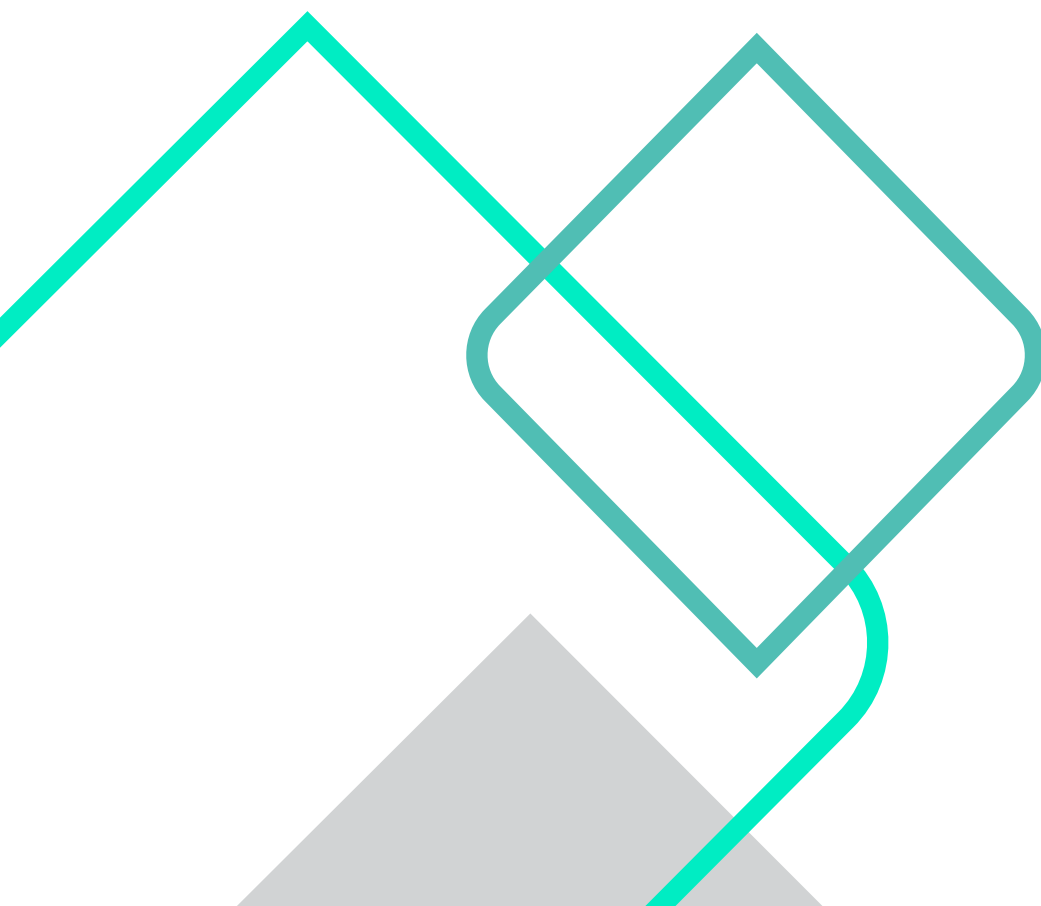


Michelle Tinloi
Managing Director, Education Tower, Thailand

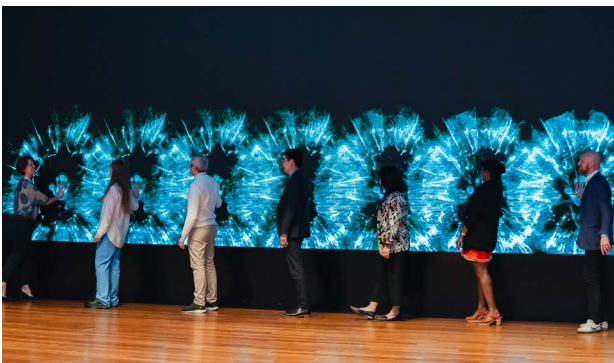
The British Council brings that experience that knowledge to the table an excellent third party in many ways to bridge the relationship... I think that really came across strongly within this conference that there was a good number of educational consultancies is represented but also a really strong group of universities who are both willing to listen to one another...

Satyadhi Hendra
Director, Indonesia-Britain Education Centre
Indonesia

This is not my first time to be in a conference with the British Council. Since 1998 we've been involved in the sort of things and actually it is good to be back in these kind of situations where the universities agents and any other stakeholders being around. We talk to each other, we do the networking, and this is something that we should carry on probably yearly or once in two years...



