

Fwd: Invitation to participate in the 2025 LEAM International Higher Education Expo and the First Malaysia Higher Education Counsellors' Conference

Rungkarn Pongpopithak <rungkarnpo@nu.ac.th>
ร่างจดหมาย

กองพัฒนภาษาและกิจการต่างประเทศ

มหาวิทยาลัยนเรศวร

21 ตุลาคม 2567 เวลา 10:32

รับที่
วันที่ 22 ต.ค. 2567 เวลา 10:30

From: "LEAM | Admin" <admin@leam.my>

Subject: Invitation to participate in the 2025 LEAM International Higher Education Expo and the First Malaysia Higher Education Counsellors' Conference

Date: 17 October 2567 at 2:25:03 pm GMT+7

Reply-To: admin@leam.my

คุณไม่ได้รับอีเมลจาก admin@leam.my บ่อยนัก เรียนรู้ว่าเหตุใดสิ่งนี้จึงเป็นสิ่งสำคัญ

Invitation to participate in the 2025 LEAM International Higher Education Expo and the First Malaysia Higher Education Counsellors' Conference

Dear Sir/Madam,

Greetings! On behalf of LEAM Education Academy Malaysia, we are extending an invitation to your university to participate in "The 2025 LEAM International Higher Education Expo" and "The First Malaysia Higher Education Counsellors' Conference." Both events will help align with international university admissions standards and strengthen connections between Malaysian secondary schools and universities worldwide.

"The 2025 LEAM International Higher Education Expo" will occur in three Southeast Asian countries: Malaysia, Vietnam, and Thailand. The following are the event details.

- **Malaysia Stop:** February 21 to 22, 2025 at Wisma MCA, Kuala Lumpur
- **Vietnam Stop:** February 24 to 25, 2025 in Hồ Chí Minh City and Quảng Ninh
- **Thailand Stop:** February 27 to March 1, 2025 in Bangkok

"The First Malaysia Higher Education Counsellors' Conference" will be held from February 21 to 23, 2025, in Kuala Lumpur, Malaysia, at Wisma MCA.

One of the highlights of the event is that the education expo will coincide with "The First Malaysia Higher Education Counsellors' Conference." This conference will provide attendees with valuable educational resources and training, further strengthening the collaboration between international universities and Malaysian secondary schools.

Please review the attached brochure for full details on the event. Please let us know if your university is interested in participating in the event. For more information, feel free to reach out to:

- Mr. Bock: +6013 931 9515, bock@leam.my
- Ms. Wang: +6013 931 9280, info@leam.my
- Ms. Mia: +6014 970 6193, miachoo@leam.my

Thank you for your time and consideration. We look forward to hearing from you soon.

Best Regards,



马来西亚行知教育学院
Life Education Academy Malaysia

马来西亚行知教育学院

LIFE EDUCATION ACADEMY MALAYSIA

Tel: 03-9132 8188

Address: 25-2, Menara Mutiara Sentral,

No 2, Jalan Desa Aman 1,



1) เรียน อธิการบดี

เพื่อโปรดพิจารณา LEAM Education Academic Malaysia
ประชาสัมพันธ์การจัดงาน The 2025 LEAM International Higher Education
Expo และ The First Malaysia Higher Education Counsellors Conference
โดยการจัดงานดังกล่าวเพื่อเป็นการให้ข้อมูลการศึกษาแก่นักเรียนมัธยม
ในประเทศมาเลเซีย และมหาวิทยาลัยต่างๆ ที่เข้าร่วมงาน โดยกำหนดจัด Expo
ใน 3 ประเทศ ได้แก่

- 21-22 ก.พ. 68 ณ Wisma MCA, Kuala Lumpur, Malaysia
- 23-25 ก.พ. 68 ณ Ho Chi Minh City and Quang Ninh, Vietnam
- 27-28 ก.พ. 68 ณ กรุงเทพฯ ประเทศไทย

โดยมีค่าใช้จ่ายในการออกบูธคือ 3,800 USD/1 ประเทศ 7,400 USD/2 ประเทศ
และ 10,950 USD/3 ประเทศ ซึ่งครอบคลุมพื้นที่บูธในงาน การแนะนำผ่าน
ระบบออนไลน์ networking session การโฆษณาผ่าน social media ต่างๆ
และได้รับส่งจากสนามบิน รายละเอียดอื่นๆ ตามเอกสารแนบ เห็นควรเวียนแจ้ง
ไปยัง คณะ/วิทยาลัย เพื่อประชาสัมพันธ์ 9 ก.พ. 68 24 ต.ค. 67

ลงชื่อ.....

