

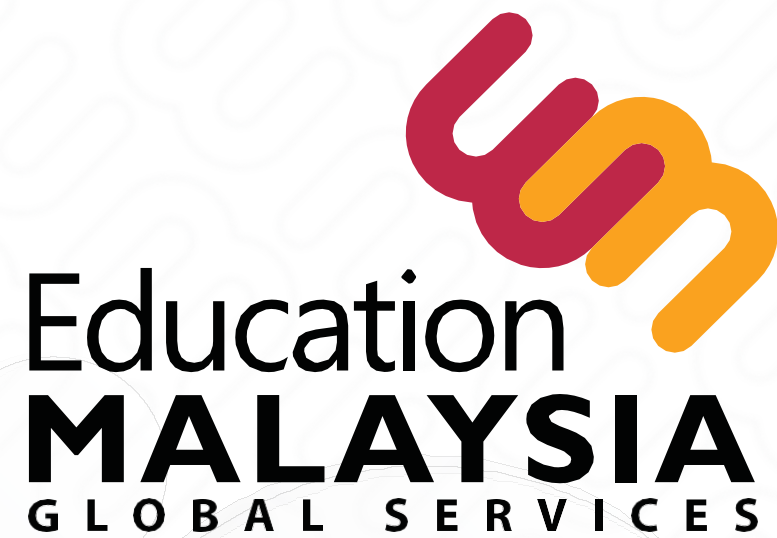


EDUCATION MALAYSIA GLOBAL SERVICES

Endeavors, Challenges and Opportunities

About EMGS





Vision

*Aspiring Malaysia
as a leading study
destination and
talent development*

Mission

*To serve as the
forefront one-stop
center for the global
promotion of
Malaysian education
and the efficient
management
of international
students experiences*



Education Malaysia Global Services at a glance

Established in
2012



A CLBG under the purview of the
Ministry of Higher Education

Promoting
Malaysia
as the preferred destination for higher education

Visa Processing
for international students to study in Malaysia

One-Stop Centre (OSC)
One-Stop Centre (OSC)
in KL, Cyberjaya & Kuching

Events, Engagements, and Marketing Initiatives

- Study in Malaysia Education Fairs
- State-of-the art Digital Marketing
- University-to-University & Government-to-Government

Key Mandates of EMGS



Promote

Malaysia
Internationally as
Education Hub



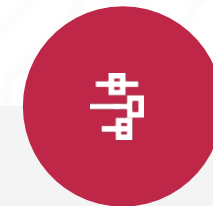
Process

International
Student Pass /
Student Visa



Engage

Policy Makers,
Embassies &
Stakeholders



Support

Malaysia Higher
Education Institutions
& International
Students

EMGS interlinks every stakeholder in Malaysia's higher education industry

GOVERNMENT MINISTRIES



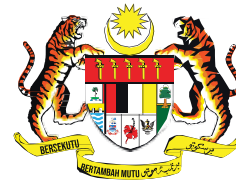
Ministry of Health



Ministry of Tourism, Arts & Culture



Ministry of Foreign Affairs



Ministry of Higher Education (MOHE)



Ministry of Home Affairs



Ministry of Human Resource



Ministry of Education

DEPARTMENTS / OFFICES

- Embassies
- Department of Immigration Malaysia
- Royal Malaysia Police
- Prime Minister's Department of Malaysia

AGENCIES / INSTITUTIONS

- Public & Private Institutions
- Malaysia Qualification Agency (MQA)
- Polytechnic & Community College
- Accredited Center
- Language and Skills Center

PUBLIC

- International Students
- Public & Private Organization and Association
- Small Medium Enterprises
- Recruitment Agents
- Media
- Others..



EMGS Key Strategies

1

Enhance the global appeal and enrolment of international students at Malaysian higher education institutions.

2

Attract leading global universities to establish a presence in Malaysia.

3

Forge impactful partnerships between Malaysia and global universities and industries

4

Facilitate extensive international collaboration in Malaysian university research.

