



JY HEALTHCARE GROUP SDN BHD (1185177-T)

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JY International Education – Global Digital Education & Engagement Strategy

Third Edition | Public Edition | 2026–2030

Advancing Global Education Through Partnership, Knowledge and Opportunity

1. OUR PURPOSE

The world of education is changing.

Students are no longer limited by geography when exploring their academic futures. Universities are increasingly looking beyond traditional markets to attract international students, develop partnerships and participate in global academic networks.

At the same time, access to information has become almost unlimited.

The challenge is no longer simply finding information.

The challenge is:

Knowing which information to trust, how to understand it, and how to turn it into a meaningful education decision.

JY International Education was established with this understanding.

Our purpose is to build a trusted international education platform that brings together:

People.

Knowledge.

Universities.

Institutions.



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Opportunities.

Partnerships.

Our long-term ambition is to make international education more accessible, better understood and more meaningfully connected.

2. OUR DIGITAL EDUCATION VISION

Digital technology has fundamentally changed how people discover education.

A student may begin with:

“Where should I study?”

A parent may ask:

“Which education pathway is right for my child?”

A professional may ask:

“Where can I develop the skills required for the next stage of my career?”

A university may ask:

“How can we reach qualified students in a new international market?”

These are different questions.

But they share one common requirement:

Better access to reliable knowledge and meaningful connections.

JY’s digital education strategy is designed around this principle.

We seek to build an environment in which people can:

Discover.

Learn.

Compare.



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Connect.

Engage.

Progress.

3. FROM EDUCATION INFORMATION TO EDUCATION CONNECTION

Traditional education marketing often focuses on:

Programme → Promotion → Application

JY believes the future requires a broader model:

Information



Understanding



Education Discovery



Institutional Connection



Engagement



Opportunity



Long-Term Development

This represents a fundamental shift.

JY is not seeking simply to promote education programmes.



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We are building a platform designed to help people understand education opportunities and connect with institutions that may be relevant to their objectives.

4. THE JY THREE-PILLAR DIGITAL MODEL

JY's digital education development is structured around three complementary pillars:

SEO

Search Engine Optimisation

Helping people discover reliable education knowledge.

SEA

Search Engine Advertising

Connecting relevant education opportunities with audiences actively seeking them.

SEH

Strategic Education Hub

Creating a connected environment for students, universities, knowledge and opportunities.

Together:

SEO + SEA + SEH

form the foundation of JY's digital education ecosystem.

5. SEO — MAKING EDUCATION KNOWLEDGE DISCOVERABLE

For JY, SEO is more than search rankings.

It is about making useful knowledge accessible.



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People searching for education should be able to discover information that helps them understand:

- Universities
- Academic programmes
- Countries
- Study destinations
- International education
- Professional development
- Executive education
- Scholarships
- Academic mobility
- Student preparation
- Career pathways
- Education policies
- Global education trends

JY will continue to develop educational resources around these areas.

Our objective is to build a long-term:

JY International Education Knowledge Base

6. BUILDING A PUBLIC EDUCATION KNOWLEDGE LIBRARY

JY intends to publish and develop a broad range of public educational resources.

These may include:

International Education Guides

Practical resources for students and families.

University Guides

Information designed to help audiences understand universities and academic environments.



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Programme Insights

Educational information relating to fields of study and professional pathways.

Market Insights

Perspectives on international education and student mobility.

Policy Briefs

Accessible explanations of important education policy developments.

White Papers

Long-form research and strategic perspectives.

Industry Reports

Research concerning education, skills, talent and professional development.

Student Resources

Practical information for students preparing for international education.

Together, these resources form part of JY's long-term commitment to:

Education Through Knowledge

7. AI SEARCH AND THE NEXT GENERATION OF DISCOVERY

The way people search for information is evolving.

In addition to traditional search engines, people increasingly use AI-powered information systems and conversational search platforms, including:

- ChatGPT
- Google Gemini
- Microsoft Copilot
- Perplexity
- Claude



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This represents a significant development for education.

People can now ask questions in natural language and expect structured answers rather than simply a list of links.

JY believes this makes the quality of public educational information even more important.

Our approach is therefore to develop content that is:

Clear.

Accurate.

Structured.

Relevant.

Evidence-informed where appropriate.

Transparent about its source and context.

The objective is not simply to optimise content for search algorithms.

It is to build a body of knowledge that can genuinely contribute to better education decisions.