(นางสาวเรณงาม วงศ์บัณฑิต)

รักษาการในตำแหน่งหัวหน้างานบริการกิจการต่างประเทศ

วันที่ 24 ต.ค. 67

ลงชื่อ.....

(นายจักรกฤษณ์ เพ็ญประจักษ์)

ผู้อำนวยการกองพัฒนาภาษาและกิจการต่างประเทศ

วันที่ 4 ก.พ. 68

2) (/) ทราบ ดำเนินการตามเสนอ

()

ลงชื่อ.....

(ดร.พิสุทธิ อภิขยกุล)

รองอธิการบดีฝ่ายวิเทศสัมพันธ์และการถ่ายทอดเทคโนโลยี

ปฏิบัติราชการแทน อธิการบดีมหาวิทยาลัยนเรศวร

วันที่ 25 / 10 / 67

2025 LEAM International Higher Education Expo & The First Malaysia Education Counsellors' Conference

Integrating Educational Intelligence,
Bridging the Future

EVENT PROSPECTUS



2025 LEAM International Higher Education Expo & The First Malaysia Education Counsellors' Conference

2025.02.21-02.23

International Universities

Higher Education Conference



Various type of
secondary schools
Apply for Study Abroad

Diverse
Scholarship
Malaysia



National Chinese Independent
High Schools

Most Attention-Grabbing
in ASEAN

3 Countries
10 Days

National Chinese
High School

Education Trends

Over 150
High Schools

RCEP Countries

Vietnam
Exclusive
Communication
Resource
Sharing
Gather of Secondary Schools
Counseling Teachers



Higher Education
Grand Event
Thailand

One-stop
Over 6,500
participants
Higher
Education
International School
Technical Vocational
Education
Face-to-face
Communication

Counseling for College
Resources and Programs



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→ INTRODUCTION

GET TO KNOW ABOUT US



9+

years experience in organizing successful education expos

20+

years experience in further study counselling and career planning

150+

university connections and are highly recognized

200+

Connections with Malaysian high schools including principals, teachers, students

As a leader in youth education, Life Education Academy Malaysia (LEAM) is dedicated to paving a path of hope and growth for Malaysian youth. We firmly believe that the power of education can enlighten minds, shape the future, and holistically enhance both individual and societal strength. Through our unique teaching approach, which integrates theory with practice, cross-disciplinary learning, and multicultural experiences, we align with the United Nations' Sustainable Development Goals, striving to cultivate innovative talents with a global perspective.

LEAM with its excellent organizational capacity, broad appeal, and profound influence, has successfully organized numerous overseas study tours. For instance, the 2024 Qingdao Ocean Science Camp attracted 100 students to further their marine knowledge at Ocean University of China. Additionally, we partnered with the UNESCO Chair for Children and Youth in Technology and Engineering Education to successfully host the "RCEP Countries STEM Conference," bringing together representatives from 15 ASEAN+5 countries to contribute to the development of regional education.

OVERVIEW

➤ Mission

Exploring Global Higher Education Resources

The 2025 LEAM International Higher Education Expo provides Malaysian students with a platform to explore quality higher education options worldwide. Bringing together renowned institutions from RCEP countries, the expo offers diverse academic choices and professional counseling. Building on previous success, we are expanding this event to meet the growing demand for international education.

Aligning with International Admission Standards

As globalization and competition for talent increase, higher education is crucial for personal and societal advancement. Malaysia faces challenges like limited higher education resources and a shortage of well-trained counselors to guide students.

Launching of the First Counsellors' Conference

In February 2025, Life Education Academy Malaysia will host the International Higher Education Expo and the First Malaysia Education Counsellors' Conference. These events aim to provide students and counselors with the knowledge and resources to align with global university admission standards and broaden students' education choices.



➤ Objectives

- Provide Malaysian students with options for further education and counselling services.
- Facilitate knowledge enhancement for Malaysian high school counsellors .
- Improve school teachers' understanding of university admissions and career planning.
- Foster higher education exchanges and cooperation globally.
- Increase the international competitiveness of Malaysian students.