5

Establish Malaysia as a premier global hub for mobility

“Making Malaysia as the preferred study destination for international students”



Current Landscape of Malaysia's Higher Education Sector

**MALAYSIA'S
HIGHER EDUCATION
INSTITUTIONS
IN NUMBERS**

10

**FOREIGN
BRANCH
CAMPUSES**

20

**PUBLIC
UNIVERSITIES**

40+

**LANGUAGE &
SKILL CENTRES**

160+

**PRIVATE
HIGHER
EDUCATION
INSTITUTIONS**

MALAYSIA'S
TYPE OF STUDY
PROGRAMS
IN NUMBERS

407+

CERTIFICATE
PROGRAMS

378+

DIPLOMA PROGRAMS

2,591+

BACHELORS DEGREE
PROGRAMS

2,071+

MASTERS DEGREE
PROGRAMS

986+

PhD
PROGRAMS

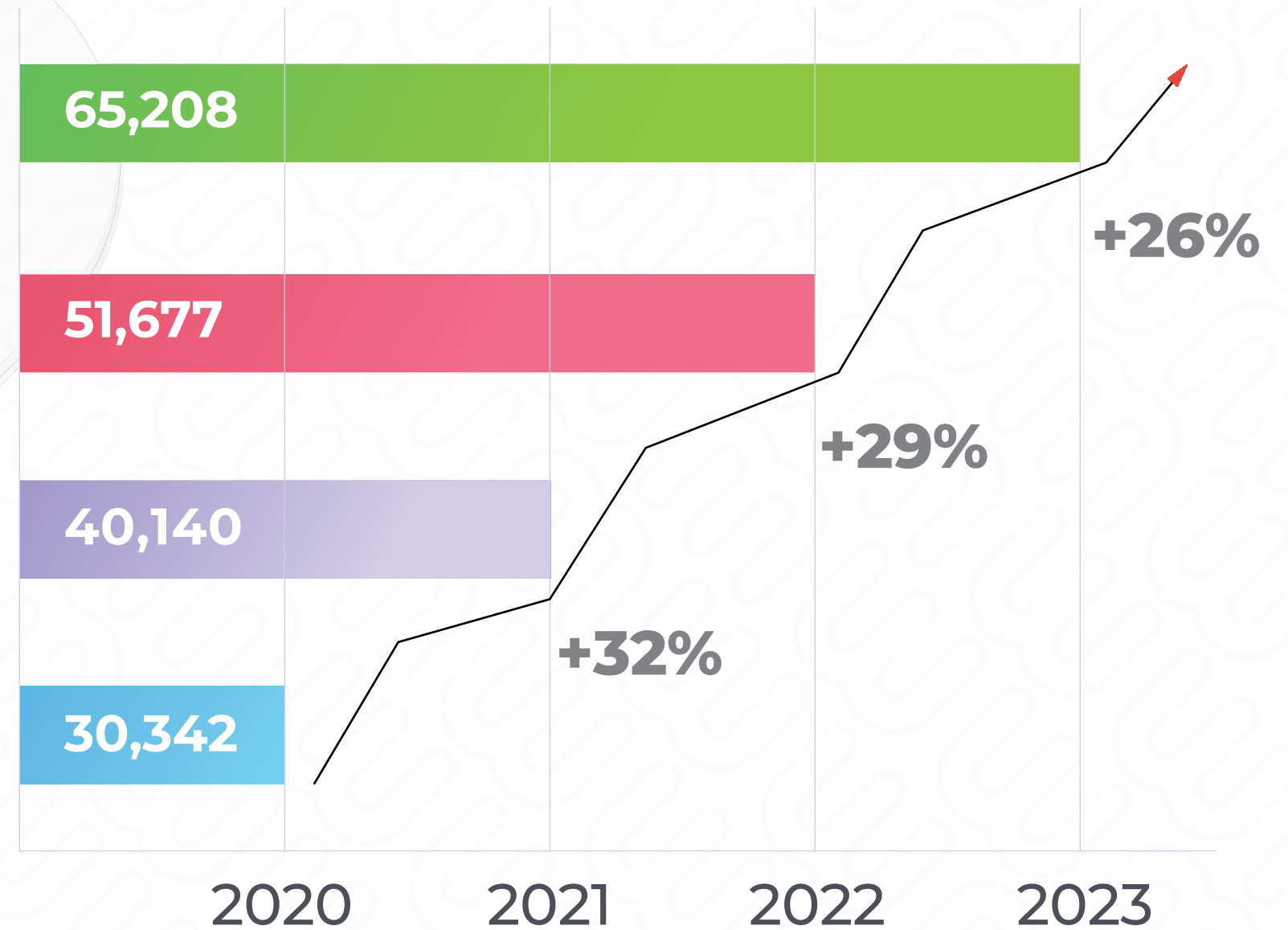
957+

MOBILITY & EXCHANGE
PROGRAMS