8. SEA — CONNECTING PEOPLE WITH RELEVANT OPPORTUNITIES

Search Engine Advertising provides another channel through which education opportunities can reach interested audiences.

Where appropriate, JY may use digital advertising to introduce:

- University programmes
- International education opportunities
- Professional education
- Executive education
- Academic events
- Webinars
- Student information sessions



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- International learning opportunities
- Approved scholarship opportunities
- Institutional initiatives

The guiding principle is:

The right information should reach people who are genuinely looking for it.

JY therefore views digital advertising not simply as promotion, but as a means of improving access to relevant education information.

9. SEH — JY STRATEGIC EDUCATION HUB™

The third pillar represents JY's longer-term platform vision:

JY Strategic Education Hub™

SEH is intended to become a digital environment where education-related people, institutions and knowledge can connect.

It may progressively bring together:

Students

Parents

Universities

Academic institutions

Professionals

Industry

Education partners

Knowledge resources

International opportunities

The central idea is simple:



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Better connections can create better educational opportunities.

10. FOR STUDENTS

JY seeks to make education discovery easier and more informed.

Through its digital ecosystem, students may explore:

- Universities
- Academic programmes
- Study destinations
- Professional pathways
- International learning
- Scholarships
- Education guides
- Webinars
- Events
- Student resources

Students should be able to move from:

“I am looking for information.”

to:

“I understand my options.”

and ultimately:

“I know what I need to explore next.”

11. FOR PARENTS AND FAMILIES

International education is often a major family decision.

JY therefore aims to provide educational resources that help families better understand:

- Study destinations
- University environments



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- Programme structures
- Academic pathways
- General admission considerations
- Student preparation
- Professional development
- Long-term education planning

Our role is not to make the decision for families.

Our role is to help them make:

Better-informed decisions.

12. FOR UNIVERSITIES

JY's platform is also designed to support universities seeking greater international engagement.

Universities may be interested in:

- International student recruitment
- Regional market development
- Internationalisation
- Academic mobility
- Study missions
- Executive education
- Professional education
- Institutional partnerships
- Industry engagement
- International events
- Knowledge exchange

JY seeks to facilitate these connections through a combination of:

Education knowledge

Digital visibility

Institutional engagement



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International networks

Academic and professional opportunities

The objective is to develop relationships that can create long-term institutional value.

13. FROM STUDENT RECRUITMENT TO STUDENT JOURNEYS

JY believes that a student should never be viewed simply as a lead or application number.

Every student represents a longer journey.

That journey may begin with:

Discovery



Learning



Consultation



Education Planning



University Exploration



Application



Enrolment



Academic Development



Career Development



Lifelong Learning

This creates a broader relationship between:

Education + Career + Life



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14. FROM UNIVERSITY RECRUITMENT TO UNIVERSITY PARTNERSHIP

Similarly, JY sees universities as more than recruitment destinations.

Where appropriate, relationships may develop into:

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

Each partnership should be developed according to the objectives, capabilities and requirements of the participating institutions.

The guiding principle is:

Partnership before transaction.

15. MALAYSIA — A CONNECTOR TO THE REGION

Malaysia occupies an important position within Southeast Asia.

Its multicultural society, regional connectivity and developing higher education ecosystem provide a strong foundation for international education.

JY therefore views Malaysia not only as an education destination, but also as a potential:

Gateway to ASEAN and Asia

This creates opportunities to connect education communities across:

- Malaysia
- ASEAN



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- Greater China
- South Asia
- The Middle East
- Other international markets

JY's long-term ambition is to contribute to these connections through education and institutional partnership.

16. GLOBAL STANDARDS, LOCAL UNDERSTANDING

International education requires both global perspective and local knowledge.

Every market has its own:

- Culture
- Education system
- Language
- Regulatory environment
- Economic conditions
- Student expectations
- Institutional structures

JY therefore believes in:

Global Standards + Local Understanding

International standards provide the framework.

Local understanding provides the context.

Together, they create more meaningful international education relationships.

17. CONTENT BEFORE PROMOTION

JY follows a simple principle in its public digital communication:

Create Knowledge Before Creating Promotion.

We believe education content should first provide value.



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It should help people:

Understand.

Compare.

Evaluate.

Prepare.

Decide.

Connect.

Not every article needs to promote a programme.

Not every video needs to sell a service.

Some content exists because the information itself is valuable.

This principle is central to how JY intends to build long-term digital trust.

18. BUILDING DIGITAL TRUST

Education requires a high degree of trust.