EVENT HIGHLIGHTS



Target Audience

- **Students:** Malaysian high school students, particularly from Chinese independent high schools, national type schools, and international schools (Form 4, Form 5, Form 6, and equivalent levels).
- **Teachers:** Educators and counsellors who assist students with further studies.
- **Parents:** Interested in exploring international education opportunities for their children.



01

Diverse One-Stop Exhibition

The education expo brings together renowned universities from Malaysia, China, South Korea, Japan, Australia, New Zealand, and ASEAN countries, showcasing their academic strengths, admission policies, and scholarship programs. By attending this one-stop event, students can gather information from multiple countries in a single visit, saving time and effort.

02

On-Site Consultation and Pre-Admission Interviews

University representatives will provide guidance on study plans, overseas applications, and scholarships at the event. Some prestigious institutions will also offer on-site interviews, giving students a direct opportunity for pre-admission.

03

The First Counsellors' Conference

The education expo will coincide with the First Malaysia Education Counsellors' Conference. This conference will provide attendees with valuable educational resources and training, further strengthening the collaboration between international universities and Malaysian secondary schools. Over 150 teachers from across Malaysia are expected to participate.

→ SERIES ACTIVITIES

① 2025 LEAM INTERNATIONAL HIGHER EDUCATION FAIR

The 2025 LEAM International Higher Education Expo, scheduled for **February 21 - 22, 2025**, will feature booths that will showcase the academic specialties, admission policies, and scholarship programs of a variety of international universities. By attending, students can save valuable time and effort by gathering information from multiple institutions in a single location. Furthermore, some international universities will have admissions officers present to conduct on-the-spot interviews, streamlining the application process. The expo is anticipated to draw a crowd of over 8,000 students and their parents.



Details

Date: February 21-22, 2025

Time: 9:00 a.m. - 4:00 p.m.

Venue: Wisma MCA San Choon Hall

Estimated visitors: 8000



Participating Institution

- Renowned universities from RCEP member countries and regions, including from China, Japan, Australia, Singapore, the Philippines, Malaysia and other countries and regions.
- Technical and vocational institutions
- Expected 60 of participating institutions



Features

1. **Global Higher Education Expo:** This expo showcases top universities and technical colleges from various RCEP nations, giving students many options for higher education. Students can explore universities from different countries, learning about their programs, admissions, and scholarships.
2. **One-Stop Consultation Service:** The expo offers comprehensive services, including academic planning, study abroad applications, and academic advising. Students can connect directly with university representatives and access a wealth of educational resources.
3. **On-site Pre-admission Interviews:** Some overseas universities will arrange for admissions officers to conduct on-site interviews, providing students with the opportunity to apply directly.

→ SERIES ACTIVITIES

② THE FIRST MALAYSIA EDUCATION COUNSELLORS' CONFERENCE

In conjunction with the 2025 LEAM International Higher Education Expo, about **150 high school counsellors** from all over the country will be invited to attend the 3-day, 2-night "The First Malaysia Education Counsellors' Conference" on **February 21-23, 2025**. It aims to provide professional knowledge and skills training for teachers to help them better guide students in academic planning and preparation. It will feature keynote speeches by representatives from domestic and international universities on topics such as trends and opportunities in international higher education, student interviewing techniques, personal statement writing skills, introduction to the Program for International Student Assessment (PISA), personal and professional development of counsellors, and admissions testing.



Details

Date: February 21-23, 2025

Venue: Wisma MCA Mezzanine Floor

Language: Chinese, English



Target Participants

- Teachers from 81 Malaysian National Type Secondary Schools (SMJK)
- Counsellors from 63 Chinese Independent High Schools (SM)
- Invited educators from international and private schools
- Anticipated approximately 150 counsellors in Malaysia



Features

1. **Understanding Global Admissions:** Insights into multinational university application policies and keynote speeches from domestic and international universities.
2. **Specialized Academic Counseling Training:** An overview of college guidance tools, aptitude tests, and other resources for students, helping elevate counsellors' skills and knowledge in helping students with academic and future education planning.
3. **Connect with Universities:** A special platform that brings universities together with secondary school counsellors, promoting future cooperation in academic guidance.

