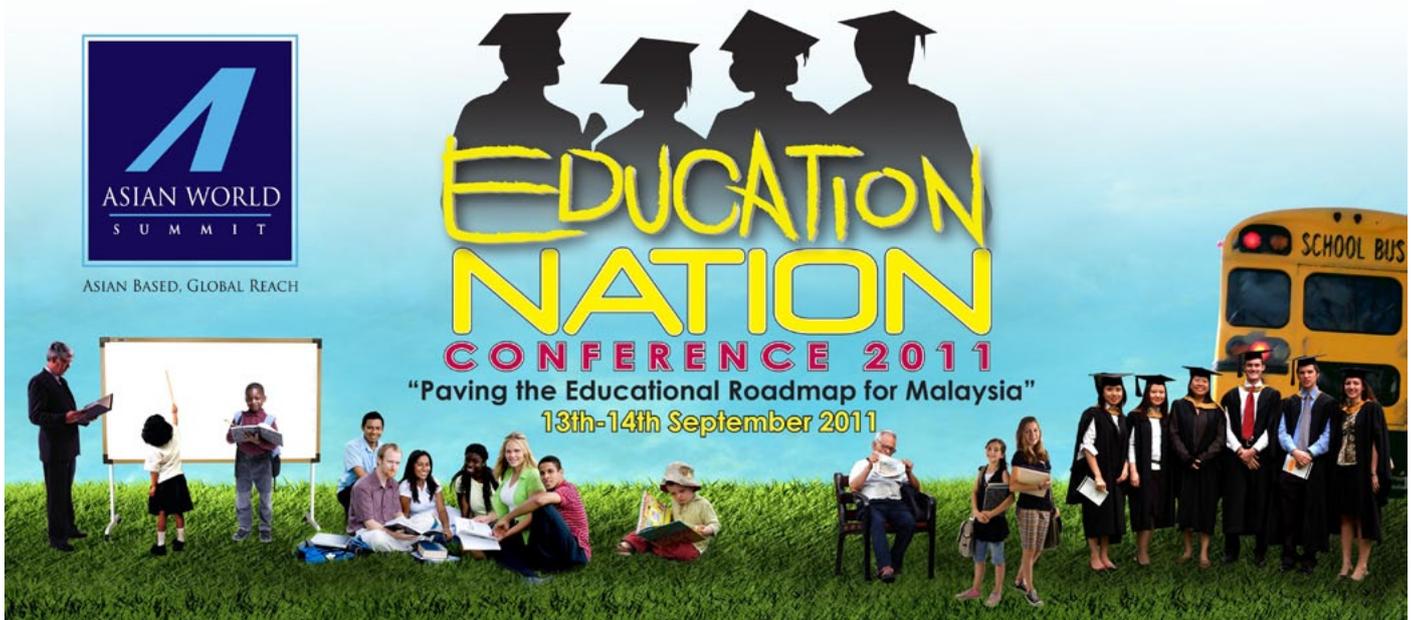




ASIAN BASED. GLOBAL REACH



Overview

The ever changing physical landscape and skyline of cities and towns mark the progress of an ambitious nation, geared for development towards a common vision. However, to become a 'mature' nation, maturity must embody not only the physical façade but also the internal strength of the nation to ensure structural stability, harmony and continued growth. The nation's internal strength, thus lies in its people: its manpower. The strength of its manpower lies in the quality of their education.

Education is an important catalyst in developing talented, relevant, skillful and sufficient manpower to a nation. The future of a nation depends greatly on their education. The most advanced nations in the world have always prioritized and understood the importance of education as a panacea for competitive advantage to strengthen competitiveness, employment and social cohesion and mobility in their nation. Education has played a vital role in developing and transforming Malaysia into a key player in the global economy. It has always been a vital component of Malaysia's development agenda and even more so now as the nation's deadline to become a high-income developed nation by 2020 approaches.

Today, however, Malaysia's growth is stunted by the departure of its people, in particular the highly skilled workforce bracket that are leaving to neighbouring and far off nations for better opportunities, compensation and relief from the sense of social injustice lingering back home. An estimate of one million Malaysian has migrated to other nations since 2000, a third of them are 'Brain Drain' –the migration of talent to other nations.

