



**JY HEALTHCARE GROUP SDN BHD (1185177-T)**

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## **JY International Education – Global Digital Education & Engagement Strategy**

**Public Edition | 2026–2030**

**Advancing Global Education Through Partnership, Knowledge and Opportunity**

### **1. Our Digital Vision**

Education is becoming increasingly global, connected and digitally accessible.

Students no longer rely on a single source when choosing a university or planning their academic future.

They search.

They compare.

They watch.

They ask questions.

They speak with universities, educators, professionals and peers.

Universities are undergoing a similar transformation.

They are looking beyond traditional recruitment channels to identify new international markets, develop institutional partnerships and connect with qualified students across borders.

JY International Education is building its digital presence around this changing environment.

Our objective is not simply to promote education programmes.



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It is to create a trusted digital environment where:

**Students can discover opportunities.**

**Families can access reliable information.**

**Universities can reach new international audiences.**

**Academic institutions can develop meaningful partnerships.**

**Professionals can discover lifelong learning opportunities.**

And ultimately:

**People and institutions can find the right educational opportunities and partnerships across borders.**

## **2. Why Digital Education Matters**

The way people discover education has fundamentally changed.

A student may begin with a simple search:

“Where should I study?”

That question can quickly develop into:

“Which country is suitable?”

“Which university is recognised?”

“Which programme fits my interests?”

“What are the admission requirements?”

“What are the costs?”

“What career opportunities are available?”

The same applies to universities.

An institution may begin with:



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“How can we attract more international students?”

and progress to:

“Which markets should we enter?”

“Which countries have strong student demand?”

“Which local partners can we trust?”

“How can we develop long-term institutional relationships?”

JY’s digital strategy is designed around these real-world questions.

### **3. Our Three-Pillar Digital Approach**

JY International Education is developing an integrated digital education ecosystem built around three complementary pillars:

#### **SEO**

##### **Search Engine Optimisation**

Making reliable education knowledge easier to discover through search.

#### **SEA**

##### **Search Engine Advertising**

Connecting relevant education opportunities with audiences actively looking for them.

#### **SEH**

##### **Strategic Education Hub**

Creating a digital environment where students, universities, knowledge and opportunities can connect.

Together, these three pillars support a broader objective:



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**Discover → Understand → Connect → Engage → Progress**

#### **4. Search Engine Optimisation — SEO**

SEO is not simply about appearing higher in search results.

For JY, SEO is fundamentally about making useful educational knowledge accessible to people when they need it.

Our website and digital publications will progressively provide information covering areas such as:

- International education
- Higher education
- Study opportunities
- Universities
- Academic programmes
- Professional education
- Executive education
- International mobility
- Scholarships
- Student preparation
- Academic collaboration
- Education policy
- Education market developments

The objective is to create a reliable and growing knowledge environment.

#### **5. From Search to Knowledge**

JY believes that good education information should do more than generate clicks.

It should help people make better decisions.

For this reason, JY intends to develop a growing library of:

**International Education Guides**



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Practical information for students, families and professionals.

### **Market Insights**

Analysis of developments affecting international education and student mobility.

### **Policy Briefs**

Accessible explanations of important education policy developments.

### **White Papers**

Long-form research and strategic perspectives on major education themes.

### **Industry Reports**

Research covering higher education, professional learning, talent development and internationalisation.

### **University Insights**

Information and perspectives relating to universities, programmes and academic environments.

### **International Student Resources**

Practical guidance for students preparing to study internationally.

Our long-term objective is to establish:

### **The JY International Education Knowledge Platform**

A growing source of educational information and international education intelligence.

## **6. AI Search & the Future of Information Discovery**

The future of search is changing.

People increasingly ask questions directly through AI-powered systems and answer platforms, including:



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- ChatGPT
- Google Gemini
- Microsoft Copilot
- Perplexity
- Claude
- AI-powered search environments

JY believes that the future of education information should be built on:

**Quality.**

**Accuracy.**

**Transparency.**

**Expertise.**

**Institutional credibility.**

**Original knowledge.**

Therefore, JY will continue developing structured, authoritative and clearly attributable educational content.

