



NATIONAL HIGHER EDUCATION CONFERENCE

Developing Higher Education as A Key Catalyst to Malaysia's Competitiveness

Venue: Berjaya Times Square Hotel & Convention Center Date: 25th & 26th June 2009

INTRODUCTION

The aim of education is to enable individuals to continue their education ... (and) the object and reward of learning is continued capacity for growth.

(John Dewey, American educational reformer)

In troubling times such as these, when economic turmoil threatens to stunt the progress of nations, Malaysia as a developing country should all the more, focus on higher education to strength its competitive edge. The quest for education, particularly tertiary education, increases an individual's knowledge as well as contributes to higher quality manpower for the nation. Malaysia therefore, should make every effort to continuously raise its educational standards to increase competitiveness.

Incorporating speakers who are experts from institutions of higher learning, experienced higher education policy makers and leading industry players, this year's National Higher Education Conference is an excellent platform for both speakers and participants to engage in stimulating discussions concerning education policies, collaborations as well as the key drivers in Malaysia's higher education sector.

Developed & organized by:



OBJECTIVES

The objectives of the conference include:

- To provide an update on Malaysia's APEX University and its impact on the development of the country's higher education sector;
- To analyze current tertiary models and how they are influencing today's concept of higher education;
- To explore opportunities to establish local, regional and international partnerships amongst higher education providers as well as with the marketplace;
- To identify marketing and branding issues in promoting Malaysian higher education services internationally;
- To discover local and global higher education trends and future direction.

WHO SHOULD ATTEND?

This conference is specifically designed for:

- Policy makers in governmental agencies dealing with higher education
- Educationalists and researchers
- Higher education branding and marketing managers
- Tertiary strategy specialists and planners
- Tertiary education curriculum development advisors
- International relations and student affairs coordinators
- Human Resource consultants and practitioners
- Career and education advisors and counsellors
- Senior management representing:
 - Public and private institutions of higher learning
 - Companies and organizations who are partners to universities and colleges
 - Education and scholarship foundations



2ND ANNUAL NATIONAL HIGHER EDUCATION CONFERENCE

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DAY ONE:

8.15 – 9.15 am

Registration

9.05 – 10.00 am

Opening Keynote Address: "Developing Higher Education as a Key Catalyst to Malaysia's Competitiveness"

Proposed Keynote Speaker:

YB Dato' Seri Mohamed Khaled Nordin

Minister of Higher Education, Malaysia

9.45 – 10.15 am

Refreshments

10.15 – 11.00 am

Session One: "Transforming Higher Education for a Sustainable Tomorrow": A Progress Report on Malaysia's Apex University

Almost a year back – in September 2008, Universiti Sains Malaysia (USM) was selected Malaysia's APEX University. Much hope and high expectations are placed on USM to lead the nation's education revolution. To start off this year's National Higher Education Conference, this session brings to you a progress update from USM on its APEX University development efforts, its strategic plans, the successes it has thus far, the challenges ahead as well as how it sees APEX impacting Malaysia's public and private higher education sector.)

11.00 am – 12.30 pm

Session Two: Defining Higher Education in Today's Context: Are Present Models Adequate?

Universities and institutions of higher learning are birthplaces of ideas, innovation and creation of knowledge. However, of late, it is perceived that the ability to produce employable graduates for the marketplace seems to become an increasingly important driver in determining how successful an education system is.

- How should higher education be defined in today's environment? Is Malaysia on the right track?
- Balancing universities' role in creating and dispensing knowledge and the need to equip students for the working world
- The Malaysian higher education scenario: Is there an over-emphasis on technical and science-related subjects at the expense of social sciences and humanities studies?
- Do present higher education models provide for an adequate role on community engagement?
- Encouraging the development of research and development (R&D) activities in public and private tertiary institutions: What needs to be done?

12.30 – 2.00 pm

Lunch

2.00 – 3.30 pm

Session Three: Constructing "Win-Win" Partnerships in the Higher Education Sector: Identifying Opportunities for Collaboration in Southeast Asia, with Internationally Education Partners and between Public and Private Universities

In order for Malaysia to emerge as a strong regional and global higher education provider, our local universities and colleges must

be able to continuously expand its network within the higher education sector. In an increasingly competitive environment, the ability to form strategic partnerships both locally and internationally is a significant advantage.

- **Regional collaboration:**

- What efforts have been made to link institutions of higher learning in Southeast Asia?
- Are such collaborations feasible in Southeast Asia?
- Learning from the European experience (European Higher Education Area) for regional collaboration

- **Public-Private University Partnerships:**

- How best can public and private universities work together?
- What are the challenges and opportunities for collaboration?

