CASE FOR CHANGE

Johor is facing undersupply of quality education & in urgent need to improve its Education “Enablers”

CURRENT LANDSCAPE IN JOHOR

- Existing education institutions are small and fragmented with limited industry related programmes
- Limited International Schools

DEMAND FORECAST

- Local Talent Demand: 22,000 positions
- Regional Talent Demand from Singapore: 25,000 positions
- International Students Demand: 80,000 students (2010), 150,000 students (2015), 200,000 students (2020)

 ISSUES TO BE RESOLVED

- Shortage of Quality Private Higher Education Institutions in Iskandar Region
- Shortage of Quality International Schools
- Shortage of Quality Academic Staffs
EDUCATION: ONE OF ISKANDAR MALAYSIA'S KEY ECONOMIC Pillars

KEY ECONOMIC PILLAR WITH STRONG AND SUSTAINABLE GROWTH

The education services sector is one of the targeted 9 economic pillars in Iskandar Malaysia's Comprehensive Development Plan (CDP), offering excellent investment opportunities. This sector has one of the fastest growth rates over the past decade at 6.8%.

STRATEGICALLY LOCATED EDUCATION HUB

Iskandar Malaysia's location in the heart of the ASEAN region positions it to be a strategic education hub, drawing students from the 600 million-strong population of the ASEAN region, as well as locally in Malaysia.

Graduates will have easy access to opportunities in the strong Asia/ASEAN economies, especially in Singapore, Indonesia, China and India.

GROWTH ENabler

Education is a growth enabler that is essential for the development of a globally competitive and creative workforce that meets the demands of industries in Johor and Malaysia.

It will drive the shift in our human capital towards a high income nation and a first-world talent base.
EDUCATION: A SIGNIFICANT ECONOMIC OPPORTUNITY FOR ISKANDAR MALAYSIA

As at 2010, the number of foreign students studying in Malaysian Higher Education Institutions has risen to more than 80,000 students.

Ministry of Higher Education (MOHE) aims to expand the number of locally enrolled foreign students to 150,000 by 2015 and 200,000 by 2020.

Further afield, Asia’s large and high growth education market also represents a promising opportunity for Iskandar Malaysia.

Asian students – especially those from China, South Korea, Japan and Indonesia – are looking for good quality and affordable higher education in English-speaking countries.

By 2020, 71% of International student demand for MESDCs is forecasted to come from students residing in Asia.

Number of International Students in Local Enrolment

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Students</th>
<th>World market share</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>596</td>
<td>21%</td>
</tr>
<tr>
<td>UK</td>
<td>351</td>
<td>13%</td>
</tr>
<tr>
<td>France</td>
<td>247</td>
<td>9%</td>
</tr>
<tr>
<td>Australia</td>
<td>212</td>
<td>8%</td>
</tr>
<tr>
<td>Germany</td>
<td>207</td>
<td>7%</td>
</tr>
<tr>
<td>Japan</td>
<td>126</td>
<td>5%</td>
</tr>
<tr>
<td>China</td>
<td>92</td>
<td>3%</td>
</tr>
<tr>
<td>Canada</td>
<td>80</td>
<td>2%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>60</td>
<td>2%</td>
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Iskandar Malaysia's strategic location puts it in a strong position to become an education hub for the Asian region.

**ISKANDAR MALAYSIA**

- Located in heart of Southeast Asia
- Next to the thriving metropolis of Singapore
- Access to a population of 800 million within a 2-hour flight radius
- Access to 3.8 billion people within a 6-8 hour flight radius
- One third of the population is estimated at below 15 years old
EDUCATION LAB’S STRATEGY

There are 8 EPP initiatives identified towards establishing Iskandar Malaysia as Asia’s Education Destination of Choice

**EPP 1**
Scale up Malaysian Private Higher Education Institutions (PHEI) in Iskandar Malaysia

**EPP 2**
Attract renowned international colleges

**EPP 3**
Scale up International Schools

**EPP 4**
Increase smart partnerships between private and public sectors

**EPP 5**
Implement student village

**EPP 6**
Improve quality and quantity of academic staffs

**EPP 7**
Scale up existing education providers to move aggressively into innovation, R&D

**EPP 8**
Establish Iskandar Malaysia as regional centre for innovation and R&D

Footnote:

i) The Corridor’s Entry Point Projects are defined as projects implemented locally within the states and under purview of the corridors.