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

Our content should be:

- Professional
- Clear
- Accurate
- Transparent
- Relevant
- Responsible
- Regularly reviewed

Where information originates from a university or another institution, JY will seek to distinguish institutional information from JY's own analysis or commentary.



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We believe audiences should be able to understand:

Who provided the information.

Where it came from.

What it means.

How it may be relevant to them.

19. A CONNECTED EDUCATION COMMUNITY

The long-term ambition of JY is larger than a website.

It is to develop a:

JY Global Education Community

bringing together:

Students

Education discovery and future development.

Universities

International students and institutional partnerships.

Academics

Knowledge exchange and academic collaboration.

Professionals

Lifelong learning and professional development.

Industry

Education-to-industry connections.

Institutions



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International education and talent development.

Alumni

Long-term professional and educational networks.

This community represents the human dimension of JY's digital education vision.

20. 2026–2030 PUBLIC DIGITAL DEVELOPMENT

2026 — BUILD

Establish the foundations:

- JY official digital presence
- Education knowledge resources
- Student resources
- University content
- SEO foundation
- Digital communication channels
- International education publications

Objective

Establish credibility and discoverability.

2027 — EXPAND

Expand:

- Education knowledge library
- University insights
- International student resources
- Education guides
- Digital events
- Webinars
- Institutional content



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Objective

Expand public reach and educational influence.

2028 — CONNECT

Develop:

- University network
- Student community
- Academic engagement
- International partnerships
- Professional education
- International learning initiatives

Objective

Connect people and institutions.

2029 — INTEGRATE

Strengthen:

- Education intelligence
- Digital education resources
- International market knowledge
- Student engagement
- University engagement
- Institutional collaboration

Objective

Build a connected education ecosystem.



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2030 — ESTABLISH

Develop the mature:

JY Strategic Education Hub™

connecting:

Students



Universities



Academics



Professionals



Industry



Institutions



International Partners

Objective

Establish JY as a trusted international education platform.



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21. OUR PRINCIPLES

JY International Education is guided by five principles.

Partnership

Meaningful education development is built through cooperation.

Knowledge

Better decisions begin with better information.

Opportunity

Education can create pathways for academic and professional development.

Integrity

Trust is built through transparency, responsibility and consistency.

Long-Term Value

The strongest education relationships extend beyond a single programme or transaction.

22. OUR VISION

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

23. OUR MISSION

To facilitate international educational collaboration through academic partnership, professional learning, international mobility, knowledge exchange and institutional engagement — creating opportunities that contribute to individual development, institutional advancement and international understanding.



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24. THE JY DIGITAL EDUCATION MODEL

Our approach can be expressed through six simple principles:

SEO

Make knowledge discoverable.

SEA

Make relevant opportunities accessible.

SEH

Connect people, institutions and opportunities.

Knowledge

Build understanding and trust.

Partnership

Create meaningful institutional relationships.

Community

Develop lasting international connections.

Together:

DISCOVER → UNDERSTAND → CONNECT → ENGAGE → PROGRESS

发现 → 理解 → 连接 → 参与 → 发展



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25. LOOKING AHEAD

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

It will increasingly depend on whether people can:

Discover the right opportunities.

Understand their choices.

Access reliable information.

Connect with credible institutions.

Develop meaningful international relationships.

JY International Education seeks to contribute to this future.

Our ambition is clear:

To make international education more connected, more informed and more accessible — while creating meaningful opportunities for students, universities and institutions across borders.

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

全球教育与数字化连接战略

第三版 | 公众公开版

2026 - 2030

通过合作、知识与机遇，推动全球教育发展

一、我们的定位

教育正在进入一个更加国际化、数字化和高度互联的时代。

今天的学生已经不再局限于本地教育选择。他们可以通过数字平台了解不同国家、大学、专业和职业发展路径。

与此同时，大学也正在寻找新的国际学生市场、区域合作伙伴以及更具长期价值的国际化发展机会。

但信息越来越多，并不意味着决策越来越容易。

真正的挑战已经从：

“哪里可以找到信息？”

逐渐变成：

“哪些信息值得信任？”

“如何理解这些信息？”

“如何比较不同的教育选择？”



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“如何找到真正适合自己的大学与教育机会？”

JY International Education 正是在这样的背景下，逐步建立自己的国际教育平台。

我们的目标不是简单地推广教育项目。

而是建立一个值得信赖的国际教育环境，将：

人才

知识

大学

学术机构

教育机会

专业发展

国际合作

连接起来。

二、JY 的数字教育愿景

数字技术正在改变人们发现教育的方式。

一个学生可能从一个简单的问题开始：

“我应该去哪里读书？”