TIMELINE



**Limited to 60 booths. Registration is on a first-come-first-served basis.*

→ PROJECT TIMELINE

THREE-CITY EDUCATIONAL ROADSHOW



Malaysia

February 20th (Thu) Arrive in Kuala Lumpur

February 21st (Fri) Kuala Lumpur Exhibition

February 22nd (Sat) Kuala Lumpur Exhibition



Vietnam

February 23rd (Sun) Heading to Hồ Chí Minh

February 23rd (Sun) Hồ Chí Minh Exhibition

February 25th (Tue) Quảng Ninh Exhibition



Thailand

February 26th (Wed) Heading to Bangkok

February 27th (Thu) Bangkok Exhibition

February 28th (Fri) Bangkok Exhibition

March 1st (Sat) Return



If you would like to join the Three-City Educational Roadshow, please send an email to info@leam.my to contact us.

PARTICIPATING DETAILS



USD3,800

(For Malaysia expo only)

Package Includes

1. One physical exhibition booth
2. One online exhibition slot on the education expo website
3. Networking sessions for university representatives and secondary school teachers
4. Social media advertising and promotion within whole year
5. Airport transfer

**Limited to 60 booths. Registration is on a first-come-first-served basis.*

Exhibiting universities shall bear the bank remittance fee.

Upon completion of the remittance, please email the bank remittance slip to info@learn.my or send it to the Academy's staff via WeChat/WhatsApp. The registration will only be considered complete once the Academy acknowledges receipt of the slip.

Bank Information:

Bank: MAYBANK

Account Name: LIFE EDUCATION ACADEMY MALAYSIA SDN BHD

Account Number: 514084648177

SWIFT Code: MBBEMYKL

Bank Address: 42 Jln Sultan Ismail, Bukit Bintang,
50250 Kuala Lumpur, Malaysia



**Register now to
reserve your spot!**



<https://forms.office.com/r/USuw6KMw8d>

PUBLICITY AND MARKETING

Our marketing efforts for the 2025 LEAM International Higher Education Fair are designed to maximize visibility and reach a broad audience across multiple platforms.

1 Digital Marketing & Traditional Media

Active promotion on major platforms such as Facebook, Instagram, LinkedIn, and LEAM dedicated education expo website, and targeted email blasts to secondary schools across Malaysia, reaching over 600,000 potential attendees.

2 Campus Talks in Secondary Schools

Campus talks campaigns in secondary schools to provide information about participating universities and encourage students to attend the expo. These talks will highlight the opportunities available at the expo, helping to increase student turnout and engagement.

3 Partnerships and Collaborations

Got endorsements from government and collaborate with local schools, colleges, and universities to promote the event to their students. We will provide transportation subsidies to schools, especially those in under-resourced areas beyond the downtown region, encouraging them to send more students to the expo to explore educational opportunities.



WHY PARTICIPATE



Exposure & High Engagement

Reach a large audience of over 200,000 potential students and their parents, and educators from Chinese community across Malaysia. Benefit from the high turnout of students, ensuring your institution receives significant attention and interest.



Networking Opportunities

Engage with over 150 high school counsellors who play a crucial role in advising students on their further studies. The educators and counsellors will take the information back to their schools, further promoting your institution to a wider student base.



Direct Recruitment

Conduct on-site interviews and gather applications from prospective students. Interact with well-prepared and highly motivated students, increasing the likelihood of successful enrollments.



Brand Visibility

Utilize various promotional channels provided by the expo, including social media, print media, and on-site advertisements. Increase the university's brand presence in the Malaysian and broader Southeast Asian market.

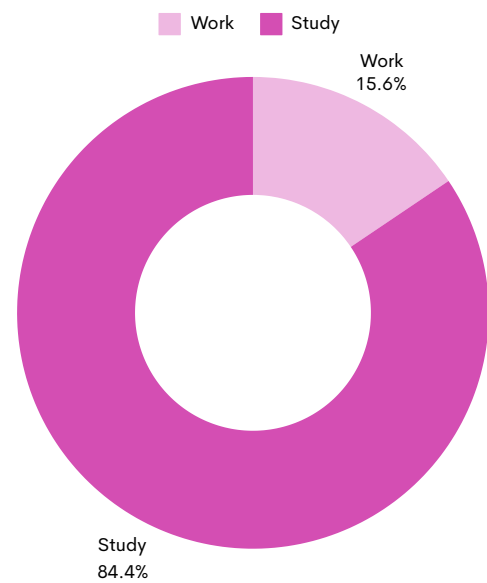
STUDENT DEMOGRAPHICS

Undergraduate Prospects:

