

Going Global Partnerships

Visit TNE 2025/26

**Agents' Mission Series:
Malaysia as a study
destination**

26 to 29 October 2025

Specially designed for Education Agents to participate in the first of a series of tri-country visits covering Malaysia, China and Indonesia as study destinations.

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Visit TNE 2025/26

Agents Mission Series: Malaysia as a study destination*

Dates: 26 to 29 October 2025

Cities: Kuala Lumpur and Johor

Call for Participation:

*We are pleased to invite expressions of interest from Education Agents in China, Indonesia and Brunei for the first iteration of the tri-country ‘**Agents Mission Series: Malaysia as a study destination**’, taking place from 26 to 29 October 2025 in Malaysia.*

Accommodation in Kuala Lumpur (2 nights) and Johor (2 nights) will be provided by the British Council.

To register your interest, please complete and submit the Expression of Interest Form below by 19 September 2025:

<https://forms.office.com/e/D5sSLLqi5A>

Mission Brief

The mission aims to provide participants with up-to-date insights on Malaysia’s transnational education landscape, its growing network of international schools, and the broader economic context shaping the sector. Delegates will gain first-hand familiarity with opportunities, pathways, and recruitment processes into UK education in Malaysia, spanning both international schools and TNE provision. The programme will deepen understanding of entry requirements, pre-university preparation, and post-study work prospects, while offering site visits to leading schools and universities delivering UK qualifications. In addition, participants will have the opportunity to meet and network with key stakeholders from both government and the private sector, fostering valuable connections for future collaboration.

Proposed Outcomes:

- Stronger quality recruitment pipelines into UK education in Malaysia.
- New partnerships and promotional opportunities for your market.
- First-hand understanding of Malaysia’s education, culture, and student life

Delegates:

Education agents from **China, Indonesia and Brunei**

Key Activities

- Expert briefings at the British Council Malaysia on the latest opportunities, pathways, and market insights.
- Guided visits to British-style international/private schools and UK branch campuses in Kuala Lumpur and Johor.
- Exclusive networking opportunities with key education and industry stakeholders.
- On-site discussions to explore collaboration and marketing opportunities.

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Overview:

UK Transnational Education (TNE) in East Asia continues to grow steadily, with enrolments reaching an all-time high of nearly 200,000 students in 2023/24—an increase of 3.6% over the previous year and the eighth consecutive year of growth. This reflects sustained demand for high-quality international education delivered closer to home.

East Asia remains the largest regional market for UK TNE globally, home to four of the world's top nine markets, including China, the UK's single most important TNE destination. The region also hosts a significant number of UK branch campuses, which serve as trusted extensions of the UK education system, offering full degree programmes with identical academic standards and qualifications.

Students in East Asia are increasingly choosing to pursue international education within the region because it delivers globally recognised UK degrees with a range of advantages:

- **Affordability:** Lower tuition and living costs compared to studying in the UK.
- **Accessibility:** Opportunities to stay closer to family and familiar cultural environments.
- **Flexibility:** Multiple entry points and study pathways, including progression to UK campuses.
- **Employability:** International qualifications that are valued by local and regional employers.
- **Mobility:** Some TNE models offer study abroad options or direct pathways to UK institutions.

East Asia's growing middle class, strong outbound mobility trends, and demand for internationally benchmarked qualifications make it a critical part of the UK's global education footprint. TNE in East Asia is also strongly correlated with increased student mobility to the UK, with many students using TNE as a stepping stone to full degree study overseas.

Malaysia context:

In the education sector, Malaysia is fast growing into a regional education hub, attracting foreign students from East Asia, South Asia, Sub-Saharan Africa and the Arab States. International schools have been experiencing strong growth, and are highly regarded by families from China, South Korea and Japan in particular for the high standard of education at a fraction of the cost of international schooling in their home countries. At higher education level, applications to study in Malaysia have been growing at above 25% per annum for 4 consecutive years since 2021, with the number of international students applying to study in Malaysia now 2.5x what it was in 2020.