Event photos



Think TNE Forum and Poster Showcase

Event details

Date: 27 February 2024

Time: 09.00-17.00 hrs GMT+8

Venue: Sunway Resort Hotel, Malaysia

About the Forum

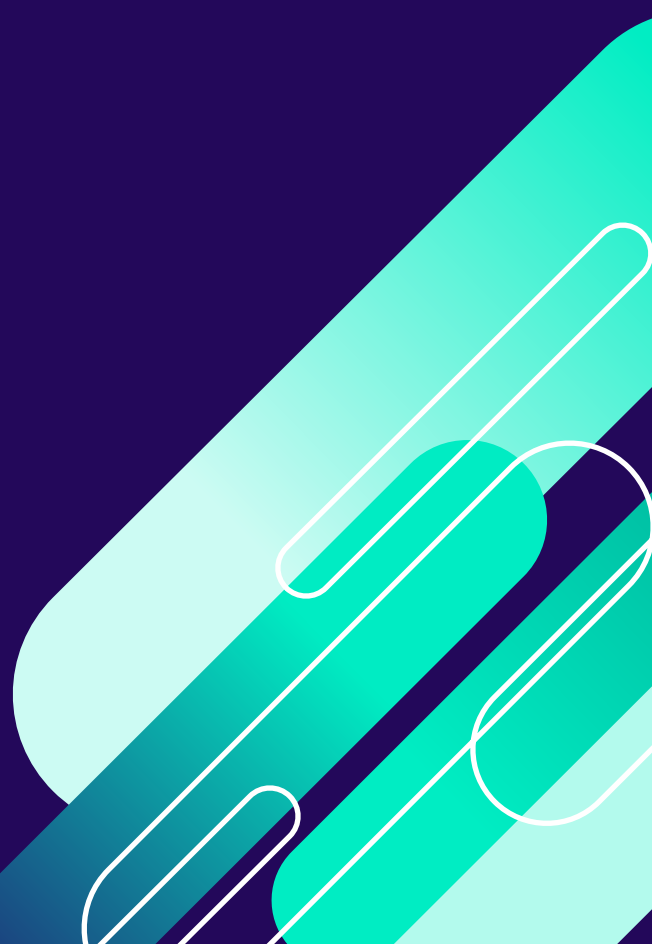
ThinkTNE is the British Council East Asia's flagship dialogue series focusing on the quality and excellence in UK transnational education. Initially established in 2018, the Forum serves as a vibrant platform focusing on TNE priorities.

This year's ThinkTNE event followed a series of policy meetings that were held in China, Vietnam, and the UK last year. Under the theme "Progressive Partnerships", this event focuses on collaborative approaches in TNE development, discussing the evolution, challenges, and future directions of TNE, with sessions focusing on quality assurance, student experience, academic and talent development, and employer engagement.

The event also marks the launch of a digital publication showcasing insights from the last 25 years of UK-East Asia TNE partnerships. By setting new agendas and ambitions for the British Council's TNE initiatives in East Asia, the forum facilitated dialogue and collaboration among key representatives from both regions. Through keynote speeches, poster showcase, and panel discussions, delegates explored innovative ways to drive partnerships and enhance the quality of transnational education.

Target audience

The event convened policymakers and TNE practitioners from UK and East Asia higher education institutions, and participants from key organisations including QAA, UUKi, SEAMEO RIHED, and ECCTIS (UK NARIC).



Programme

Time	Programme	Speaker
08:00	Welcome coffee and networking	
09:00	Opening and Welcome	Leighton Ernsberger , British Council
09:15	Keynote speech The role of UK transnational education in the development of higher education	Prof. Datuk Ir. Ts. Dr. Siti Hamisah Binti Tapsir , UCSI University
09:35	UK Transnational Education Overview UK Transnational Education – An Overview	Alexis Brown , British Council
10:00	Panel Discussion - Earth Wind and Fire The opening panel discussion took us on a journey capturing the best of UK and EA's achievements in transnational education. It explored how both partners can continue on a sustainable growth trajectory against changing demographics (earth), shifting economic powers (wind), competitors and increasing demanding students and employers (fire) by bringing together our private, public and academic sectors and how we can progress TNE partnerships beyond just teaching franchises.	Jazreel Goh (Chair) , British Council Prof. Simon Guy , Lancaster University Dr. Mien Wee Cheng , Sunway College Prof. Mushtak Al-Atabi , Heriot-Watt University Malaysia Campus Prof. Sue Welburn , University of Edinburgh and Zhejiang Edinburgh Institute Paul Rowe , University of Central Lancashire Matt Durnin , Nous Consulting
11:00	Morning Tea	
11:30	Breakout 1 – Student Experience Faced with a new generation of students with sophisticated demands and high expectations, how can TNE policy makers and providers meet the demands and changes to ensure positive student experience? What approaches can help protect and optimise the positive experience and well-being of students? How would TNE providers continue to ensure greater access to learning resources, stronger connections with employers and industry, language learning opportunities as well as enhanced academic integration with the home campus?	Guy Perring (Chair) , i-Graduate Prof. Rebecca Taylor , University of Southampton Malaysia Prof. Noorhaidi Hasan , Indonesian International Islamic University (UIII) Prof. Wei Kwok Kee , Singapore Institute of Management Prof K David Harrison , VinUniversity Debra Hinds , Arden University
11:30	Breakout 2 - Academic engagement With new models and growing demands of UK TNE programmes in the region, institutions are facing increasing challenges and difficulties, culturally and academically, in aspects such as capacity building, teaching environment, academic integrity and integration, research and career development, as well as support in language and cultural issues. How can providers further enhance overall TNE quality through support for teaching and administrative staff? How can TNE providers promote wider academic collaborations (including research) and what are the challenges in doing so?	Eduardo Ramos (Chair) , QAA Dr. Julia Wang , Liverpool John Moores University Prof. William Lee , HKU SPACE Prof. Mike Shipston , University of Edinburgh Prof. Rick Bennett , British University Vietnam
12:30	Lunch Break	