RISING TREND

Of International Students Enrolment in Malaysia*

Steady growth post-pandemic

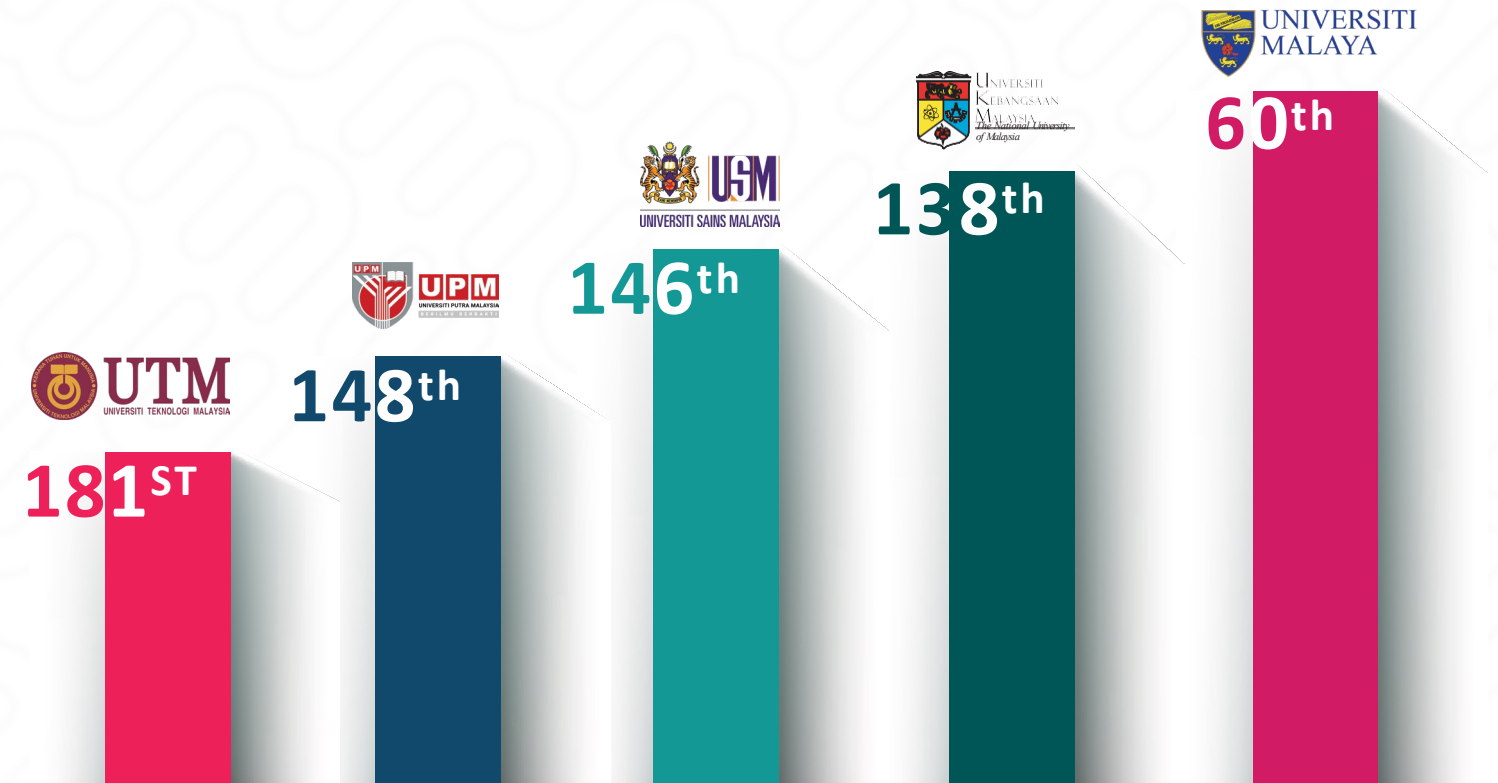


*As of December 2023

RISING TREND

Of International Standing

Malaysian Universities Garnering Better Global Accolades



TOP 200 IN QS WORLD UNIVERSITY RANKINGS 2025

Malaysian universities are showing significant improvement in global rankings, reflecting their commitment to excellence in education and research.

An aerial view of a city skyline, featuring several prominent skyscrapers, including the Petronas Twin Towers. The image is overlaid with a semi-transparent red filter. The text is positioned on the left side of the image.