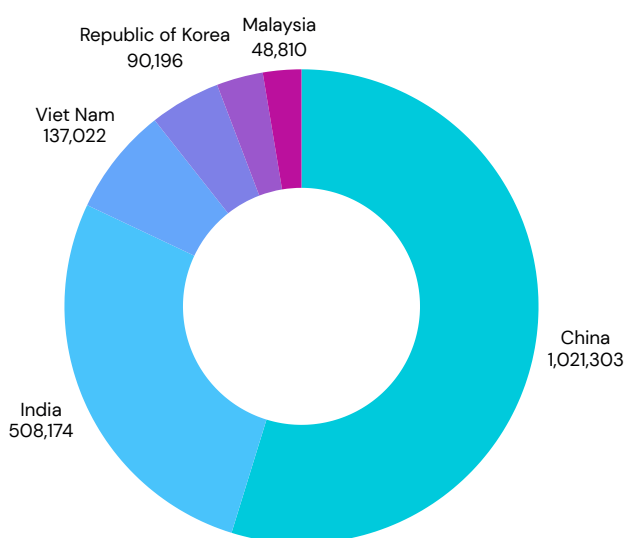
In 2021, a significant majority of graduates from Chinese Independent High Schools in Malaysia **chose to pursue further studies**. This high percentage reflects the strong academic orientation among these students despite the challenges posed by the COVID-19 pandemic. Nearly 40% of students chose to pursue their studies overseas, highlighting the value placed on international education and the opportunities it provides.

Malaysian students have a wide array of preferred destinations for their higher education. The **UK, Australia, and**

Singapore remain top choices, while **China, Japan, and South Korea are seeing a rise in popularity**. These choices reflect the students' desire for high-quality education and international exposure, supported by the strong academic and cultural ties between Malaysia and these countries.



Further Study and Employment of Graduates from Chinese Independent High Schools in Malaysia



Top Countries with students study abroad

Growing Demand:

As of 2023, the number of Malaysian students studying abroad continues to grow steadily, despite various economic and policy challenges. In recent years, there have been some fluctuations in outbound student numbers, largely influenced by factors such as the value of the Malaysian ringgit and government policies promoting local higher education institutions. However, the overall trend remains positive, with **many Malaysian students seeking international education opportunities**.

PAST YEARS EVENT KEY METRICS



In 2024 LEAM International Higher Education Fair, **33 universities** and colleges from **6 countries** in RCEP regions such as China, Japan, Australia, Singapore, the Philippines and Malaysia participated in the fair, providing students with a wide range of choices for higher education.



The two-day event was attended by **more than 6,500 students**, parents and members of the public from more than 55 national Chinese secondary schools, independent high schools and international schools. During the fair, university representatives were able to meet with **160 secondary school principals** from across the country to promote educational cooperation and sharing.



马来西亚行知教育学院
Life Education Academy Malaysia

2024 LEAM INTERNATIONAL HIGHER EDUCATION FAIR

Event Summary



OVERVIEW

"2024 LEAM International Higher Education Fair" is organized by Life Education Academy Malaysia (LEAM), co-organized by the Council of SMJK Principals and supported by KOTELo EDUCARE. 2024 LEAM International Higher Education Fair aims to provide an opportunity for Malaysian students to discover higher education in RCEP member countries. 33 universities and colleges from various countries and regions such as China, Japan, Australia, Singapore, the Philippines and Malaysia participated in the fair, providing students with a wide range of choices for higher education.



33 UNIVERSITIES FROM 6 COUNTRIES POOLING RCEP EDUCATION RESOURCES

With the theme of "From Malaysia to the World", the LEAM International Higher Education Fair brings together a wide range of institutions to provide Malaysian students with a wider choice of further education. The biggest highlight is that it brings together overseas universities, local universities and local technical colleges, offering students a full range of information on further education and helping them to find the most suitable path for their development. The two-day event was attended by more than 6,500 students, parents and members of the public from more than 55 national Chinese secondary schools, independent high schools and international schools. The LEAM International Higher Education Fair in Kuala Lumpur was also supported by Dato' Sri Dr. Wee Ka Siang, former Deputy Minister of Education and President of the Malaysian Chinese Association, who hosted a special banquet for the participating universities.





OVER 6,500 VISITORS FROM 55 SECONDARY SCHOOLS ATTENDED, MAKING A GREAT SUCCESS

Students gained a deeper understanding of higher education and vocational education from the 2024 LEAM International Higher Education Fair. Secondly, through face-to-face communication with admissions officers at the fair, students learnt more about admission policies and specialties of each school, and got prepared for choosing the most suitable universities and majors for themselves. It'll help them make smarter choices for further education.