13:45	Breakout 3 - Industry and Government Engagement What can TNE providers do to engage national, city and regional partners (both government and private sector) to catalyse opportunities in research entrepreneurship and graduate employability? What are some practical solutions to develop collaborative projects between TNE partners beyond just 'transactional teaching agreements' that will transform the capacity and quality of engagement between academics and students? How can TNE partnerships transform into ones that are progressive and are catalysts for innovation, supporting government and industry development?	Prof. Mushtak Al-Atabi (Chair) , Heriot-Watt University Malaysia Campus Prof. Sue Welburn , University of Edinburgh and Zhejiang Edinburgh Institute Prof. David Higgitt , Lancaster University College @Beijing Jiaotong University Atty Lily Freida Milla , Commission on Higher Education (CHED) Dr. Sornnate Areesophonpichet , Chulalongkorn University Kelly Koh , Ngee Ann Academy A/Prof. Nguyen Anh Dung , Ministry of Education and Training, Vietnam
13:45	Breakout 4 – Keeping up with the Competitors Malaysia was one of the very first countries in the world to open up to transnational education delivery. With a history of over 25 years in TNE, the country has well-developed policies and systems in place for the different models of TNE. With competitive headwinds coming from neighbouring countries such as China, Indonesia, Thailand and Vietnam, what will the Malaysia government and institutions need to do to retain the country's competitive advantage and achieve its ambition as regional education hub?	Dr. Fabrizio Trifiro (Chair) , ECCTIS Prof. Dennis Wong , Newcastle University Prof. Dato' Dr Mohammad Shatar Sabran, MQA Prof. Abhimanyu Veerakumarasivam , Sunway University Dr. Abdul Razak Ahmad , Education Malaysia Global Services (EMGS) Prof. Dr. Kamila Ghazali , International University of Malaya-Wales Prof. Sarah Metcalfe , University of Nottingham Malaysia
14:45	Closing Plenary Drivers for TNE in Rising Asia and Directions of Travel	Matt Durnin , NOUS Consulting
15:15	Closing	Leighton Ernsberger , British Council
15:45	Participants visit to Sunway University	
16:30	Sunway-Lancaster A model of excellence in TNE partnership	
17:30	End of programme	

Key statistics

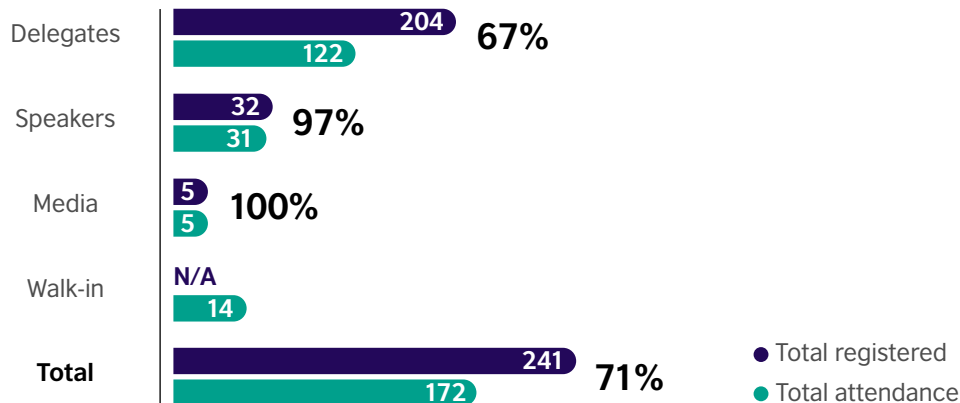


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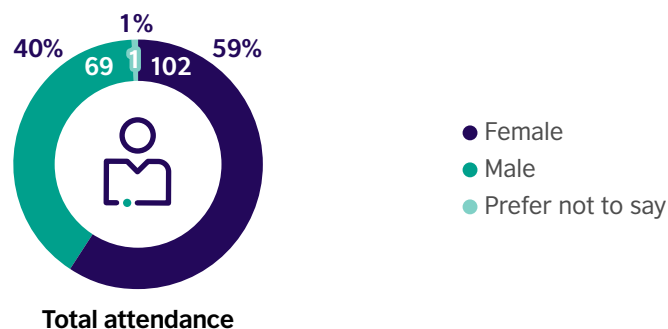
Total attendance

In total, the event attracted **172** attendees from **13** countries across East Asia and the UK.