3.30 – 5.00 pm

Session Four: Creating an International Higher Education Brand Presence: Venturing Beyond Local Shores

From exporting curriculum to setting up branch campuses, Malaysian education providers, particularly private universities and colleges have venturing abroad in search of new markets for their educational programmes and services. Given the emphasis on globalization and its impact on competition, this appears to be a natural progression for Malaysian higher education providers.

- What are the key considerations for Malaysian higher education providers to establish a brand presence internationally?
- Developing global strategies: Understanding current trends in the international higher education arena
- Venturing abroad: How best to promote Malaysia as an international higher education destination while also promoting Malaysian educational services and programmes internationally? Finding the best fits
- Foreign university branch campuses in Malaysia: What are their success factors?

5.00 – 5.30 pm

Refreshments/End of Day One

DAY TWO:

9.30 – 10.15 am

Session Five: A Special Presentation on the Second National Stimulus Package and its Implications for Malaysia's Higher Education Sector

On March 10, 2009, the government announced a RM60 billion stimulus package which will be implemented over a two-year period until 2010. Under the Package, emphasis is given to providing financial assistance for Malaysians to pursue their post-graduate education (Masters and PhDs) as well as to undergo training programmes offered by government agencies, GLCs and private training institutions. Amongst others, this special session seeks to provide information concerning guidelines and directions on the implementation of the higher education portion under the stimulus package, the Ministry's plans to attract students to pursue post-graduate degrees as well as explore how public and private education/training providers can work together to support the Ministry in fulfilling the government's objectives.

10.15 – 10.45 am

Refreshments

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10.45 am – 12.15 pm

Session Six: Meeting the Educational Needs of Mature Students and Working Adults: What should be the Focus?

The present economic turmoil has reduced recruitment significantly with many who are employed increasingly worried about their job security. Since October 2008, almost 55,000 Malaysians have lost their jobs, with another grim projection of over 100,000 by the end of 2009. It would not be surprising that many will consider taking up further studies to upgrade their skills, education level and competencies during this economic downturn period.

- What are the education options available to working adults and matured students?
- What do such potential students look for in educational courses and training programmes? Managing and meeting expectations.
- Open learning and distance learning: Are these teaching methods more suited to mature students?

12.15 – 2.15 pm

Lunch

2.15 – 3.30 pm

Session Seven: University-Industry Interface: Equipping Students for the Working World

The employment market remains challenging for fresh graduates and will likely remain so for the next year or two, given the current economic conditions. At any given one time, there are 60,000 graduates who face difficulties in securing employment. Adding to the pressure is the additional 20,000 fresh graduates who will be competing for jobs by the end of 2009. Not surprisingly, education institutions are urged to prepare students who are able to meet marketplace requirements immediately upon graduation.

- How best can universities and the industry work together to prepare students for employment?
- Universities: Would offering new courses such as entrepreneurship development and other soft skills effective in preparing graduates for the workplace?
- Responsibility of the marketplace: Apart from providing internship programmes, how else can the industry work with education providers?

3.30 – 5.00 pm

Session Eight: Attracting and Retaining Talent: Finding the Next Competitive Edge in Higher Education

The key to a nation's resilience is the quality of its education system, particularly higher education. In order for Malaysia to enhance its competitiveness, it must provide resources to attract the best research and teaching minds.

- Strategies to attract and retain top graduates to serve at institutions of higher learning
- What can be done to encourage Malaysian talents abroad to provide their services to local universities?
- The issue of ranking and league tables – How will it impact the ability of universities to attract talent and maintain an edge?

