



JY HEALTHCARE GROUP SDN BHD (1185177-T)

Address :No.14-2, Jalan 9/125D, Taman Desa Petaling, 57100 Kuala Lumpur.

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JY INTERNATIONAL EDUCATION STRATEGIC PARTNERSHIP DOSSIER

Malaysia–China Cross-Border Higher Education Collaboration Framework

Executive Chairman’s Message

Malaysia stands at a defining moment in the evolution of its higher education ecosystem.

As global academic mobility accelerates and cross-border educational collaboration becomes increasingly strategic, Malaysia is uniquely positioned to emerge as one of ASEAN’s premier international education hubs. Its geopolitical neutrality, multicultural environment, competitive cost structure, English-based academic ecosystem, and strong institutional governance collectively provide a compelling foundation for long-term educational expansion.

JY Healthcare Group Sdn. Bhd., as a diversified strategic holding group with active interests across healthcare, strategic advisory, industrial development, and institutional collaboration, recognises education as one of the most important long-term investments in national capacity building.

Through its dedicated education platform, JY International Education Platform, the Group is committed to facilitating high-quality, compliant, and sustainable academic partnerships between Malaysia and leading institutions abroad, particularly within China and the wider Asia-Pacific region.

Our objective extends beyond student mobility.

We aim to build enduring institutional bridges that strengthen academic excellence, expand research collaboration, promote faculty exchange, enhance innovation transfer, and contribute meaningfully to talent development across borders.

We firmly believe that the future of higher education lies not merely in enrolment growth, but in the creation of integrated ecosystems where universities, industries, governments, and global talent can collaborate to generate long-term shared value.

JY Healthcare Group welcomes selected Malaysian universities to participate as strategic institutional partners in shaping the next generation of Malaysia–China educational collaboration.

Together, we can establish a scalable, globally respected, and future-ready educational framework that benefits institutions, students, industries, and both nations.

JY Healthcare Group Sdn. Bhd.
Malaysia



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Executive Summary

JY International Education Platform serves as the dedicated education division of JY Healthcare Group Sdn. Bhd., established to facilitate strategic higher education collaborations between Malaysian universities and international academic institutions.

The platform focuses on five strategic pillars:

1. Cross-border student mobility
2. Academic programme collaboration
3. Research and innovation partnerships
4. Faculty and knowledge exchange
5. Industry-linked talent development

The platform aims to create structured, scalable, and compliant collaboration frameworks with Malaysian public and private universities, supporting undergraduate, postgraduate, executive education, and short-term academic mobility programmes.

Strategically, the initiative seeks to position Malaysia as a leading regional destination for international higher education while strengthening institutional competitiveness and global academic connectivity.

Strategic Context & Market Opportunity

Global higher education is undergoing structural transformation driven by increasing student mobility, rapid technological change, evolving labour market requirements, and growing demand for international credentials.

Malaysia possesses several strategic advantages:

- Strong higher education governance and regulatory framework
- Internationally recognised universities
- Competitive tuition and living costs
- Multilingual and multicultural environment
- Strategic gateway to ASEAN

These advantages position Malaysia as an ideal hub for cross-border educational collaboration.



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About JY Healthcare Group Sdn. Bhd.

JY Healthcare Group Sdn. Bhd. is a diversified strategic holding group headquartered in Malaysia, with active business interests spanning healthcare equipment, strategic advisory, project facilitation, institutional development, and cross-border collaboration initiatives.

Established with a long-term vision of contributing to Malaysia's socio-economic development, the Group operates through a disciplined governance framework focused on strategic value creation, sustainable growth, and high-impact institutional partnerships.

While healthcare remains one of the Group's foundational business pillars, JY Healthcare Group has progressively expanded into strategic sectors where institutional collaboration, knowledge transfer, and long-term capacity building create significant national and regional value.

Recognising education as one of the most critical pillars of future economic resilience, JY Healthcare Group has prioritised higher education collaboration as a key strategic growth vertical under its broader long-term development framework.

Through its dedicated education platform, the Group facilitates structured partnerships between Malaysian institutions and international academic stakeholders, with a strong focus on sustainable cross-border educational ecosystems.

JY International Education Platform

JY International Education Platform serves as the dedicated education division under JY Healthcare Group Sdn. Bhd., established to lead and coordinate all higher education collaboration initiatives.

The platform is designed to function as a strategic institutional bridge connecting:

- Malaysian universities
- International universities
- Industry stakeholders
- Government agencies
- Academic mobility partners



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The platform operates with three core objectives:

Institutional Connectivity

Creating long-term strategic academic partnerships between universities and global education stakeholders.

Academic Mobility

Facilitating student exchange, dual-degree pathways, summer schools, and faculty mobility programmes.

Talent Ecosystem Development

Supporting talent pipelines aligned with future industry needs in Malaysia and ASEAN.

Government Recognition & Strategic Alignment

JY Healthcare Group's cross-border education initiative has received formal administrative recognition at the Federal Government level.

The Group's proposal concerning Malaysia-China educational collaboration has been officially acknowledged and formally referred through the Prime Minister's Office for ministerial review and procedural coordination with the Ministry of Higher Education.

This institutional recognition reflects the strategic relevance of the initiative within Malaysia's broader agenda for higher education internationalisation, talent development, and global academic engagement.