Participants



Breakdown by country (actual attendance)



Attendance from key partners

Ministries	FCDO	British High Commission Kuala Lumpur	Education council /committee
<ul style="list-style-type: none"> International Office of Hubei Education Department International Office of Zhejiang Education Department Ministry of Education, Culture, Research and Technology – Indonesia International Affairs Division, Higher Education Bureau, Ministry of Education, Culture, Sports, Science and Technology – Japan Higher Education Department, Ministry of Education and Training – Vietnam 	<ul style="list-style-type: none"> UK Mission to ASEAN, Jakarta 	<ul style="list-style-type: none"> UK Department for Business and Trade 	<ul style="list-style-type: none"> Korean Council for University Education Mon National Education Committee – Myanmar SEAMEO RIHED

Event feedback

Event satisfaction



90% agree
that the event
met expectations



93% agree
that the event brought
the right mix
of people together



91% agree
that the quality of discussion
met their expectations



Recommending
the event
to colleagues and
professional network
9.0

Feedback

"Good selection of presenters and speakers, generally well organised"

Participant's feedback

*"Sharing data on the markets, inviting great speakers
from the governments and institutions."*

Participant's feedback



**The British Council enriches discussions on
Transnational Education with its global network,
expertise, and resources, offering insights into
diverse education landscapes, fostering international
collaborations, and promoting dialogue and
innovation in TNE policies and practices."**

Participant's feedback

Participant testimonials



Prof. Junhyun Hong
Professor of the School of Public Service
at Chung-Ang University in Seoul

“We have to adapt ourselves to the future environment of international education. I think this is the next task we have to solve. I definitely recommend this Forum to my colleagues in Korea because we have to learn from each other... TNE programme in the future should be reciprocal and balanced.”

Prof. Mushtak Al-Atabi
Provost and Chief Executive Heriot-Watt
University Malaysia

“At Heriot-Watt University, we chose to go into TNE because we believe that in partnership model, both countries have something to add. And that actually goes into the DNA of our thinking, the way we build our structure, our governance.”



Event photos



UK-Malaysia Higher Education Roundtable

Event details

Date: 28 February 2024, Wednesday
Time: 09.30 – 18.00 hrs GMT +8
Venue: Sunway Resort Hotel, Malaysia

The UK-Malaysia Higher Education Roundtable and Partnership Showcase 2024 served as a pivotal event in strengthening the educational ties between the UK and Malaysia. With a focus on "Reinvigorating Partnerships, Building Ambition," this gathering aimed to catalyse innovative collaborations beyond traditional educational exchanges.

The event is divided into 2 parts:

- **Morning: UK-Malaysia HE Roundtable**

The roundtable brought together over 100 key stakeholders—including policymakers, university leaders, and education sector representatives—to deliberate on strategies to rejuvenate and deepen UK-Malaysia higher education partnerships. Discussions centred on aligning ambitions with regional and global developments, leveraging diverse stakeholder roles, and utilising innovative mechanisms like the UK-Malaysia University Consortium for sustainable collaborations. The event underscored the importance of the UK-Malaysia Memorandum of Understanding in Higher Education as a foundation for future initiatives aimed at advancing the knowledge economy and talent development through innovative partnerships.

- **Afternoon: UK-Malaysia Partnership Showcase**

The Showcase highlighted the accomplishments and challenges of UK-MY educational collaborations in areas such as teaching, learning, mobility, and research excellence. Celebrating the inaugural UK-Malaysia University Consortium, it shared key achievements and outlined plans for the next three years, marking a significant step towards revitalizing and expanding the educational relationship between the UK and Malaysia to meet national, regional, and global priorities.

Target audience

Over 100 higher education stakeholders attended the event including policy makers and senior officers from the Ministry of Higher Education and the British High Commission in Malaysia, leaders from universities in the UK and Malaysia, and related higher education sector representatives.

