

# “Higher Education in the Asian Century”

A perspective from the Sunway Education Group,  
Malaysia.

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# A Remarkable Journey

**“I like to see young minds being educated; Education brings out the best in people.**

**That is why I am so passionate in giving to Society through Education.”**

**-Tan Sri Dr. Jeffrey Cheah, AO**  
Founder & Chairman, Sunway Group  
Founding Trustee, Jeffrey Cheah Foundation  
Chancellor, Sunway University



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**Jeffrey Cheah  
Foundation**   
*Nurturing the Seeds of Wisdom*

# An Urgent Call...

**1<sup>st</sup>**

**to introduce  
Twinning Degree Programmes in  
Malaysia**

# Pre-University Programmes



Government of **Western Australia**  
**School Curriculum and Standards Authority**

# 1<sup>st</sup>

to introduce the Western Australian  
Matriculation in Malaysia

# 1<sup>st</sup> Private College with Purpose-Built Campus, complete with Residence

- In 1993, Sunway College relocated to a modern first-of-its kind campus in Bandar Sunway.
- Again, Sunway College was the first private college to be officially opened by the Prime Minister of Malaysia.



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# Sunway Education Trust Fund

1<sup>st</sup>

Private College  
to be placed  
under a Trust  
Fund



1997

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# International Branch Campus

1<sup>st</sup>

to establish a  
Foreign Branch  
Campus in  
Malaysia



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# International Branch Campus

- The Medical School was established in 2004
- Established the Brain Research Institute of Monash Sunway (BRIMS)





# The Order of Australia (AO)



**10 July 2008** - Tan Sri Dr Jeffrey Cheah was honoured as an Officer of the Order of Australia (AO) for his extraordinary and meritorious contribution to the advancement of education in Malaysia and business links in Australia.

# A Feeder Programme



**MONASH** University  
Foundation Year

- In **1999**, Sunway College offered the Monash University Foundation Year (MUFY) programme, a franchise from Monash College Pte Ltd (MCPL).

# Status Upgraded



Chairman & Chancellor, Y. Bhg. Tan Sri Jeffrey Cheah received the official letter from YB Dato' Seri Mohd Khaled Nordin, Minister of Higher Education, Malaysia.

- In August 2004, Sunway College was upgraded to Sunway University College.
- On 30 January 2011, Sunway University College was officially installed as a University, and renamed SUNWAY UNIVERSITY.

# Important Partner in Victoria University (VU)

- 3+0 degree programme
- Articulation to Melbourne, University of Western Australia and Monash University
- Learning from VU



# Double Badged Degree

- **In 2006**, Sunway signed a MoU with Lancaster University to validate the degrees that were developed by Sunway.
- Students graduating from Sunway University would receive two scrolls, one from Sun-U and one from Lancaster University.



# Jeffrey Cheah Foundation

1<sup>st</sup>

Education  
Group to be  
placed under a  
Foundation

Valued in excess of **RM720million**  
(~USD225 million)

Awarded more than RM100 million  
(~USD32 million) in scholarships  
and bursaries to more than 15,000  
students.



# The Founding Principles

## Jeffrey Cheah Foundation Founding Principles

**Giving to  
Society**

**A Vision in  
Perpetuity**

**Quality  
Education**

# A Gift to Harvard



The Jeffrey Cheah Professorship, the Jeffrey Cheah Fellowship and the Jeffrey Cheah Visiting Professorship established in Harvard to advance teaching and research on South-East Asia Studies

# The Graduates

**More than 25,000**  
students graduated from  
Australian programmes  
through Sunway

# Critical Success Factors for International Development

- Credible partnerships based on trust and for mutual benefit.
- Long term vision of investment.
- Genuine interest in and good appreciation of the environment, culture and regulatory framework.
- Clear understanding and accountability of role players.
- Sincere desire to provide sustainable quality education.
- Dynamic strategies.
- Pioneering spirit to strive to be 1<sup>st</sup>.

# Conclusion

- Sunway upholds the principle of providing quality education.
- Sunway always looks for, encourages, celebrates and adopt best practices.
- Sunway safeguards its strong branding and reputation and the interest of the people.
- Sunway values good partners and builds on enhancing relationship for mutual betterment.
- Sunway embraces a culture which promotes good values, and such culture permeates through the whole organisation.

# Thank you