"Currently, only 23% of our workforce is highly skilled. This percentage is much lower compared with other developed countries. We need to improve the composition of highly skilled workforce to at least 37 per cent by 2015, to become a development nation," highlighted Dato' Seri Najib Razak, Prime Minister Malaysia during his speech on the 10th Malaysia Plan (released on June 10th, 2010). To add to the shortage, statistics from the recent World Bank Report on Malaysia Economic Monitor: Brain Drain show that 1 out of 10 Malaysians with tertiary

degrees have migrated in 2000 to an OECD country which is twice the world average. If we take bulk of the brain drain Malaysians who have fled to Singapore, this would worsen the ratio to 2 out of 10. The Malaysia government acknowledgement of its current predicament is reflected in then Malaysia Tenth Malaysia Plan (2010-2015) which now place more focus on talent management and retention. Under the 10 Malaysia Plan, the government has allocated 40% of funding to the development of 'soft' infrastructure such as skill development as compared with 22 percent under the 9MP in a bid to overcome the nation's talent crunch. However is this enough to curb the 'brain drain'? Figures in the 10MP showed that Malaysia is well behind developed Nations in terms of skilled workers, with only 23% of Malaysian labour force is considered skilled compared to 51% in Singapore, 43% in Finland and 36% in the US. In addition, a fifth of Malaysian students still failed to meet the minimum benchmarks in Math and Science.

So who is responsible for these poor numbers? Do we blame the students, the teachers or the system?

According to Tan Sri Dato' Seri Muhyiddin Yassin, the Malaysia's Deputy Prime Minister and Minister of Education, "Malaysia will need 3.3 million knowledge workers in 12 sectors over the next 10 years to realise the nation's economic transformation program." Asian countries such as the Republic of Korea and Singapore have propelled themselves to developed nation status within a short time frame by a precise, deliberate and purposeful prioritization of focus sectors while concentrating on developing, up skilling and delivering the right talents required to drive growth in those sectors.

To develop Malaysia into a world class talent base we must learn from our neighbours. If the Government aims to make Malaysia a centre of educational excellence, improving the quality of the local education systems needs to be top priority. These efforts will require nothing less than a comprehensive, all inclusive national effort from the public and private sectors as well as a civil society. The changes that are needed are deeply structured, if the government hopes to rebrand Malaysia from a stopover location for education to a major education centre of choice and a pivotal hub in the global education network. It needs to begin with the strong foundation at the primary education, to be followed by the systematic secondary education and end up with a competitive but flexible tertiary systems. As Education brings changes to the civilization of a nation, it should thus be viewed in a more complete and holistic approach. Only then will Malaysia be able to develop a first world talent base and an achieved high-income nation status. This 2-day conference brings together experts, practitioners and researchers in a collaborative environment to present and discuss issues and solutions relating to Malaysia's advancement in the Education Field. Topics that will be covered on this entire 2 days are on Malaysia's Talent Pool, Education NKRA's and KPIs, Malaysia as a Premier Education Hub, The Importance of ICT, The Employers Debate, World Class Education Institutions and the Affordability of Education today.

Who should attend?

- Vice Chancellors and Senior Deans
- Principals and Head Masters
- Government and corporate policy makers/
- Curriculum & Skill Developers
- CEOs, Managing Directors and Senior Directors
- Director-Generals
- Senior academic administrators/registrars/Department Heads
- Marketing directors/human resource managers
- Researchers and academics
- leaders in higher and technical education
- International business development directors/
- Private education providers
- Education Consultants & Specialists

From the following industries:

- Private Sector Tertiary Institutions
- Public Sector Tertiary Institutions
- Public Policy Research Groups
- Think Tanks & Analyst Organisations
- Government Bodies
- Policy Decision Makers
- Scholarship & Education Foundations
- International & Private Schools
- Primary and Secondary School
- Vocational Institution
- Multinational Companies (MNC)
- Partner Companies/Organisations of Universities & Colleges
- Career & Education Consultancies
- Parent-Teacher Associations
- Teachers' Councils and Unions
- Foreign Embassies and High Commissions
- Rural Development Institutes
- Private Sector & Industry Experts
- Montessori & Pre-School
- Polytechnics
- Smart Schools / High Performance School
- Corporates

Targeted Countries:

- Taiwan
- China
- Thailand
- Indonesia
- Brunei
- Middle East
- Singapore
- Korea
- Hong Kong
- Cambodia
- Vietnam
- Sri Lanka
- Nepal
- Bangladesh
- Laos PDR
- Bhutan
- Mongolia
- Fiji
- Philippines
- India

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