Challenges Confronting Malaysia's Higher Education Sector

**Study in
Malaysia**

STUDENT MOBILITY GAPS 2022

COUNTRIES WHERE MALAYSIA IS THE TOP 10 OUTBOUND DESTINATION

COUNTRY	TOTAL OUTBOUND	MALAYSIAN INBOUND
INDONESIA	59,224	3,618
BANGLADESH	52,799	3,992
THAILAND	28,609	398
SRI LANKA	28,199	741
PAKISTAN	71,865	1,370
JAPAN	222,661	1,090
NEW ZEALAND	30,650	777

Source : UNICEF

STUDENT MOBILITY GAPS 2022

COUNTRIES WHERE MALAYSIA IS *NOT* THE TOP 10 OUTBOUND DESTINATION

COUNTRY	TOTAL OUTBOUND	MALAYSIAN INBOUND
USA	833,204	108
UK	600,589	299
FRANCE	252,856	588
GERMANY	376,359	286
TURKEY	224,048	53
SOUTH KOREA	118,528	628
CANADA	312,630	33

Source : UNICEF

INCREASINGLY FIERCE GLOBAL COMPETITION

UK universities paying millions in agent fees to secure international students

Student recruitment industry has rapidly expanded as universities become increasingly dependent on income from overseas



EURASIA

International higher education is driving a new regional order



Aliya Kuzhabekova 23 September 2023



Last year was a remarkable year in the history of post-Soviet Eurasia. As the countries of the region celebrated 30 years of independence, trying to recover from the economic consequences of the global

23rd Aug 2023

South Korea aims to attract 300,000 international students by 2027

Short on time? Here are the highlights:

- The South Korean government has announced a plan to significantly expand the country's foreign enrolment through the rest of this decade
- It will use a combination of incentives including scholarships, lowered language and visa requirements, and an easier pathway to permanent residency for master's and doctoral students
- Associated goals are diversifying the international student population to include more Indian, Pakistani, Polish, US, and Indian students – particularly in STEM programmes

The background of the slide features a green-tinted photograph of an airport terminal. In the foreground, the silhouettes of two people are visible against a large window. One person is standing next to a rolling suitcase, while the other is walking towards the right. The window in the background shows a bright sky with some clouds and the faint outline of an airplane. The overall scene is dimly lit, emphasizing the silhouettes and the light coming from the window.

Malaysia's Global Higher Education Opportunities

**Study in
Malaysia**

MALAYSIA'S COMPETITIVE ADVANTAGE

01

33% Increase in International Enrolment (2022-2023)

02

Strategic Location in Southeast Asia

03

Economic Growth & Digital Transformation

04

Cultural & Linguistic Appeal

05

Government & Private Sector Collaboration



MALAYSIA'S PREMIER EDUCATIONAL HUB

Literacy Rate: 95.71% in 2021

- Reflects national educational commitment.
- Indicates a literate, capable workforce.

English Proficiency: Top 3 in Asia

- Facilitates international academic integration.
- Enhances communication across diverse cultures.

Global Student Attraction

- Draws students for quality, affordable education.
- Supports a growing international student community.
- Kuala Lumpur in the top 30 QS Best Student City globally, top 6 in Asia (2023).

Expatriate-Friendly Policies

- Encourages a diverse, educated expat workforce.
- Implemented a Graduate Visa Program, now accessible to students from 25 countries.