LEAM International Higher Education Fair builds a platform for exchanges and cooperation between Malaysian universities and colleges around the world, facilitating the sharing of educational resources and cooperation in talent cultivation among all parties. This will provide more quality educational resources for Malaysian students and inject new vitality into the educational exchanges and cooperation between Malaysia and other countries!

INTERACTION BETWEEN UNIVERSITY REPRESENTATIVES AND 160 SECONDARY SCHOOL PRINCIPALS

Penang Session was held in collaboration with the Education Conference and Annual General Meeting of the Council of SMJK Principals. During the fair, university representatives were able to meet with 160 secondary school principals from across the country to promote educational cooperation and sharing.



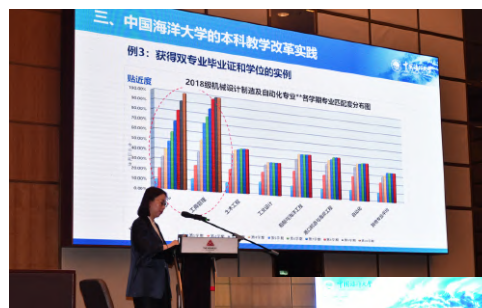
Not only did it build a communication platform for secondary school principals and universities to promote exchanges and cooperation, but it also offered a rare opportunity for students in North Malaysia to get a closer look at the information of quality colleges and universities both at local and abroad. By networking with universities, secondary school principals can learn more about quality education resources, which in turn will help students to broaden their channels of further education.

FROM MALAYSIA TO THE WORLD

INVITING SCHOLARS SHARING INNOVATIVE PRACTICES OF TEACHING REFORM

Dean Wu Hui from the Ocean University of China (OUC), one of the participating universities, was invited to deliver a keynote speech on "Exploration and Practice of Student-Centered Teaching Reform" to the Council of SMJK Principals.

As a member of the 7th Council of the China Association for International Education (CAISA), Dean Wu systematically elaborated the concept and practice of student-centered teaching reform from the three aspects including global development trend of higher education, the concept of student-centered education, and the practice of undergraduate teaching reform of OUC. The profound and concise exposition brought inspiration and thoughts to the principals, vice-principals of secondary schools and representatives of colleges and universities on the spot.



LAUNCHING THE LEAM INTERNATIONAL HIGHER EDUCATION FAIR WEBSITE

In line with the fair, LEAM has launched a dedicated website to provide students, parents and teachers with a convenient channel to browse for information. The website brings together information on the participating institutions' profiles, course offerings, scholarships and details of the exhibition, serving as an important reference for visitors preparing to attend the exhibition.

www.lead-edufair.com



EXPANDING OUR IMPACT WITH 100 CAMPUS TALKS

Starting with the Education Fair, LEAM will also partner with KOTELU EDUCARE and Huaqiao University Admission Representative Office (Malaysia) to conduct 100 campus talks across the country. We will be going to schools in East and West Malaysia to deliver the latest information on higher education and scholarships to all areas in the country!

In the future, LEAM will continue building a better platform for further education services with our education partners and help students to pursue their dreams. We firmly believe that through diversified channels of further education and quality higher education or technical vocational education, we will be able to cultivate more high-quality talents and contribute to the prosperity of the country and society.



LIST OF PARTICIPATING UNIVERSITIES

Nanjing University	Kotelo Educare
Tianjin University	Nilai University
Ocean University of China	UCSI University
Beihang University	Peninsula College
Huaqiao University	Universiti Malaya-Wales
Wuhan Technology and Business University	Quest International University
Xi'an Jiaotong-Liverpool University	SEGi College Subang Jaya
University of Nottingham Ningbo China	University of Cyberjaya
Mapúa University	The International Sewing School
University of Adelaide	Dasein Academy of Art
Deakin University	CreArt Academy of Art
Curtin University Malaysia	SUS Academy
Choice Education Group	Kolej MDIS Malaysia
International Institute Of Future Life Skill	University of Cyberjaya
The Naganuma School	Mila University
New Era University College	University of Southampton
	Oskano Academy