5.00 – 5.30 pm

Refreshments/End of Conference

Invited Role Players

- YM Tengku Tan Sri Dr Mahaleel bin Tengku Ariff, Non-Executive Director, Nestle (M) Bhd
- YM Professor Emeritus Tengku Dato' Shamsul Bahrin, President, Nilai University College
- H.E. Boyd McCleary, British High Commissioner to Malaysia
- Professor Tan Sri Dr Dzulkifli Abdul Razak, Vice-Chancellor, Universiti Sains Malaysia
- Professor Emeritus Tan Sri Dr Khoo Kay Kim, History Professor, University of Malaya/Commission Member, SUHAKAM
- Professor Tan Sri Dr Anuwar Ali, President and Vice Chancellor, Open University Malaysia
- Tan Sri Dr Ahmad Tajuddin Ali, Group Chairman, UEM Group Bhd
- Tan Sri Dr Augustine Ong, Senior Fellow, Academy of Sciences Malaysia
- Tan Sri Emeritus Professor Gajaraj Dhanarajan, Vice-Chancellor, Wawasan Open University
- Professor Dato' Ir. Dr Radin Umar bin Radin Sohadi, Director-General, Higher Education Department, Ministry of Higher Education
- Professor Dato' Dr Ansary Ahmed, President and CEO, Asia e University (AeU)
- Professor Datuk Dr Nik Mustapha R. Abdullah, Vice Chancellor, University Putra Malaysia
- Professor Dato' Dr Sharifah Hapsah Syed Hasan Shahabudin, Vice-Chancellor, Universiti Kebangsaan Malaysia
- Professor Dato' Seri Dr Ibrahim bin Abu Shah, Vice Chancellor, Universiti Teknologi MARA
- Professor Dato' Dr Abdul Hakim Juri, President/CEO, University Kuala Lumpur
- Professor Engr. Dato' Dr Chuah Hean Teik, President, Universiti Tunku Abdul Rahman
- Professor Dato' Dr Hassan Said, Vice Chancellor and President, Taylor's University College
- Professor Dato' Ir. Dr Zaini Ujang, Vice Chancellor, Universiti Teknologi Malaysia
- Dato' Dr Toh Kin Woon, Chairman, Socio-economic and Environmental Research Institute
- Datuk Dr Kamaruddin Sharif, Chief Executive Officer, Unity College International
- Datuk Seri Panglima Andrew Sheng Len Tao, Pro-Chancellor, Universiti Tun Abdul Razak (UNITAR)
- Datuk Dr Paul Chan, President, HELP International College of Technology
- Dato' Dr Vincent Lowe, Managing Director, Rezzan (M) Sdn Bhd
- Prof. Dr. Mahani Zainal Abidin, Director-General, Institute of Strategic and International Studies (ISIS) Malaysia
- Prof Dr Supachai Yavaprabhas, Director, SEAMEO RIHED, Thailand
- Professor Dr Morshidi Sirat, Director, National Higher Education Research Institute (IPPTN)
- Professor Dr Gauth Jasmon, Vice Chancellor, University of Malaya
- Professor Ian Pashby, Vice President, The University of Nottingham Malaysia Campus
- Professor Cheong Hee Kiat, President, Singapore Institute of Management University (UniSIM)
- Professor Dr John Evans, Pro-Vice Chancellor, Curtin University of Technology Malaysia Campus
- Professor Wan Abdul Manan Wan Muda, Chairman, Malaysian Academics Movement (GERAK)
- Dr Daing Nasir Ibrahim, Vice Chancellor, Universiti Malaysia Pahang (UMP)
- Dr Parmjit Singh, President, Malaysian Association of Private Colleges and Universities /Executive Director, Asia Pacific University College of Technology and Innovation
- Dr Mohamed Rashid bin Navi Bax, Deputy Director-General for Private Higher Education, Ministry of Higher Education
- Ms Elizabeth Lee, Executive Director, Sunway University College
- Mr Graham Doxey, Deputy CEO, INTI Education Group
- En Shamsuddin Bardan, Executive Director, Malaysian Employers Federation

Notes: -

- The organiser reserves the right to change the programme and speakers in the best interest of the conference

NATIONAL HIGHER EDUCATION CONFERENCE

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Participant's Information

(1) Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

(2) Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

(3) Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Address: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

Contact Person's Details

Name (Dr/Mr/Mrs/Ms) : _____

Company: _____

Designation: _____

Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Facsimile: _____ Email: _____

Payment

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 Suite C-3A-2, Plaza Mont' Kiara
No. 2 Jalan Kiara, Mont' Kiara,
50480 Kuala Lumpur, Malaysia

 603-6203 2009

 603-6203 5030

Registration Fee

Standard Rate

RM 1,980.00 per delegate

Group discount of 10% will be extended to organization sending 3 or more delegates.

Fee is inclusive of lunch, refreshments and documentations.

Venue

Date

25th & 26th June 2009

Venue

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Registration Information

Payment

All payment must be made in advance of the conference. Bank drafts or cheques should be crossed and made payable to Asia Executive Programs Sdn Bhd together with the completed registration form.

Cancellation

A prompt refund minus a service charge of 15% will be levied for cancellations received in writing 10 days before the date of the conference. Alternatively, you may nominate a substitute. We would appreciate advance notice.

Registration Procedure

Please complete and fax the registration form to book a seat/seats to the address listed below :

a) Asia Executive Programs Sdn Bhd

(623109-U)

Suite C-3A-2, Plaza Mont' Kiara,

No. 2 Jalan Kiara, Mont' Kiara,

50480 Kuala Lumpur, Malaysia

Tel : 603-6203 2009

Fax : 603-6203 5030

E-mail : info@aep.com.my

Website : <http://www.aep.com.my>

b) Payment can be deposited directly to :

Asia Executive Programs Sdn Bhd

(623109-U)

Account No. 14194 0010017352

(Alliance Bank Malaysia Berhad)

Please notify us of your payment by

faxing a copy of your remittance

to us.