The objective is not simply to optimise content for algorithms.

The greater objective is:

**To make reliable educational knowledge understandable to both people and emerging information technologies.**

## **7. Search Engine Advertising — SEA**

Organic search is a long-term process.

Search advertising provides another way to connect people with relevant opportunities.

JY may use carefully managed digital campaigns to promote:

- Education programmes
- University opportunities



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- Professional education
- Executive education
- International learning opportunities
- Education events
- Webinars
- Scholarships and approved opportunities
- Institutional initiatives

The principle is simple:

**Relevant information should reach the people who are actively looking for it.**

JY's approach is therefore focused on relevance rather than indiscriminate advertising.

## **8. Strategic Education Hub — SEH**

The third pillar is the development of the:

### **JY Strategic Education Hub™**

The Strategic Education Hub represents JY's long-term vision for a connected digital education environment.

It is intended to bring together:

**Students**

**Universities**

**Academic institutions**

**Professionals**

**Education partners**

**Industry**

**Knowledge**

**International opportunities**



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The Hub is designed around a simple principle:

**Education becomes more valuable when the right people and institutions can find one another.**

## **9. For Students**

JY aims to make international education easier to understand.

Students may use the JY ecosystem to explore:

- Universities
- Programmes
- Countries
- Academic pathways
- Professional education
- International learning opportunities
- Scholarships
- Education resources
- Events
- Webinars

The objective is not to tell every student which university to choose.

It is to provide better information so that students can make more informed decisions.

## **10. For Parents & Families**

Choosing an international education pathway is often a significant family decision.

JY therefore aims to provide information that helps families understand:

- Academic pathways
- University options
- Programme structures
- International education environments
- General admission considerations
- Student preparation



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- Career and learning pathways

Our objective is to support informed decision-making through reliable information and professional guidance.

## **11. For Universities**

JY International Education is also developing its institutional platform for universities and academic partners.

Universities increasingly seek opportunities to:

- Reach international students
- Enter new education markets
- Develop regional partnerships
- Expand internationalisation
- Build academic mobility
- Develop study missions
- Engage industry
- Develop professional education
- Strengthen institutional networks

JY aims to support these objectives through:

**International student engagement**

**Regional education knowledge**

**Institutional introductions**

**Academic and professional programmes**

**International mobility**

**Market development**

**Strategic partnerships**

The objective is to develop relationships that extend beyond short-term recruitment.



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## **12. From Student Recruitment to Student Connection**

JY does not view international education simply as a recruitment transaction.

A student is more than an application.

Behind every application is:

- An academic ambition
- A family decision
- A professional objective
- A personal journey
- A future career

JY therefore aims to build a student journey that can extend from:

**Discovery**

→

**Education**

→

**Consultation**

→

**University Selection**

→

**Application**

→

**Enrolment**

→

**Academic Development**

→

**Career Development**

→

**Alumni & Lifelong Learning**

This creates a longer-term relationship between education, people and opportunity.



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### **13. From University Recruitment to Institutional Partnership**

JY also believes that university relationships should extend beyond student recruitment where appropriate.

International institutional cooperation can include:

- Student recruitment
- Academic mobility
- Study missions
- Executive education
- Professional learning
- Research engagement
- Industry collaboration
- International events
- Regional market development
- Institutional exchange

The appropriate form of collaboration will depend on each institution's objectives, capabilities and regulatory environment.

JY's role is to facilitate meaningful opportunities for cooperation.

### **14. Malaysia as a Gateway to Asia**

Malaysia occupies a strategically important position within Southeast Asia.

Its multicultural environment, international connections and growing higher education ecosystem provide a strong foundation for international education.

JY's Malaysia-focused activities are therefore not limited to domestic education.