一个家长可能会问：



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“什么样的教育路径更适合我的孩子？”

一个专业人士可能会问：

“在哪里可以获得下一阶段职业发展所需要的知识和能力？”

而一所大学可能会问：

“我们如何进入新的国际市场并接触更多合适的国际学生？”

这些问题看似不同，但背后都有一个共同需求：

更可靠的知识，以及更有价值的连接。

JY 的数字教育战略正是围绕这一理念建立。

我们希望帮助人们：

发现。

学习。

理解。

比较。

连接。

参与。

发展。

三、从“教育信息”走向“教育连接”

传统教育营销往往是：



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项目 → 推广 → 申请

JY 希望建立更加完整的模式：

信息



理解



教育发现



大学与机构连接



交流与参与



教育机会



长期发展

这代表一种重要的转变。

JY 不只是推广教育项目。

我们希望建立一个能够帮助人们：

理解教育机会，并与合适的教育机构建立连接的平台。



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四、JY 三大数字教育支柱

JY International Education 的数字教育体系建立在三个相互协同的核心支柱之上：

SEO

Search Engine Optimisation

搜索引擎优化

让更多人发现有价值的教育知识与机会。

SEA

Search Engine Advertising

搜索引擎广告

让真正正在寻找教育机会的人，更容易接触相关信息。

SEH

Strategic Education Hub

战略教育枢纽

建立一个让学生、大学、知识和教育机会能够连接的数字环境。

三者共同构成：



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SEO + SEA + SEH

JY 国际教育数字生态的基础。

五、SEO：让教育知识更容易被发现

对于 JY 而言，SEO 并不仅仅意味着搜索排名。

更重要的是：

当人们真正需要教育信息的时候，能够找到有价值、清晰和可靠的内容。

JY 将持续建设包括以下领域的教育内容：

- 国际教育
- 高等教育
- 海外学习
- 大学
- 学术项目
- 专业教育
- 高管教育
- 国际学生流动
- 奖学金
- 学生准备
- 学术合作
- 教育政策
- 国际教育趋势

长期目标是建立：

JY International Education Knowledge Base



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JY 国际教育知识库

成为一个持续成长的国际教育知识资源体系。

六、建立公开的国际教育知识库

JY 将持续发展面向公众的教育内容。

包括：

International Education Guides

国际教育指南

帮助学生及家庭理解不同的教育选择。

University Guides

大学指南

帮助公众了解大学及其学术环境。

Programme Insights

专业与项目观察

帮助学生了解不同学习领域和职业发展方向。

Market Insights

教育市场洞察

观察国际教育与学生流动的发展趋势。

Policy Briefs



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教育政策简报

用更加容易理解的方式解释重要教育政策变化。

White Papers

教育白皮书

针对重要教育议题进行深入研究。

Industry Reports

教育行业研究

研究教育、人才、技能及职业发展的变化。

Student Resources

学生资源

为准备接受国际教育的学生提供实用信息。

这些内容共同构成 JY 长期的：

Education Knowledge Ecosystem

国际教育知识生态。

七、AI Search：下一代教育信息发现方式

信息搜索正在发生变化。

除了传统搜索引擎之外，人们越来越多地使用人工智能信息平台直接提出问题、寻找答案和比较信息，例如：



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- ChatGPT
- Google Gemini
- Microsoft Copilot
- Perplexity
- Claude

这对国际教育领域具有重要意义。

因为未来学生可能不会只搜索：

“Malaysia universities”

而会直接问：

“Which university in Malaysia would be suitable for an international student interested in business and technology?”

因此，教育内容的：

专业性

准确性

结构化

透明度

可信度

会变得越来越重要。

JY 将持续建立：

- 清晰
- 专业



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- 有知识价值
- 来源明确
- 易于理解

的国际教育内容。

我们的目标并不是简单迎合算法。

真正的目标是：

建立真正有价值的教育知识，使公众能够理解，也能够被新一代信息发现系统更准确地识别。

八、SEA：让相关教育机会进入正确的市场

SEO 是长期建设。

SEA 则提供另一种方式，让教育机会进入正在主动寻找这些机会的人群。

在适当情况下，JY 可以通过数字渠道推广：

- 大学项目
- 国际教育机会
- 专业教育
- 高管教育
- 学术活动
- Webinar
- 学生说明会
- 国际学习机会
- 合规的奖学金机会
- 大学及机构合作项目