ii) The EPPs from the Corridor and Cities Transformation Programme are not an extension of the 13T EPPs identified under ETP.
EDUCATION LANDSCAPE IN ISKANDAR MALAYSIA

EDUCITY@ISKANDAR

Identified Projects
• Newcastle University Medicine Malaysia
• Netherlands Maritime Institute of Technology
• Raffles University Iskandar
• Raffles American School
• University of Southampton Malaysia Campus
• Marlborough College Malaysia
• Management Development Inst. of Singapore

Future Projects
• Multimedia University - Film Academy
• University of Reading
• Johan Cruyff Institute for Sports Studies

BANDAR DATO’ ONN

Identified Projects
• KFCH International College
• KPJ International University College

BANDAR SERI ALAM: CITY OF KNOWLEDGE

Identified Projects
• HELP University College
• Excelsior International School

Other Institutions
• University Teknologi MARA (UiTM)
• Malaysia Art School
• University Kuala Lumpur
• Masterskill University College
• MARA Junior Science College (MRSM)
• Japanese School

Higher education institutions such as international schools, universities and professional training centres that would like to expand their business or set-up a branch campus in Iskandar Malaysia will find Iskandar Malaysia to be the most suitable location.
EDUCITY@ ISKANDAR

To be Asia’s Education Destination of Choice.

OBJECTIVE 1
To create a best-in-class higher education destination, with a superior urban environment to attract academic institutions, students and visitors to work, live, study and play.

OBJECTIVE 2
To provide a feeder system for the economic pillars of Iskandar Malaysia and contribute to the nation’s aspiration to become a regional hub for education.

EduCity

Newcastle University Medicine Malaysia
University of Southampton Malaysia Campus
University of Reading
Netherlands Maritime Institute of Technology
Raffles University

Newcastle University
University of Southampton
University of Reading
Netherlands Maritime
Raffles University

Johan Cruyff Institute for Sports Studies
International Students’ Village
Stadium & Sports Complex
Public Trust Schools
Marlborough College Malaysia (Adjacent to EduCity)

305-acres fully integrated best-in-class education hub comprising Universities and Institutes of higher education, academia-industry Research and Development centres, accommodation and recreational facilities including sports facilities

Faculties Planned

Medicine, Maritime Studies, Engineering, Hospitality, Creative Arts, Logistics, ICT, Business and Finance
Empowering the future workforce of Iskandar Malaysia with unique skills

KFCH INTERNATIONAL COLLEGE
A 2.4 hectare campus that will offer courses and diploma programmes in hospitality, food services and food science for 12,000 students per year.

KFCH DEVELOPMENT MASTER PLAN

A 2.4 hectare campus that will offer courses and diploma programmes in hospitality, food services and food science for 12,000 students per year.

KPJ INTERNATIONAL UNIVERSITY COLLEGE OF NURSING AND HEALTH SCIENCES
Offering certification, diploma and degree programmes in nursing, pharmacy, physiotherapy and health sciences.
**BANDAR SERI ALAM: CITY OF KNOWLEDGE**

To be the centre of educational excellence in the eastern part of Iskandar Malaysia.

Bandar Seri Alam known as the "City of Knowledge" is strategically located within the corridor of Iskandar Malaysia. It is the largest fully integrated urban development with land spanning across 3,762 acres in the Eastern Gate Development Zone of Iskandar Malaysia.

### Institutional Land at Bandar Seri Alam: City Of Knowledge

<table>
<thead>
<tr>
<th>Institution</th>
<th>Land (acres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HELP University College</td>
<td>30</td>
</tr>
<tr>
<td>University Kuala Lumpur</td>
<td>60</td>
</tr>
<tr>
<td>Excelsior International School</td>
<td>20</td>
</tr>
<tr>
<td>Masterskill University College</td>
<td>12</td>
</tr>
<tr>
<td>Universiti Teknologi MARA (UiTM)</td>
<td>200</td>
</tr>
<tr>
<td>MARA Junior Science College (MRSM)</td>
<td>50</td>
</tr>
<tr>
<td>Malaysian Arts School</td>
<td>52</td>
</tr>
<tr>
<td>Japanese School</td>
<td>5</td>
</tr>
</tbody>
</table>
EDUCATION LAB’S TARGETED IMPACT

RM 2.27 Billion
Gross National Income

RM 4.77 Billion
Investments

7,452
Job Opportunities

Education will become a pillar of strength for Iskandar Malaysia with these desired results.