Malaysia can also serve as a gateway for:

- ASEAN
- Greater China
- South Asia



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- The Middle East
- Other emerging international education markets

JY aims to contribute to this regional connectivity through education, institutional cooperation and knowledge exchange.

## **15. Global Education, Local Understanding**

International education requires more than a global message.

Every market has its own:

- Culture
- Education system
- Language
- Expectations
- Regulatory environment
- Economic conditions
- Student behaviour

JY therefore believes in:

### **Global Standards + Local Understanding**

International best practices provide the foundation.

Local knowledge provides the context.

Meaningful partnerships require both.

## **16. Our Content Philosophy**

JY's digital publishing approach is guided by a simple principle:

**Create knowledge before creating promotion.**

Our content should help audiences:

- Understand



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- Compare
- Evaluate
- Prepare
- Decide
- Connect

This means that not every publication needs to sell a programme.

Some publications exist simply because the information is useful.

Others may introduce a university.

Some may examine an education trend.

Others may explain a policy development.

Together, these resources build a more informed education community.

## **17. Building Trust in the Digital Education Environment**

Trust is essential in education.

JY therefore aims to maintain clear standards in its public communication.

Our digital content should strive to be:

- Accurate
- Transparent
- Relevant
- Clearly sourced where appropriate
- Professionally presented
- Regularly reviewed
- Institutionally attributable

Where information belongs to a university or other institution, JY will seek to present it accurately and distinguish institutional information from JY's own analysis or commentary.



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The objective is to build a digital environment where audiences can understand:

**Who is providing the information?**

**Where the information comes from?**

**What the information means?**

**What the next step may be?**

## **18. A Global Education Community**

The long-term vision for JY extends beyond a website.

It is the development of a connected education community.

This may include:

### **Students**

Discovering opportunities and building their futures.

### **Universities**

Connecting with international students and partners.

### **Academics**

Sharing knowledge and developing collaboration.

### **Professionals**

Accessing lifelong learning and professional development.

### **Industry**

Connecting education with real-world skills and opportunities.

### **Government & Institutions**

Supporting education, talent development and international cooperation.



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## **Alumni**

Continuing their relationship with education and international networks.

Together, these groups form a broader:

## **JY Global Education Community**

### **19. Our Long-Term Digital Development**

JY's digital development will evolve progressively.

#### **2026**

##### **Build**

- Digital foundation
- Website
- Core education resources
- Search visibility
- Social channels
- Initial institutional content

#### **2027**

##### **Expand**

- Education knowledge library
- University insights
- Student resources
- International education guides
- Digital events
- Institutional engagement



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**2028**

### **Connect**

- University network
- Student community
- International partners
- Academic engagement
- Professional education
- Regional education initiatives

**2029**

### **Integrate**

- Education intelligence
- Digital services
- International market resources
- Student and institutional engagement
- Global education network

**2030**

### **Establish**

A mature:

**JY Strategic Education Hub™**

connecting:

**People**

**Knowledge**

**Universities**

**Institutions**

**Industry**



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## **Opportunities**

across Malaysia, Asia and the wider international education community.

## **20. What JY Stands For**

JY International Education is built around five principles.

### **Partnership**

We believe meaningful education development is built through cooperation.

### **Knowledge**

We believe informed decisions begin with reliable information.

### **Opportunity**

We believe international education can open pathways to academic, professional and personal development.

### **Integrity**

We believe trust must be earned through responsible and transparent engagement.

### **Long-Term Value**

We believe the strongest education relationships extend beyond a single programme or transaction.

## **21. Our Vision**

To become a trusted international education platform connecting knowledge, people and institutions across borders.



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## **22. Our Mission**

To facilitate international educational collaboration through:

- Academic partnership
- Professional learning
- International mobility
- Knowledge exchange
- Student engagement
- Institutional cooperation

creating opportunities that contribute to individual development, institutional advancement and international understanding.