Programme

Time	Programme	Speaker
UK-Malaysia HE Roundtable 09.30 – 13.00 hrs		
09:30	Arrival and Registration	
10:00	Networking Refreshments	
10:00	Drumline performance by Voice of Percussion	
10:15	Welcome Remarks Launch of the BMCC Guide to UK-Malaysia Education Excellence	Her Excellency Ailsa Terry CMG , British High Commissioner to Malaysia
10:25	Opening Address	Yang Berhormat Datuk Ts. Mustapha Sakmud , Deputy Minister of Higher Education, Malaysia
10:35	Keynote Context on UK-Malaysia Higher Education Collaborations	Jazreel Goh , Director Malaysia, British Council
10:45	Opening Plenary “Reinvigorating Partnerships, Building Ambition” – The way forward for UK-Malaysia HE collaborations Tertiary education has always been one of the most important pillars in the bilateral relationship between Malaysia and the United Kingdom with shared aspirations to enhance human capital and continuously improve the quality and relevance of higher education. However, recent years have seen a decline in the number of Malaysian students pursuing UK higher education both overseas in the UK and in-country, and there is currently a sluggish trend in driving new higher education collaborations across TNE, research and mobility between the UK and Malaysia, with a shift in interest and focus on the more rapidly developing markets in the SEA region. This panel will explore the following questions: <ul style="list-style-type: none"> • Why do both UK and Malaysia need to invest in redesigning innovative higher education partnerships to maintain our competitive edge? • How can we arrest this complacency and jumpstart innovative collaborations that look beyond merely teaching transactions and recruitment? • Where can we find supportive policies, platforms and resources that can drive these ambitions? • When does all this need to happen, and what is commitment needed from the various stakeholders in the sector? 	Chair Jazreel Goh MBE , Director Malaysia, British Council Panellists Professor Simon Guy , Pro-Vice Chancellor, Lancaster University, UK Dr. Julia Wang , Director International Relations, Liverpool John Moores University Prof. Emeritus Tan Sri Dato' Dzulkifli Bin Abdul Razak , Rector, International Islamic University Malaysia Professor Barry Winn , Vice Chancellor and President, Taylor's University Professor Kim Dale , Assistant Vice Principal (International), University of Dundee

	The expert panel includes institutional leaders from UK and Malaysia as well policy makers.	
11:30	<p>Roundtable Session: “Re-building our joint ambitions”</p> <p>Context setting followed by four facilitated discussions on specific areas of shared importance.</p> <p>In January 2024, the Minister of Higher Education announced five areas of focus for higher education: developing the best talent, strengthening the research and innovation ecosystem, implementing a new approach to knowledge transfer and sharing programmes, internationalising higher education and strengthening enabling ecosystems. These are all areas that align with the aspirations of the UK’s International Education Strategy and hence offer opportunities to leapfrog UK-Malaysia collaborations.</p> <p>The roundtable discussions will discuss and unpack some of the key questions around four thematic areas:</p> <p>Areas</p> <ol style="list-style-type: none"> 1. Enhancing student and academic mobility 2. Developing centres of excellence 3. Driving innovative TNE partnerships 4. Building capacity for research <p>Questions</p> <ul style="list-style-type: none"> • What is the current status, and where do we need to be to reinvigorate partnerships and accelerate impact in these areas? • How do we adapt a knowledge economy framework to drive innovative UK-Malaysia HE collaborations in these areas? • Who are the stakeholders involved and what are their roles? • What are the recommendations to build a sustainable plan of action through talent development, enabling systems and innovation? <p>Each roundtable will be led by experts from UK and Malaysia.</p>	
12:30	Group summaries and feedback	
12:55	Closing remarks	Prabha Sundram , Head of Education, Malaysia, British Council
13:00	Networking Lunch	

UK-Malaysia Partnership Showcase 14.30 – 16.45 hrs followed by Networking Reception until 18.00 hrs		
14:30	Arrival, registration and networking	
15:00	Welcome Remarks and Roundtable recap	Jazreel Goh , Director Malaysia, British Council
15:10	UK Malaysia University Consortium Highlights	Professor Jin Wang , UK-MUC Chair, Liverpool John Moores University
15:25	<p>Celebrating UK-MY Institutional Partnerships: Highlighting achievements, Sharing learnings</p> <p>Format: 2 panels, 5 minutes per project followed by Q&A</p> <p>Panel A – Enhancing Employability</p> <ul style="list-style-type: none"> • i-Digitics: An International Partnership for Graduate Digital Future Work Skills in Data Analytics (LJMU/UTM/UPM) • Health Professionals/STEM Graduates Without Borders: Engineering Employability and Career Mobility into Academic Programmes Through Capacity Building (University of Surrey/UNIMAS) • Partnership for Innovation in Employability (PIE) Programme for Women in STEM (Cardiff Metropolitan University/University of York/UM/University of Malaysia Pahang, Kuantan, Universiti Teknologi MARA) • The Entrepreneurial University Programme (University of Suffolk/UM) <p>Panel B – Addressing Global Challenges</p> <ul style="list-style-type: none"> • Promoting Global Health in a Linguistically Diverse Population: Connecting Health Professionals, Education and Society (UEA/UKM/SEGi) • Teesside University's School of Health & Social Care collaboration with the Universiti Teknologi Mara (UiTM) in allied medical programmes • Sunway-Lancaster partnership - TNE and FCRI • Reading-UTAR partnership – Newton Fund 	<p>Moderators Prabha Sundram, Head of Education, Malaysia, British Council Husna Hamimi Hashim, Head of Education Asia Pacific - Trade</p>
16:30	The UK-Malaysia University Consortium: Moving Forward (2024-2027)	Dr. Julia Wang , UK-MUC Co-Chair, LJMU
16:40	Closing remarks	Prabha Sundram , Head of Education, Malaysia, British Council
16:45	Networking Reception	

