Victoria and the ASIAN CENTURY Melbourne Convention & Exhibition Centre

# "Higher Education in the Asian Century"

#### A perspective from the Sunway Education Group, Malaysia.



Friday, 9 August 2013

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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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# An Urgent Call...

1 st

#### to introduce Twinning Degree Programmes in Malaysia

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### **Pre-University Programmes**



Government of Western Australia School Curriculum and Standards Authority



#### to introduce the Western Australian Matriculation in Malaysia

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#### 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 <u>first</u> <u>private college</u> to be officially opened by the Prime Minister of Malaysia.





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# **Sunway Education Trust Fund**

Private College to be placed under a Trust Fund

1 st



1997

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### **International Branch Campus**

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)



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### 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.

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### **A Feeder Programme**



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

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### **Status Upgraded**



- 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.

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



# 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.



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# **Jeffrey Cheah Foundation**

Education Group to be placed under a Foundation

1 st

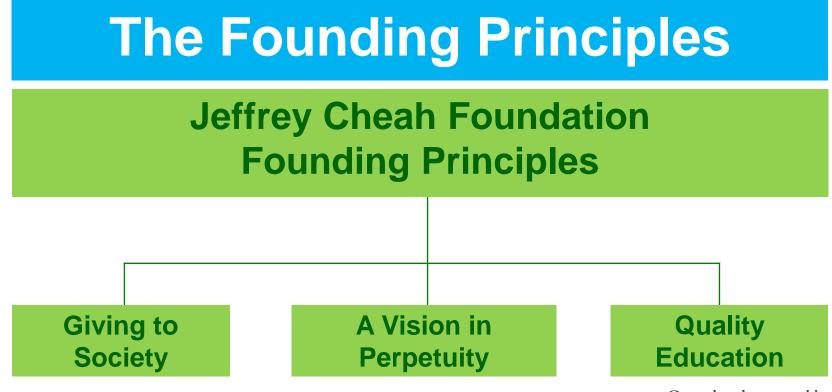
Valued in excess of **RM720million** (~USD225 million)

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

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#### UNWAY EDUCATION GROUP

#### 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

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#### **The Graduates**

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

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## **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>.

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## 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.

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#### **SUNWAY** EDUCATION GROUP

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