## **23. The JY Digital Education Model**

Our approach can be expressed simply:

**SEO**

**Help people discover knowledge and opportunities.**

**SEA**

**Connect relevant opportunities with audiences seeking them.**

**SEH**

**Create an environment where people and institutions can connect.**

**Knowledge**

**Build understanding and trust.**

**Partnership**

**Create meaningful institutional relationships.**

**Community**

**Develop long-term international connections.**



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Together:

**DISCOVER → UNDERSTAND → CONNECT → ENGAGE → PROGRESS**

## **24. Looking Ahead**

The future of international education will not be defined solely by the number of programmes available.

It will increasingly depend on how effectively people can:

**Discover opportunities.**

**Understand their choices.**

**Access reliable information.**

**Connect with institutions.**

**Build international relationships.**

JY International Education seeks to contribute to this future by building an education platform that brings these elements together.

Our ambition is straightforward:

**To make international education more connected, more informed and more accessible — while creating meaningful opportunities for both learners and institutions.**

## **JY INTERNATIONAL EDUCATION**

**From Information to Opportunity.**

**From Opportunity to Connection.**

**From Connection to Partnership.**

**From Partnership to Global Education.**

**Advancing Global Education Through Partnership, Knowledge and Opportunity**



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JY INTERNATIONAL EDUCATION

全球数字教育与国际合作战略

2026 - 2030 公众公开版

通过合作、知识与机遇，推动全球教育发展

## 一、我们的数字教育愿景

教育正在变得更加国际化、互联化和数字化。

今天的学生在选择大学或规划未来教育道路时，已经不再只依赖单一的信息来源。

他们会：

搜索。

比较。

观看。

提问。

了解大学。

与教育机构及专业人士交流。

大学同样正在发生变化。

越来越多的大学正在寻找新的国际学生市场、国际合作机会以及更加有效的全球教育连接方式。

因此，JY International Education 正在建立面向未来的数字教育体系。



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我们的目标并不仅仅是推广教育项目。

而是建立一个值得信赖的数字教育环境，让：

学生能够发现教育机会。

家庭能够获得可靠的教育信息。

大学能够接触新的国际市场。

学术机构能够发展有意义的合作关系。

专业人士能够发现终身学习与职业发展机会。

最终实现：

让合适的人与合适的教育机会、大学及国际合作伙伴能够跨越地域彼此连接。

## 二、为什么数字教育越来越重要

人们发现教育的方式正在发生根本变化。

一名学生可能从一个非常简单的问题开始：

“我应该去哪里学习？”

随后可能进一步寻找：

“哪个国家适合我？”

“哪所大学值得考虑？”

“哪个专业适合我的兴趣？”

“入学要求是什么？”

“整体教育成本如何？”



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“未来有哪些职业发展方向？”

大学同样会提出类似的问题：

“如何吸引更多国际学生？”

进一步则会发展为：

“哪些国际市场值得进入？”

“哪些地区拥有较大的学生需求？”

“哪些合作伙伴值得长期合作？”

“如何建立区域性的国际教育合作？”

JY 的数字战略正是围绕这些真实的教育需求而建立。

### 三、JY 三大数字教育支柱

JY International Education 正在建立一个由三个相互协同的核心支柱组成的数字教育体系：

SEO

Search Engine Optimisation

搜索引擎优化

让更多人能够通过搜索发现有价值的教育知识与机会。

SEA

Search Engine Advertising

搜索引擎广告



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让真正正在寻找教育机会的人，更容易接触到相关的信息与项目。

SEH

Strategic Education Hub

战略教育枢纽

建立一个让：

学生、大学、知识、教育项目与国际机会  
能够相互连接的数字教育环境。

三个支柱共同服务于一个更大的目标：

发现 → 理解 → 连接 → 参与 → 发展

四、SEO：让教育知识更容易被发现

SEO 对 JY 而言，并不仅仅是让网站在搜索结果中排名更高。

更重要的是：

当一个人真正需要教育信息的时候，能够找到有价值、清晰和可信的内容。

因此，JY 将持续建立国际教育知识体系，包括：

- 国际教育
- 高等教育
- 海外学习
- 大学资讯
- 学术项目



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- 专业教育
- 高管教育
- 国际学生流动
- 奖学金
- 学生准备指南
- 学术合作
- 教育政策
- 国际教育市场发展