Key statistics



107

Total attendance
(face to face)

In total, **107** participants attended the event from **4** countries (Malaysia, Philippines, Singapore, and UK)

Breakdown by country

Country	Total attendance	Male	Female	Not Available
Malaysia	62	16	46	-
Philippines	8	1	7	-
Singapore	1	-	1	-
UK	34	12	22	-
Unknown (incomplete data)	2	-	-	2
%	-	27%	71%	2%

Breakdown by organisation

28
UK HEIs

25
MY HEIs

3
Government bodies
from Malaysia
and the Philippines



Event feedback

Event satisfaction



75% agree
that the quality of discussion
met their expectations



100% agree
that the event brought
the right mix
of people together



92% agree
that the event was useful
for networking opportunities



**Recommending
the event to friends**
8.83

Feedback

*"British Council is able to bring key groups of people together
and to address actual, real-life issues and concerns of HEIs"*

Participant

*"The event provides space and opportunity for networking
and shared learning"*

Participant feedback



**The event covered an appropriate range of topics
and ample time for discussion.**

Participant

Participant testimonials

Yang Berhormat Datuk Ts. Mustapha Sakmud
Deputy Minister of Higher Education, Malaysia

“When you talk about UK and Malaysia, we have a long history. We have sent quite a number of students to the UK and I’m also one of the students. There is a lot of room for us to move forward together”



Prof Kim Dale
Assistant Vice Principal (International),
University of Dundee

“For the University of Dundee, the British Council has absolutely been invaluable from the perspective of facilitating and brokering introductions to the right partner at the right time for them and for us in the right discipline... British Council has saved us 12 months in making just introducing those partnerships to us at the right time.”



Event photos



Study UK Alumni Awards

Event details

Date: 29 February 2024

Time: 17:30 - 22:00 hrs GMT+8

Venue: W Kuala Lumpur

About the Forum

The Study UK Alumni Awards is a flagship event that celebrates the significant impact that outstanding Malaysian UK alumni have made on their professions, societies, and in the country. The awards celebrate alumni from professionals and entrepreneurs to artists and community leaders across four broad categories such as Science and Sustainability, Business and Innovation, Culture and Creativity as well as Social Action.

The sixth edition of the Malaysian Study UK Alumni Awards was held as a gala dinner celebration at the W Hotel in Kuala Lumpur on 29 February 2024 from 17:30 - 22:00 hrs. The awards ceremony was successfully organised with the partnership of Standard Chartered Malaysia as well as YTL Foundation supporting the Business and Innovation award as well as the Social Action Award, respectively.

The ceremony brought together outstanding UK Alumni from different industries, diverse stakeholders from public and corporate sectors as well as university representatives. The team received 404 registrations to the event and successfully hosted 331 guests. Among these guests were also members of the British High Commission in Malaysia, Malaysian High Court Judges as well as UK Alumni who are experts as well as budding talents in their respective industries.

Target audience

- UK Alumni from various industries
- Diverse stakeholders from public and corporate sectors
- University representatives
- Members of the British High Commission in Malaysia
- Malaysian High Court Judges and many more

Programme

Time	Programme	Speaker
17:30	Arrival of guests Registration Pre dinner cocktail starts	
18:50	The Beatles Tribute performance session 1	
19:10	Welcome remark	Jazreel Goh, Director Malaysia, British Council
19:15	Officiating remark	Her Excellency Ailsa Terry CMG, British High Commissioner to Malaysia
19:20	Presentation of award category 1 (Science & Sustainability)	
19:50	Speech & Presentation of award category 2 (Business & Innovation)	Mr. Mak Joon Nien, CEO and Board member, Standard Chartered Bank Malaysia
20:35	Special keynote: Refuge For The Refugees	Heidy Quah, Founder of Refuge For The Refugees
20:45	Presentation of award category 3 (Social Action)	Ms. Deepa, Programme Manager, YTL
21:15	Presentation of award category 4 (Culture & Creativity)	Richard Colley, Director of Trade and Investment Malaysia at British High Commission KL
22:00	Event ends The Beatles Tribute performance session 2	

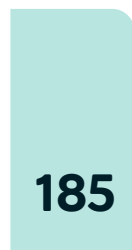
Key statistics

**331****Total attendance**

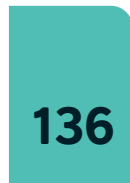
In total, **331** guests attended the Study UK Alumni Awards. The event was joined by **10** media.