CHUNG LING HIGH SCHOOL, BUTTERWORTH
HAN CHIANG HIGH SCHOOL
HUA LIAN HIGH SCHOOL
JIT SIN INDEPENDENT HIGH SCHOOL
PENANG CHINESE GIRLS' HIGH SCHOOL
PENANG CHINESE GIRLS' PRIVATE HIGH SCHOOL
SEKOLAH BANTUAN KERAJAAN
SMJK CHUNG HWA CONFUCIAN
SMJK CHUNG LING
SMJK CHUNG LING PULAU PINANG
SMJK CONVENT DATUK KERAMAT
SMJK HENG EE
SMJK HENG EE II
SMJK HENG EE CAWANGAN BAYAN BARU
SMJK HUA LIAN TAIPING
SMJK JIT SIN
SMJK JIT SIN II SPS
SMJK JIT SIN SKK
SMJK PEREMPUAN CHINA PULAU PINANG
SMJK PEREMPUAN PERAK
SMJK PHOR TAY
SMJK SACRED HEART
SMJK SAN MIN
SMJK UNION
SMJK YUK CHOY, IPOH
SMK BAGAN JAYA

TSUN JIN HIGH SCHOOL
CHONG HWA INDEPENDENT HIGH SCHOOL
CHUNG HUA INDEPENDENT HIGH SCHOOL
CONFUCIAN PRIVATE SECONDARY SCHOOL
KUEN CHENG HIGH SCHOOL
KWANG HUA PRIVATE HIGH SCHOOL
METHODIST BOYS' SCHOOL, KUALA LUMPUR
PIN HWA HIGH SCHOOL KLANG
SEKOLAH MENENGAH HIN HUA
SM CHONG HWA KUANTAN
SMJK CHONG HWA
SMJK CHUNG HWA
SMJK CONFUCIAN KL
SMJK KATHOLIK
SMJK KWANG HUA
SMJK YOKE KUAN SEKINCHAN
SMJK YU HUA KAJANG
SMK (P) PUDU
SMK CHERAS
SMK COCHRANE
SMK COCHRANE PERKASA
SMK SEAFIELD
SMK SEKSYEN 4 BANDAR KINRARA
SMK TAMAN CONNAUGHT
TSUNG WAH PRIVATE SECONDARY SCHOOL
CHUNG HWA CONFUCIAN HIGH SCHOOL
FAIRVIEW INTERNATIONAL SCHOOL

PARTICIPATING SECONDARY SCHOOLS



PRESS COVERAGE OF EVENTS

MEDIA COVERAGE OF THE EVENT

18.04. 2024-Sinchew Online

星洲网
Sinchew.com

首页 最新 头条 热门 国内 国际 言论 财经 娱乐 地方 体育 副刊 百格 星角播 好运来

KUA松山案 今古照值

国内 | 华社
发布: 3:08pm 18/04/2024 358点阅

行知国际高等教育展 吉隆坡场次圆满落幕



教育展期间吸引了众多学生前来咨询，与高校代表深入交流，探讨未来升学规划。

(吉隆坡18日讯) 由马来西亚行知教育学院(行知苑)主办，吉隆坡尊孔独中协办，蝶蛹教育咨询中心支持的“2024年行知国际高等教育展”吉隆坡场次，日前圆满落幕。

共迎超过25所3000余名来自独中、国中和国民型华文中学的学子及家长参与。

本次教育展获得马来西亚、中国、日本、菲律宾、澳洲及新加坡6国30间著名高校报名参加，为有意升学的学子提供了最新且更多元的升学及奖学金资讯。

马来西亚行知教育学院院长莫泽林表示：“本次教育展的主题是‘始于大马，走向世界’，教育乃立国之本，我们鼓励更多大马学生继续深造，待他日学成归来为国家发展贡献新兴力量。”

这次吉隆坡场的行知国际高等教育展也获得马华总会长拿督斯里魏家祥的大力支持并设宴招待此次参展的大学代表。

莫泽林透露，行知苑也将携手蝶蛹教育咨询中心及华侨大学马来西亚招生办事处开展全国100场升学巡讲。

“我们将走进东西马各校举办校园升学宣讲会，把最新的升学及各类奖学金资讯带到全国各地，欢迎各地的学校联系行知苑作宣讲安排。”

4月19日将在檳城Wembley Hotel 举行“2024年行知国际高等教育展”檳城场次，入场免费，欢迎大家出席。

18.04. 2024-CPSS Official Website

尊孔独中
Solehan Melayu Confucius (Pendidikan)