长期目标是逐步建立：

JY International Education Knowledge Platform

即：

JY 国际教育知识平台

成为持续成长的国际教育信息与知识资源中心。

## 五、从搜索走向知识

JY 相信：

真正有价值的数字内容，不应该只是为了获得点击。

它应该帮助人们：

理解问题。

比较选择。

判断方向。

做出更好的教育决定。

因此，JY 将逐步建立：



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International Education Guides

国际教育指南

Market Insights

市场洞察

Policy Briefs

教育政策简报

White Papers

国际教育白皮书

Industry Reports

行业研究报告

University Insights

大学与学术机构观察

International Student Resources

国际学生资源

这些内容将共同形成 JY 的长期知识资产。

## 六、AI Search: 未来的信息发现方式

搜索正在发生变化。

越来越多的人开始通过人工智能系统直接提出问题、寻找答案和比较信息，包括：

- ChatGPT



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- Google Gemini
- Microsoft Copilot
- Perplexity
- Claude
- 新一代 AI 搜索平台

JY 认为，未来的教育信息化建设不能只考虑传统搜索引擎。

更重要的是建立：

高质量

准确性

透明度

专业性

机构可信度

原创知识

因此，JY 将持续发展结构清晰、专业、具有知识价值并且来源明确的教育内容。

我们的目标并不是简单地“迎合算法”。

真正的目标是：

让可靠的教育知识能够被人们理解，也能够被新一代信息发现系统识别和引用。

七、SEA：让教育机会进入正确的市场

SEO 是长期建设。



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SEA 则能够帮助 JY 更直接地连接正在寻找教育机会的人群。

在适当情况下，JY 可以通过数字广告推广：

- 国际教育项目
- 大学项目
- 专业教育
- 高管教育
- 国际学习机会
- 教育活动
- Webinar / 在线讲座
- 合规的奖学金与教育机会
- 国际教育合作项目

核心原则是：

让相关的信息，进入真正正在寻找这些信息的人群。

因此，JY 的数字广告策略不会以无差别曝光为目标。

而是强调：

Relevance — 相关性

Value — 价值

Trust — 信任

## 八、SEH: JY 战略教育枢纽

第三个核心支柱，是 JY 长期建设的：

JY Strategic Education Hub™



JY HEALTHCARE GROUP SDN BHD (1185177-T)

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## JY 战略教育枢纽

SEH 并不是一个普通网页，也不仅仅是一个课程目录。

它代表 JY 对未来国际教育数字生态的长期构想。

SEH 将逐步连接：

学生

大学

学术机构

专业人士

教育合作伙伴

行业

知识

国际教育机会

其核心理念非常简单：

当合适的人与合适的机构能够更容易地找到彼此，教育的价值就能够进一步扩大。

## 九、面向学生

JY 希望让国际教育变得更加容易理解。

学生可以通过 JY 的数字教育体系探索：

- 大学
- 学术项目



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- 国家与地区
- 学术路径
- 专业教育
- 国际学习机会
- 奖学金
- 教育资源
- 教育活动
- Webinar / 在线讲座

JY 的目标并不是替每一个学生决定：

“你必须选择哪一所大学。”

而是：

提供更好的信息，让学生能够做出更理性的教育选择。

## 十、面向家长与家庭

国际教育往往是一项重要的家庭决策。

因此，JY 将持续提供帮助家庭理解以下内容的教育资源：

- 学术路径
- 大学选择
- 专业结构
- 国际教育环境
- 一般入学条件
- 学生准备
- 职业发展方向



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- 长期学习规划

我们的目标是：

通过可靠的信息与专业的教育指导，帮助家庭做出更充分、更理性的决定。

## 十一、面向大学

JY International Education 同样正在建立面向大学及学术机构的国际合作平台。

今天的大学越来越需要：

- 国际学生
- 新的国际市场
- 区域合作伙伴
- 国际化发展
- 学术流动
- Study Missions
- 行业合作
- 专业教育
- 高管教育
- 国际机构网络