**331****Attended****402****Registered**

Attendance by gender



Female



Male



Prefer not to say

Event feedback

How did you find out about this event?



63%
by invitation



23%
By email or newsletter



10%
recommended
by a colleague



4%
British Council or
Study UK social media

Recommending the event to friends



84%
Promoters



16%
Neutral



97%
said the event
met their expectations



Participant testimonials



Ailsa Terry
British High Commissioner to Malaysia

“Education is one of the most important pillars in the UK Malaysia relationship, with thousands of Malaysians graduating from world class UK education institutions every year. In the last 10 years alone, 80 000 Malaysians have received their higher education from the UK. These UK Alumni members can bring their knowledge, experience and networks to further build on the strong foundation and create new partnerships.”

Jazreel Goh
British Council Malaysia Director

“We take pride in all of them who epitomise the spirit of innovation and leadership. This event is also a reminder to all of us of the important role that UK alumni from Malaysia play as ambassadors who form the bedrock of a relationship of trust and cooperation between the UK and Malaysia, enabling partnerships that benefit both our countries.”



Event photos



Appendix

Agent associations

Beijing Overseas Study Service Association (BOSSA)
 Japan Association of Overseas Studies (JAOS)
 Korea Overseas Study Association (KOSA)
 International Education Consultants Association (IECA)
 Thai International Education Consultants Association (TIECA)
 Hong Kong International Education Consultants Association (HKIECA)

List of participating agencies

10 Global Overseas Education and Technology Consultancy Company
 Ace Consultant (India)
 ACUMEN
 AECC Study Abroad Consultants
 A-Link Education Consultancy/Strategy First Education Group
 Amber Education
 Anindo Dutabhuana
 ANSC
 ANZ Education Centre
 Apex Education Consultant Co., Ltd.
 ApplyBoard Inc
 ApplyBoard Vietnam
 AS Student Service
 Asia-Europe Overseas Study - Travel - Service Co., Ltd.
 A-Studio Consulting Co.
 AUG Student Services
 Awesome Academy
 BEO Ltd.
 BrainClick Vietnam Education and Training Jsc
 Bright Can-Achieve PTE.LTD.
 British Academic Center
 British United Education Services
 Cambridge Education Co., Ltd.
 Cambridge Education Group
 Classy Education
 Country City Study Centre Co., Ltd
 CreatiCity Consulting
 CROWN Consulting Ltd
 CV Media Education Consultant
 Cyclopes Education
 Duc Anh EduConnect and SIUK Vietnam
 EasyGo Education
 Ebase Co., Ltd.
 Echelon Education Co., Ltd.
 Education International Cooperation (EIC) Group Limited
 Education Tower
 Educulture Network Indonesia
 EduGuide Training Services
 Elsindo Consulting

EMAJS Ilc t.a Study UK Mongolia
 Expert Education and Visa Services Myanmar
 Faculty of Medicine, Chiang Mai University
 Focal Point Education Consultancy Pvt. Ltd.
 Further Education Co., Ltd.
 G8 Education
 Genie College
 Genius Plus Education
 GES Global Educational Services (M) Sdn Bhd
 Global Education Alliance
 Golden Arrow
 Golden Gate Education
 Hands On Education Consultants
 HNG Education
 Hong Kong Overseas Studies Centre
 iae GLOBAL
 IALF Global
 IBEC (Indonesia-Britain Education Centre)
 ICAN Education
 IDP Education Hong Kong
 IDP Education Taiwan
 IDP Education Malaysia
 IDP Education Philippines
 IDP Education Singapore
 IDP Education Thailand
 Im Education
 Inquota Education Services (IES) Sdn Bhd
 Intel-Bridge Education
 International Education Consultants Association (IECA) Taiwan
 InvestIN
 ISC International Student Center
 IStudyUK Co., Ltd
 JACK StudyAbroad Vietnam
 Jackstudyabroad Việt Nam
 Japan Association of Overseas Studies (JAOS)
 JIL Overseas Education Consulting & Service Co.,Ltd.
 JM Education Group
 JSR Education Co., Ltd.
 Kingston Business School (Pvt) Ltd.
 LeapEd Services Sdn Bhd
 MABECS Malaysia
 Malaysia Recruiter
 Mango Learning Express
 Myanmar Imperial University
 Nam Phong Education
 Nas Education Sdn Bhd
 NPORYugaku KYokai (Study Abroad Support Council)
 NPO留学協会
 OEC Global Education
 One Education
 PASA
 PDVL Overseas Advisory
 People Loving Education
 Prep Zone Academy
 PT Lestari Indika Mandiri
 QS Apply
 SafeNet Education Consultancy & Services