MALAYSIA'S GLOBAL STANDING

1 Kuala Lumpur - Top 5 in Asia – Most Affordable Study Destination

2 10TH Most Peaceful Country in the World by Global Peace Index

3 38th Best Countries to visit in the World by US News

4 Kuala Lumpur – 28th Best Student City in the World

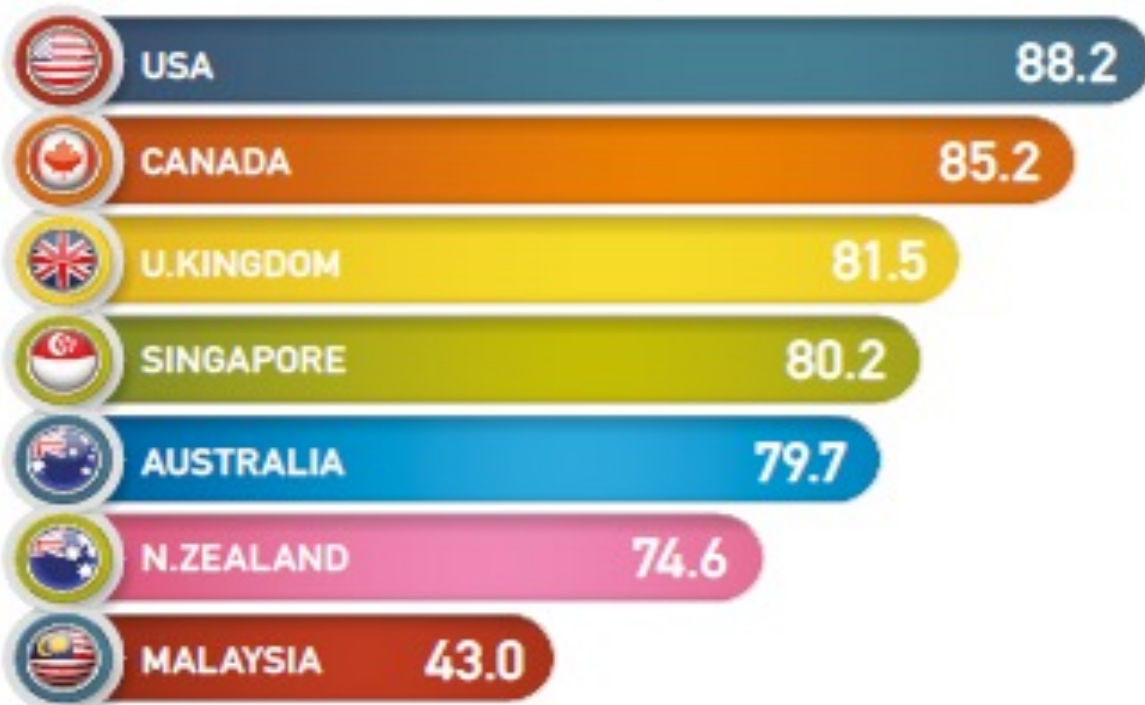
5 3rd in ASEAN in ICT Development Index - ITU