JY 希望通过：

国际学生连接

区域教育知识

机构合作



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学术与专业项目

国际交流

市场发展

战略伙伴关系

为大学提供更加长期的国际教育合作机会。

我们的目标不是单纯完成一次招生。

而是：

建立具有长期价值的机构合作关系。

十二、从“招生”走向“学生连接”

JY 不把国际教育简单理解为一笔招生交易。

一个学生不仅仅是一份申请表。

一名学生背后代表：

- 一个学术目标
- 一个家庭决定
- 一个职业规划
- 一段人生经历
- 一个未来

因此，JY 希望建立更加完整的学生旅程：



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Discovery

发现



Education

了解



Consultation

咨询



University Selection

大学选择



Application

申请



Enrolment

入学



Academic Development

学术发展



Career Development

职业发展



Alumni & Lifelong Learning

校友与终身学习

最终形成:

学生 → 毕业生 → 校友 → 专业网络 → 终身教育



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### 十三、从大学招生走向国际机构合作

JY 同样认为：

大学合作不应该只停留在学生招生。

在适当条件下，国际教育合作还可以包括：

- 学生招生
- 学术交流
- 国际学生流动
- Study Missions
- 高管教育
- 专业培训
- 研究合作
- 行业合作
- 国际教育活动
- 区域市场发展
- 机构交流

具体合作方式将根据不同大学的目标、能力以及相关法规环境确定。

JY 的角色，是促进具有实际价值的国际教育合作机会。

### 十四、为什么是马来西亚

马来西亚位于东南亚重要区域。

其多元文化环境、国际连接能力以及不断发展的高等教育体系，为国际教育提供了良好的基础。



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因此，JY 对马来西亚的定位并不只是：  
一个教育目的地。