UK institutions have played a pivotal role in supporting Malaysia's ambition to become a regional education hub, contributing to talent development, research collaboration, and internationalisation of higher education. Five UK university branch campuses—University of Nottingham, Heriot-Watt, Southampton, Reading, and Newcastle Medicine—operate in Malaysia, delivering UK-accredited degrees identical in quality and recognition to those offered in the UK. These campuses offer a cost-effective alternative for students across Asia, supported by high-quality facilities, research capacity, and opportunities for student mobility to the UK. Malaysia's international school sector further strengthens the UK presence, with over 80 British-curriculum schools (IGCSE, A-Levels) serving both expatriate and local families. These premier international schools consistently place students in leading UK and global universities, creating a strong education pipeline.

In line with the Ministry of Higher Education's aspiration under its internationalisation plans, Malaysia aims to attract 250,000 international students to study in its schools and universities. UK institutions

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operating in Malaysia contribute meaningfully to this goal by delivering globally recognised education in an English-speaking, multicultural, and cost-effective setting.

Established transnational education provision with global foreign universities, a moderate cost of living compared to other study destinations, high standards of English, multicultural society, a friendly and supportive business environment as well as political stability have all contributed to boosting the attractiveness of Malaysia as a study destination.

Programme (tentative):

Date/ Time	Activities
26 October 2025 (Sunday)	
am	Arrival of mission delegates in Kuala Lumpur Check in at hotel (venue tbc)
6.30 – 8.30 pm	Networking Reception with stakeholders from TNE institutions, international schools, government and corporate sector agencies related to education.
27 October 2025 (Monday)	
9.30 am – 12.00 pm	Briefing at the British Council Malaysia office Understanding the Malaysia context: Agents' briefing with invited speakers on the opportunities, landscape, pathways, regulatory processes, talent pipelines and support services (e.g. visas, accommodation etc) for the education sector in Malaysia.
12.00 pm – 1.00 pm	Networking Lunch
1.00 pm – 5.00 pm	Site visits and briefings with two British-style international/private schools in Kuala Lumpur.
5.00 pm onwards	Return to KL City Centre. Free and easy
28 October 2025 (Tuesday)	
9.00 am 10.00 am – 12.00 pm	Depart to University of Nottingham Malaysia Site visit, briefing, refreshments
12.00 pm 1.00 pm – 3.00 pm	Depart to Heriot-Watt University Malaysia Site visit, briefing, refreshments
3.00 pm	Coach to Johor Bahru (4 hours)

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Date/ Time	Activities
7.00 pm onwards	Check in at hotel Free and easy
29 October 2025 (Wednesday)	
9.00 am	Depart for EduCity@Iskandar
9.30 am – 11.00 am 11.00 am – 5.00 pm	Site visit and briefing at British-style international/private school Site visits and briefings at UK Branch campus institutions (Newcastle, Southampton, Reading) Networking lunch will be hosted by branch campus (venue tbc)
5.00 pm 5.30 pm – 6.30 pm	Depart for hotel Tea, mission de-brief and discussion on follow up actions Closing
6.30 pm onwards	Free and easy Option to depart to Singapore or Kuala Lumpur - own travel arrangements
30 October 2025 (Thursday)	
9.00 am	Coach to Kuala Lumpur (4 hours)
1.00 pm	Arrival in Kuala Lumpur. Departure of mission delegates (own travel arrangements)

Conclusion

This first-ever ***"Think TNE 2025/26 Agents Mission Series: Malaysia as a Study Destination"*** offers education agents from China, Indonesia, and Brunei an unparalleled opportunity to experience Malaysia's thriving UK education sector up close. Across four days of school and campus visits, insider briefings, and high-level networking, delegates will gain the tools, insights, and contacts to confidently promote Malaysia as an affordable, high-quality, and globally recognised option for students seeking a UK education in Asia.

Contact

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