6 25th Best Country for expat living – HSBC Expat Explorer Survey

7 No 1 Most Muslim-Friendly Travel Destination - DinarStandard

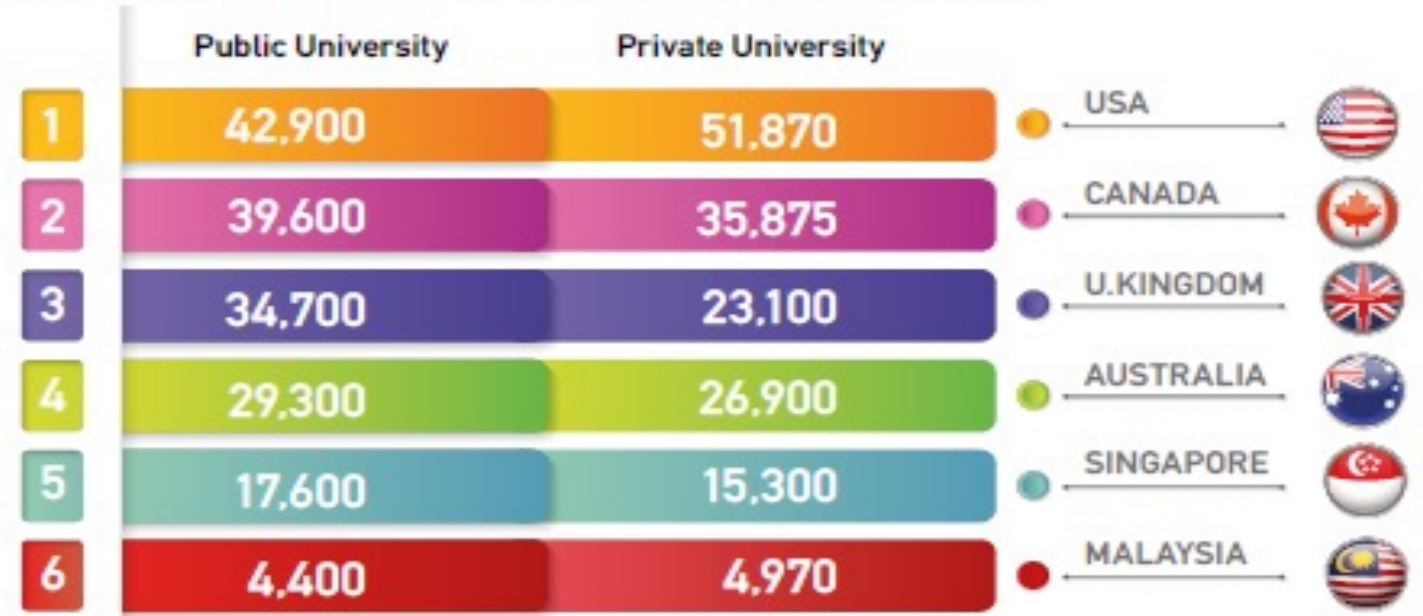
MALAYSIA'S VALUE FOR MONEY

COST OF LIVING INDEX



Source: Cost of Living Index, 2019, <https://numbeo.com/cost-of-living/comparison.jsp>, (accessed 14 Aug 2019)

HOW MUCH DOES AN INTERNATIONALLY RECOGNISED UNIVERSITY DEGREE COST PER ANNUM?



Remarks: Total tuition fees per annum (USD) to complete a Bachelor of Business. Tuition fees for 2020 enrolment, University of California, Princeton University, University of Waterloo, QUEST University, King's College London, The University of Buckingham, Australian National University, Bond University, Singapore Management University, KAPLAN, Universiti Malaya, HELP University.

The background of the slide is a warm, golden-yellow color with a faint, semi-transparent image of an airport terminal. In the center, there are silhouettes of two people walking on a walkway. One person is standing next to a rolling suitcase, while the other is walking towards the right. The overall atmosphere is bright and modern.

EMGS' Global Internationalisation Initiatives

**Study in
Malaysia**

Our Internationalisation Initiatives

around the world

+38 Countries

- **Education Fairs and Bilateral Engagements**

- **Enhanced Digital Marketing**

Customer Data Platform

Marketing Automation System

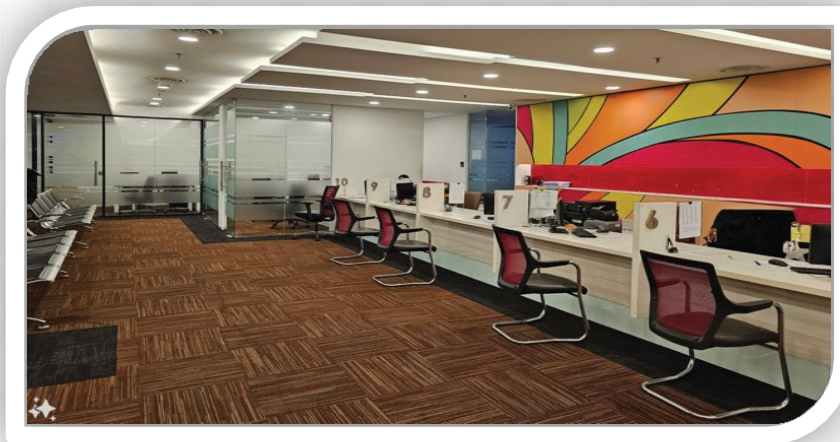
Monitoring, Tracking & Measurement



EMGS's initiative focuses on enhancing the global appeal of Malaysian higher education through strategic partnerships, comprehensive student support services, and extensive marketing campaigns.

EMGS One-Stop Centre

**EMGS One-Stop Centre,
Kuala Lumpur**



**EMGS One-Stop Centre,
Cyberjaya**



**EMGS One-Stop Centre,
Kuching**



Our One-Stop Centre serves to manage the processing of student pass applications for International Students pursuing higher education at Malaysia's Public and Private Higher Education Institutes, Language and Training Centers. It also houses the Office of the Malaysian Immigration Department (Student Pass Unit, EMGS Branch) to facilitate student pass endorsements

International Student Arrival Centre (ISAC)

Kuala Lumpur International Airport Terminal 1 (T1)

Arrival Hall in the main terminal building at Level 3, before the immigration clearance counters.