同时也是：

Asia Education Gateway

亚洲国际教育的重要连接点之一。

未来，JY 可以围绕：

- ASEAN
- Greater China
- South Asia
- Middle East
- 其他新兴国际教育市场

逐步发展国际教育连接。

十五、Global Standards + Local Understanding

国际教育不能只有一个全球化口号。

每一个市场都有自己的：

- 文化
- 教育体系
- 语言
- 社会环境
- 监管要求
- 经济条件
- 学生行为



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因此 JY 坚持：

Global Standards + Local Understanding

国际标准

提供专业和国际化基础。

本地理解

提供真正符合当地环境的实践能力。

两者结合，才能建立真正有生命力的国际教育合作。

十六、JY 的内容理念

JY 的数字内容遵循一个简单原则：

Create Knowledge Before Creating Promotion

先创造知识，再进行推广。

我们的内容应该帮助公众：

理解

比较

评估

准备

决定

连接

因此，并不是每一篇文章都需要销售一个教育项目。



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有些内容只是因为：

这份信息值得被公众知道。

有些内容介绍大学。

有些内容解释教育趋势。

有些内容分析政策变化。

有些内容提供学生指南。

这些内容共同构成 JY 的：

Education Knowledge Ecosystem

十七、建立值得信赖的数字教育环境

教育领域最重要的资产之一，是：

Trust

因此，JY 对公开内容的基本原则包括：

- 准确
- 透明
- 有价值
- 来源清晰
- 专业表达
- 定期更新
- 信息可追溯

当信息来自大学或其他机构时，JY 将尽可能清楚地区分：



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机构官方信息

与

JY 自身的分析、观察或评论。

让公众能够理解：

信息是谁提供的？

信息来自哪里？

信息意味着什么？

下一步可以做什么？

十八、建立 JY Global Education Community

JY 的长期目标并不只是建立一个网站。

而是逐步建立一个：

全球教育社区

包括：

Students

学生

发现教育机会，规划未来。

Universities

大学

连接国际学生与国际合作伙伴。

Academics



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学者与教育工作者

促进知识交流与学术合作。

Professionals

专业人士

获得持续学习与职业发展机会。

Industry

产业

让教育与真实产业需求建立连接。

Government & Institutions

政府与机构

促进人才发展与国际教育合作。

Alumni

校友

继续参与国际教育与专业网络。

这些群体最终形成：

JY Global Education Community

十九、2026 - 2030 数字教育发展方向

2026 — BUILD

建立基础



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重点:

- JY 官方网站
- 数字内容体系
- SEO 基础
- 社交媒体
- 教育知识库
- 国际教育核心内容
- 初步大学合作内容

2027 — EXPAND

扩大影响

重点:

- 国际教育知识库
- University Insights
- Student Resources
- Education Guides
- 国际教育专题
- Digital Events
- 大学合作内容



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2028 — CONNECT

建立连接

重点:

- 大学网络
- 学生社区
- 国际合作伙伴
- 学术交流
- 专业教育
- 国际教育项目

2029 — INTEGRATE

形成体系

重点:

- Education Intelligence
- Digital Education Services
- International Market Resources
- Student Engagement
- Institutional Engagement
- 国际教育网络

2030 — ESTABLISH

建立成熟平台

最终发展为:



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JY Strategic Education Hub™

连接:

People

人与人



Knowledge

知识与信息



Universities

大学



Institutions

机构



Industry

产业



Opportunities

国际教育机会

形成覆盖马来西亚、亚洲以及更广泛国际市场的教育连接体系。



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## 二十、JY 坚持的五项原则

### 01 — Partnership

#### 合作

我们相信有意义的教育发展建立在长期合作之上。

### 02 — Knowledge

#### 知识

我们相信更好的教育决定始于可靠的信息。

### 03 — Opportunity

#### 机遇

我们相信国际教育能够创造学术、职业与个人发展的新路径。

### 04 — Integrity

#### 诚信

我们相信信任必须通过负责任、透明和专业的长期实践建立。

### 05 — Long-Term Value

#### 长期价值

我们相信真正有价值的教育关系，不应该只存在于一次项目或一次交易。

## 二十一、我们的愿景

成为值得信赖的国际教育平台，连接跨越国界的知识、人才、大学与机构。



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## 二十二、我们的使命

通过：

- 学术合作
- 专业教育
- 国际交流
- 知识共享
- 学生连接
- 机构合作

促进国际教育发展，为个人成长、机构发展以及国际交流创造长期价值。

## 二十三、JY 数字教育模式

我们的模式可以用六句话概括：

SEO

让人们发现知识与机会。

SEA

让相关教育机会进入正确的市场。

SEH

让人与机构进入同一个教育生态。

Knowledge

建立理解与信任。

Partnership



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建立有意义的国际合作。

Community

形成长期国际教育网络。

最终形成：

DISCOVER → UNDERSTAND → CONNECT → ENGAGE → PROGRESS

发现 → 理解 → 连接 → 参与 → 发展

二十四、展望未来

未来的国际教育竞争，不会只取决于拥有多少课程。

真正重要的，将越来越是一个教育平台能否帮助人们：

发现机会。

理解选择。

获得可靠信息。

连接大学。

建立国际关系。

JY International Education 希望参与并推动这一变化。

我们的目标非常明确：

让国际教育变得更加互联、更加透明、更加有知识价值，也让更多学生、大学与国际合作伙伴能够发现彼此。



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JY INTERNATIONAL EDUCATION

从信息，到机遇。

从机遇，到连接。

从连接，到合作。

从合作，到全球教育。

Advancing Global Education Through Partnership, Knowledge and Opportunity

以合作、知识与机遇，推动全球教育发展。