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我们的基本原则是：

让正确的信息，到达真正需要这些信息的人。

因此，JY 对数字传播的理解并不是简单的广告曝光。

而是：

Relevance

相关性

Value

价值

Trust

信任

九、SEH: JY Strategic Education Hub™

第三个支柱，是 JY 长期发展的：

JY Strategic Education Hub™

JY 战略教育枢纽

SEH 不只是一个网站页面。

也不只是一个课程目录。

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：



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学生

家长

大学

学术机构

专业人士

产业

教育伙伴

知识资源

国际教育机会

其核心理念非常简单：

更好的连接，可以创造更好的教育机会。

十、面向学生

JY 希望让教育发现变得更加清晰和容易理解。

学生可以通过 JY 的数字教育生态探索：

- 大学
- 学术项目
- 学习国家与地区
- 专业发展路径
- 国际学习机会



JY HEALTHCARE GROUP SDN BHD (1185177-T)

Email : info@jy-holding.com

Website : www.jy-holding.com

- 奖学金
- 教育指南
- Webinar
- 教育活动
- 学生资源

学生可以逐渐从：

“我正在寻找信息。”

走向：

“我理解自己的选择。”

最终：

“我知道下一步应该了解什么。”

十一、面向家长与家庭

国际教育往往是一项重要的家庭决定。

JY 将提供教育资源，帮助家庭更好地理解：

- 学习目的地
- 大学环境
- 专业结构
- 学术路径
- 一般入学要求
- 学生准备
- 职业发展



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- 长期教育规划

JY 不替家庭做决定。

我们的角色是：

提供更好的信息，帮助家庭做出更充分、更理性的教育决定。

十二、面向大学

JY 的平台同样面向大学及学术机构。

大学正在寻找：

- 国际学生
- 新的区域市场
- 国际化机会
- 学术合作
- 国际学生流动
- Study Missions
- 高管教育
- 专业教育
- 产业合作
- 国际教育活动
- 国际机构网络

JY 希望通过：

教育知识

数字传播



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机构连接

国际网络

学术与专业教育机会

帮助大学发展国际合作。

我们的目标并不是简单地完成一次招生。

而是：

建立具有长期价值的大学与机构合作关系。

十三、从“招生”走向“学生旅程”

JY 不认为学生应该只是：

一个 Lead。

也不应该只是：

一份 Application。

每一个学生背后都有一个真实的人生规划。

因此，JY 希望逐步建立完整的学生教育旅程：

Discovery

发现



Learning

了解





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Website : www.jy-holding.com

Consultation

咨询



Education Planning

教育规划



University Exploration

大学探索



Application

申请



Enrolment

入学



Academic Development

学术发展



Career Development

职业发展



Lifelong Learning

终身学习

最终形成:

Education + Career + Life

教育 + 职业 + 人生发展



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十四、从“大学招生”走向“大学合作”

同样地，JY 对大学的理解也不仅限于招生。

在合适的情况下，大学之间可以进一步发展：

- 学生招生
- 学术交流
- 国际学生流动
- Study Missions
- 专业教育
- 高管教育
- 研究合作
- 产业合作
- 国际活动
- 区域市场发展
- 机构交流

具体合作模式将根据各大学的目标、能力和适用法规确定。

JY 所坚持的是：

Partnership Before Transaction

先建立合作关系，再谈具体交易。

十五、马来西亚：连接亚洲的教育节点

马来西亚位于东南亚重要位置。



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其多元文化、区域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。

因此，JY 不仅把马来西亚视为：

Education Destination

更希望逐步发展：

Gateway to ASEAN and Asia

连接东盟与亚洲的重要教育节点。

未来，JY 可以逐步连接：

- 马来西亚
- ASEAN
- Greater China
- South Asia
- Middle East
- 其他国际教育市场

通过教育、人才和机构合作，促进更广泛的国际连接。

十六、Global Standards + Local Understanding

国际教育不能只有全球视角。

每一个市场都有自己的：

- 文化
- 教育制度



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- 语言
- 监管环境
- 经济条件
- 学生需求
- 社会环境
- 机构体系

因此 JY 坚持：

Global Standards + Local Understanding

国际标准

提供国际化的专业基础。

本地理解

提供真正符合市场环境的实践能力。

两者结合，才能建立更加稳定和有价值的国际教育关系。

十七、先创造知识，再进行推广

JY 对公开内容坚持一个简单原则：

Create Knowledge Before Creating Promotion

先创造知识，再进行推广。

我们认为教育内容首先应该创造价值。

帮助公众：



JY HEALTHCARE GROUP SDN BHD (1185177-T)