尊孔动态 校长室 教务处 特辅处 训导处 活动处 修研处 体育处 资源处 辅导处

[校园新闻] 2024行知国际高等教育展



报导：多媒体创作学会
摄影：多媒体创作学会校讯组 彭明诗

马来西亚行知教育学院于2024年4月17日上午9点至下午3点在尊孔独中大礼堂举办了2024年行知国际高等教育展。本次教育展不仅有中国的高等学府，更有不少本地大专院校前来参展。这场教育展无疑是让同学们认识大专学府的绝佳机会。同学们纷纷前往感兴趣的大学询问课程详情，一些热门大学的摊位更是挤得水泄不通。除了本校学生，主办方亦邀请了来自各地的中学生参观。如关丹中华中学、尊孔国中等。升学乃人生一大抉择，盼各位同学在了解各校的课程详情后，能够选择最适合自己的科系，继续深造。学成归来后为母校发展添砖加瓦。

19.04. 2024-Sinchew Daily Malaysia

6國30所著名高校參展

由 马来西亚行知教育
学院(行知苑)主
办，吉隆坡尊孔独中协办，
蝶蛹教育咨询中心支持的
“2024年行知国际高等教育
展”吉隆坡场次，已经圆满
落幕，共迎来超过25所3000
余名来自独中、国中和国民
型华文中学的学子及家长参
与。

本次教育展获得马来西
亚、中国、日本、菲律宾、
澳洲及新加坡6国30所著名
高校报名参加，为有意升学
的学子提供了最新且更多元
的升学及奖学金资讯。4月
19日将在檳城Wembley Hotel
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教育展”檳城场次，入场免
费，欢迎大家出席。

PRESS COVERAGE OF EVENTS

MEDIA COVERAGE OF THE EVENT

22.04. 2024-Sinchew Daily Malaysia

吳慧：以學生為中心

教改培養創新能力



洪贵蕊校长（左）颁发纪念品给吴慧。（主办方提供照片）

（八打灵再也22日讯）中国海洋大学国际教育学院院长吴慧指出，当今世界高等教育正面临着全球化、信息化及知识化等深刻变革，以学生发展为中心的教学改革已成为世界高等教育发展的主流趋势。

她受邀出席2024年马来西亚国民型华文中学校长理事会教育研讨会，并发表题为“以学生发展为中心的教学改革探索与实践”专题演讲时表示，学生中心教育理念强调以学生为中心，尊重学生的主体性和学习差

异，着力培养学生的创新能力、实践能力和综合素质。

她说，中国海洋大学作为一所海洋特色鲜明的综合性大学，近年来积极推进本科教学改革，取得了显著成效。

教师是教学改革的主力军，必须不断提升自身专业能力和教学水平，才能有效实施教学改革。

此外，吴慧还向在场的华中校长致以崇高的敬意，并宣布今年是中国海洋大学成立100周年，诚挚邀请校长参观位于青岛的海大，亲身体验百年校庆的氛围。

29.04.2024-Nanyang Siang Pau



北马

行知国际高教展 檳3500人入场反应热

2024年04月29日



行知苑高等教育展在檳城圆满举行。（主办方提供）

（檳城28日讯）“2024年行知国际高等教育展”在檳城圆满举行。

马来西亚行知教育苑（行知苑）主办、马来西亚国民型华文中学校长理事会（华中校长理事会）协办、蝶蛹教育咨询中心支持的“2024年行知国际高等教育展”檳城场次，一共迎来超过30所约3500名来自国民型华文中学、独中国中及国际学校的应届毕业生、家长及公众人士参与。

国际高等教育展以“始于大马，迈向世界”为主题，汇聚多元学府，为大马学子提供更广阔的升学选择。

汇聚6国30名校

其最大亮点在于汇聚了来自马来西亚、中国、日本、菲律宾、澳洲及新加坡共6国30间著名高校，为学生提供全方位的升学资讯，助力他们找到最适合自己的发展道路。

行知苑会长莫泽林对华中校长理事会对檳城场教育展会的支持表示感谢，通过中学校长与各大大学进行交流，可以了解到更多优质教育资源，进而帮助学生拓宽他们的升学渠道。

蝶蛹教育咨询中心创办人严居汉希望通过此次盛会，共同努力推广多元化升学管道和技职教育，改变社会大众对技职教育的刻板印象。

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