SafeNet education group
 SELT INTER Education
 Sharp Interchange
 Shenzhen Peggy Education Co. Ltd.
 Shinyway Education
 Sinoinfo Consultancy
 SI-UK Malaysia
 SI-UK Taiwan
 Smile Campus International Co., Ltd.
 Stellar Education & Visa Centre
 Stellar International Education
 Study UK Mongolia
 StudyExcel
 StudyExcel
 StudyQuest Education Serv
 SUN Education Group
 SUPREME BUSINESS CENTER CO., LTD.
 Taylor's Malaysia Sdn Bhd
 TEDvisory
 The Campus Education Consultants
 The Education Company
 The Explorers Club
 The Kingdom Edu
 The Lion Academy of International Studies
 Therightu
 Think Smart International Education PVT. LTD.
 TIECA
 Tri Cuong Investment and Educational Consultancy
 Company Limited (INDEC)
 Triumphh Tutelage (A unit of Triumphh Travel N More
 Pvt. Ltd.)
 UKEC
 UKSTAR Education Consultancy
 UniEd Smart Study Centre - Trading as AUG
 United Kingdom Education Centre (UKEC)
 V-D Study Abroad
 Vietint
 Vuong Anh Education Ltd (KINGSTUDY)
 We Growth Limited
 WEC Education
 Wenzhou High school International Division
 WIN Education Thailand
 Wiseway Global Co., Ltd.
 World Plus Education
 XPERT Education Center
 Xpert Education Center
 YPC International College

List of Participating UK HEIs

Anglia Ruskin University
 Arden University
 Cardiff University
 Durham University
 EUREKA Robotics Centre, Cardiff Metropolitan
 University
 King's College London
 Lancaster University
 Loughborough University
 Manchester Metropolitan University
 Newcastle University
 Solent University
 Teesside University
 The University of Edinburgh
 The University of Sheffield
 University of Birmingham
 University of Central Lancashire
 University of East Anglia
 University of Essex
 University of Glasgow
 University of Huddersfield
 University of Leicester
 University of Liverpool
 University of Nottingham
 University of Suffolk
 University of Surrey
 University of the Arts London
 University of the West of England, Bristol
 Lancaster University
 Liverpool John Moores University
 University of Dundee
 Heriot-Watt University Malaysia
 Queen's University Belfast

List of participating Malaysia HEIs

Universiti Putra Malaysia (UPM)
 Sunway University
 Taylor's University
 UCSI University
 Universiti Teknologi MARA (UiTM)
 Universiti Malaysia Kelantan (UMK)
 Universiti Kebangsaan Malaysia (UKM)
 Universiti Kuala Lumpur (UniKL)
 Universiti Malaysia Perlis (UNIMAP)
 Universiti Malaysia Sarawak (UNIMAS)
 Universiti Pertahanan Nasional Malaysia (UPNM)
 Universiti Putra Malaysia (UPM)
 Universiti Sains Islam Malaysia (USIM)
 Universiti Sains Malaysia (USM)
 Universiti Sultan Zainal Abidin (UniSZA)
 Universiti Teknikal Malaysia Melaka (UTeM)
 Universiti Teknologi Malaysia (UTM)
 Universiti Tenaga Nasional (UNITEN)
 Universiti Utara Malaysia (UUM)
 University Malaya (UM)
 University Teknologi Petronas (UTP)
 University Tunku Abdul Rahman (UTAR)
 Universiti Pendidikan Sultan Idris (UPSI)
 University College Yayasan Pahang

Councils, committees and societies

Korean Council for University Education
 Mon National Education Committee – Myanmar
 SEAMEO RIHED
 Inns of Court Malaysia
 Chevening Alumni Malaysia
 The Malaysia British Society
 British Graduates Association Malaysia (BGAM)

Other organisation

Standard Chartered Bank

List of participating government bodies

Ministry of Higher Education, Malaysia (MoHE)
 Ministry of Defense, Malaysia (MINDEF)
 English Language Teaching Centre (ELTC) Malaysia
 British High Commission, Kuala Lumpur
 Commission of Higher Education, Philippines
 International Office of Hubei Education Department
 International Office of Zhejiang Education Department
 Ministry of Education, Culture, Research and Technology – Indonesia
 International Affairs Division, Higher Education Bureau,
 Ministry of Education, Culture, Sports, Science and Technology – Japan
 Higher Education Department, Ministry of Education and Training – Vietnam
 UK Mission to ASEAN, Jakarta

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