Email : info@jy-holding.com

Website : www.jy-holding.com

理解。

比较。

评估。

准备。

决定。

连接。

并不是每一篇文章都必须销售一个项目。

并不是每一个视频都必须推广一项服务。

有些内容存在的原因非常简单：

因为这份信息本身值得被更多人了解。

这正是 JY 建立长期数字教育品牌的基础。

十八、建立数字教育信任

教育领域最重要的资产之一，是：

Trust

信任。

因此，JY 对公开传播内容坚持：

- 专业
- 清晰



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- 准确
- 透明
- 有价值
- 负责任
- 持续更新

当信息来自大学或其他机构时，JY 将尽可能清楚区分：

大学及机构官方信息

与

JY 自身的观察、分析或评论。

公众应该能够清楚知道：

信息是谁提供的？

信息来自哪里？

信息代表什么？

对自己有什么意义？

十九、建立 JY Global Education Community

JY 的长期目标并不只是建立一个网站。

我们希望逐步建立：

JY Global Education Community

全球教育社区



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Email : info@jy-holding.com

Website : www.jy-holding.com

连接:

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

学者与教育工作者

促进知识交流与学术合作。

Professionals

专业人士

发展职业能力与终身学习。

Industry

产业

连接教育与真实产业需求。

Institutions

政府及机构

促进教育、人才和国际合作。



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Alumni

校友

持续参与国际教育与专业网络。

最终形成：

一个持续成长的国际教育社区。

二十、2026 - 2030 公众数字教育发展方向

2026 — BUILD

建立

重点：

- JY 官方数字平台
- 国际教育知识内容
- 学生资源
- 大学内容
- SEO 基础
- 数字传播渠道
- 国际教育专题

目标：

建立可信度与数字可见度。



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2027 — EXPAND

扩展

重点：

- 国际教育知识库
- University Insights
- International Student Resources
- Education Guides
- Digital Events
- Webinar
- 大学与机构内容

目标：

扩大公众影响力与教育知识覆盖。

2028 — CONNECT

连接

重点：

- 大学网络
- 学生社区
- 学术合作
- 国际伙伴
- 专业教育
- 国际学习项目

目标：



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连接更多人和机构。

2029 — INTEGRATE

整合

重点：

- Education Intelligence
- Digital Education Resources
- International Market Knowledge
- Student Engagement
- University Engagement
- Institutional Cooperation

目标：

建立更加完整的国际教育生态。

2030 — ESTABLISH

建立

逐步形成成熟的：

JY Strategic Education Hub™

连接：

学生





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大学



学者



专业人士



产业



机构



国际合作伙伴

目标：

建立值得信赖的国际教育平台。

二十一、JY 的五项核心原则

01 — Partnership

合作

有意义的教育发展建立在长期合作之上。



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02 — Knowledge

知识

更好的教育决定，始于更好的信息。

03 — Opportunity

机遇

教育能够创造学术、职业与个人发展的新路径。

04 — Integrity

诚信

信任建立于透明、责任与长期一致的行动。

05 — Long-Term Value

长期价值

真正有价值的教育关系，不应只停留在一次项目或一次交易。

二十二、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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二十三、我们的使命

通过学术合作、专业教育、国际交流、知识共享、学生连接与机构合作，促进国际教育发展，为个人成长、机构发展以及国际理解创造长期价值。

二十四、JY 数字教育模式

我们的模式可以概括为：

SEO

让知识被发现。

SEA

让相关教育机会进入正确的人群。

SEH

让人与机构、知识与机会相互连接。

Knowledge

建立理解与信任。

Partnership

建立有意义的国际机构合作。

Community

形成长期国际教育网络。



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最终：

DISCOVER → UNDERSTAND → CONNECT → ENGAGE → PROGRESS

发现 → 理解 → 连接 → 参与 → 发展

二十五、展望未来

未来国际教育的竞争，不会仅仅取决于：

“谁拥有更多课程。”

越来越重要的是：

谁能够帮助人们发现正确的机会。

谁能够提供可靠的信息。

谁能够帮助人们理解自己的选择。

谁能够连接学生与大学。

谁能够连接大学与国际市场。

谁能够建立真正具有长期价值的教育关系。

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

我们的目标非常明确：

让国际教育更加互联、更加透明、更加有知识价值，也让更多学生、家庭、大学与国际合作伙伴能够跨越国界发现彼此。



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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