(IMMIGRATION SPECIAL LANE for international student is available in KLIA T1)

Kuala Lumpur International Airport Terminal 2 (T2)

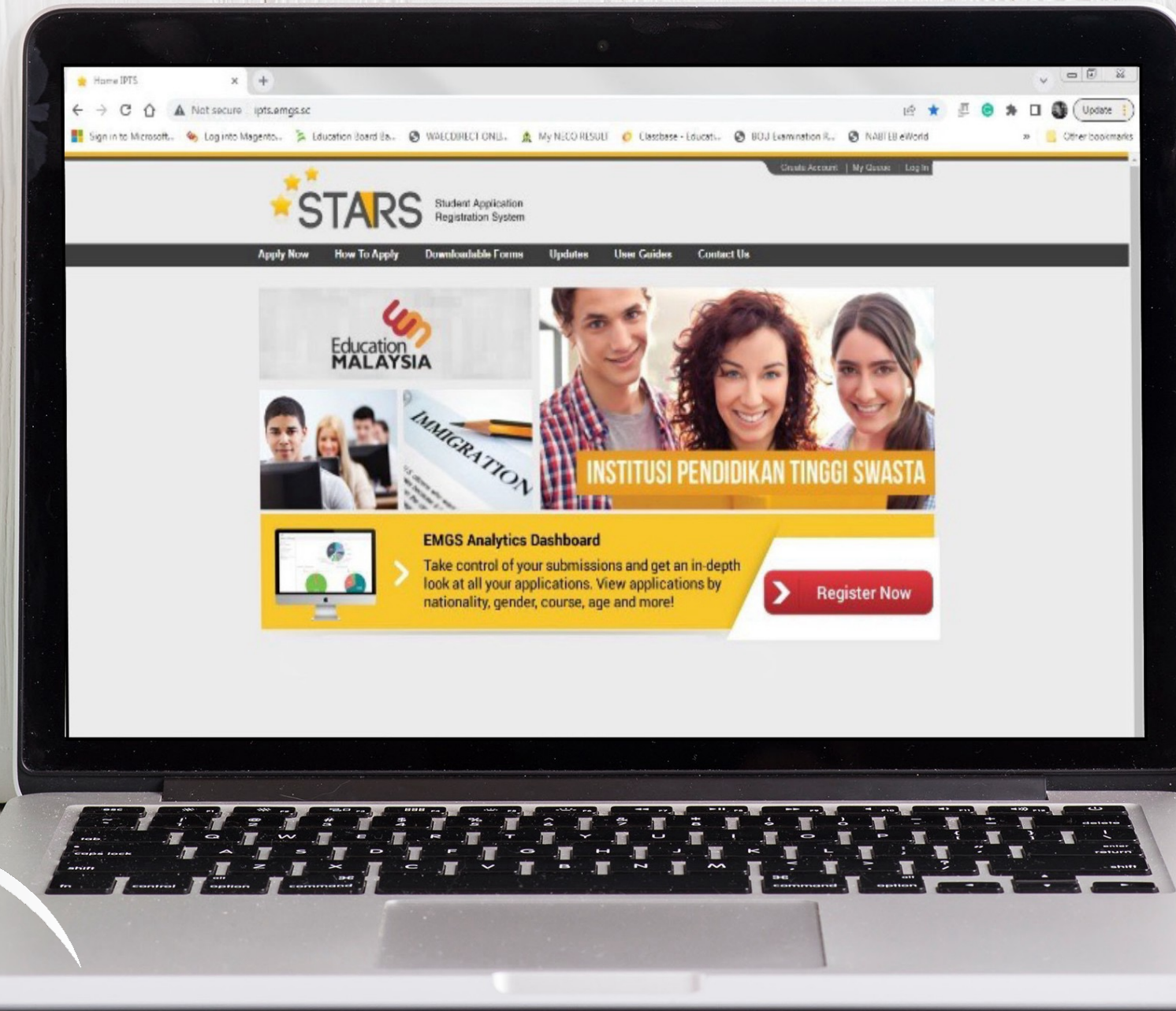
Level 3A after the exit from the Skybridge. International students who arrives in Malaysia on Level 2 will be required to take the Passenger lifts to Level 3A.



EMGS

Student Application Registration System (STARS)

- ONLINE VISA PROCESSING PORTAL
- DOCUMENT MANAGEMENT
- REALTIME UPDATES
- SUPPORT SERVICES



EMGS HUB Mobile App

- **STUDENT LIFESTYLE PORTAL**
- **VISA APPLICATION ASSISTANCE**
- **E-WALLET & DIGITAL ID**
- **STUDY IN MALAYSIA INFORMATION**
- **MANY MORE**



The background features a light gray floral pattern. In the bottom-left corner, there are several overlapping abstract shapes in red, orange, and yellow. The text "THANK YOU" is centered in the middle of the page.

THANK YOU