The initiative is aligned with key national priorities, including:

- Higher education internationalisation
- Academic excellence and talent mobility
- STEM and innovation capacity building
- Regional knowledge economy development
- Strengthening Malaysia's role as an ASEAN education hub



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Strategic Partnership Philosophy

JY International Education Platform does not operate as a conventional recruitment intermediary or transactional agent.

Instead, the platform adopts an institutional partnership model focused on long-term strategic collaboration.

Our philosophy is built on four principles:

Trust

Building durable institutional relationships based on transparency, accountability, and shared strategic goals.

Quality

Prioritising academic quality, student readiness, and sustainable programme delivery.

Compliance

Ensuring strict alignment with all regulatory, academic, and governance requirements.

Shared Value Creation

Designing collaboration structures that generate long-term benefits for universities, students, industries, and both nations.

Collaboration Models

JY International Education Platform supports multiple collaboration structures tailored to institutional needs and programme requirements.

Undergraduate Pathways

- 2+2 Programme
- 3+1 Programme
- 4+0 Programme
- Credit Transfer Pathways



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Postgraduate Pathways

- 1+1 Master's Pathway
- 2+0 Master's Programme
- Joint Supervision Model

Executive & Professional Education

- Executive Certification
- Professional Upskilling
- Industry Training Modules

Research Collaboration

- Joint Research Centres
- Joint Publications
- Grant Collaboration
- Innovation Commercialisation

Academic Mobility Programmes

JY International Education Platform places strong strategic emphasis on short-term academic mobility as a high-impact gateway to long-term institutional collaboration.

Academic mobility programmes may include:

Summer School Programmes

Structured 2–8 week academic immersion programmes.

Winter School Programmes

Short-term interdisciplinary learning experiences.

Faculty Mobility

Academic exchange involving visiting professors, guest lecturers, and collaborative teaching.

Research Attachments

Short-term laboratory, innovation, or project-based placements.



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Cultural & Leadership Exchange

Cross-cultural immersion programmes designed to enhance global competency and leadership capability.

Flagship Summer Mobility Programme

The JY Summer Mobility Programme is designed as a premium short-term academic immersion platform for international students.

Indicative programme components include:

Academic Modules

- Artificial Intelligence
- Engineering & Technology
- Business & Finance
- Healthcare Innovation
- Renewable Energy
- Data Science

Industry Exposure

- Industrial site visits
- Innovation ecosystem visits
- Corporate dialogue sessions

Cultural Immersion

- Malaysian heritage exploration
- ASEAN regional exposure
- Cross-cultural collaboration activities

Optional Credit Recognition

Selected programmes may be structured for academic credit recognition subject to university approval.



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Research, Innovation & Knowledge Exchange

Beyond academic mobility, JY International Education Platform aims to facilitate long-term research collaboration between institutions.

Strategic collaboration areas include:

Joint Research Centres

Establishing collaborative research ecosystems.

Co-publication

Supporting joint academic publications in high-impact journals.

Grant Collaboration

Facilitating bilateral and multilateral grant opportunities.

Intellectual Property Development

Supporting commercialisation of research outputs and patentable innovation.

Industry Translation

Accelerating movement of research into real-world industrial applications.

Value Proposition for Partner Universities

JY International Education Platform is structured to deliver measurable institutional value.

Enrollment Growth

Expanding access to qualified international student pipelines.

Revenue Enhancement

Increasing tuition and programme-related income.



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International Visibility

Strengthening global institutional presence and brand recognition.

Academic Collaboration

Expanding research, faculty exchange, and programme diversity.

Industry Connectivity

Enhancing links between academia and industry.

Governance & Compliance Framework

All collaboration models are structured with strict governance and regulatory compliance.

Governance principles include:

Admissions Governance

Transparent student eligibility and screening criteria.

Academic Governance

Clear ownership of curriculum, assessment, and academic standards.

Quality Assurance

Programme monitoring, delivery standards, and academic integrity controls.

Student Welfare

Arrival support, pastoral care, and academic support systems.

Regulatory Compliance

Full alignment with applicable Malaysian regulatory frameworks and university procedures.



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Operating Workflow

A structured end-to-end operational workflow ensures programme efficiency and quality control.

1. Student sourcing and preliminary screening
2. Academic eligibility assessment
3. University application and offer issuance
4. Visa and documentation processing
5. Pre-arrival orientation
6. Student onboarding and registration
7. Academic monitoring and support
8. Completion and progression management

Five-Year Strategic Roadmap

JY International Education Platform adopts a phased growth model designed to ensure sustainable expansion, operational discipline, and long-term institutional value creation.

Phase 1 — Foundation (Year 1)

Establish strategic partnerships with selected Malaysian universities and launch pilot programmes.

Target Outcomes:

- 2–3 founding university partners
- Initial mobility programmes launched
- Pilot student cohorts enrolled

Phase 2 — Expansion (Year 2–3)

Scale academic pathways and strengthen institutional collaboration.

Target Outcomes:

- 5–8 university partners
- Expanded undergraduate and postgraduate pathways
- Growing research collaborations



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Phase 3 — Regional Leadership (Year 4–5)

Position Malaysia as a major regional education hub for cross-border academic mobility.

Target Outcomes:

- 2,000–3,000 annual student pipeline
- Multi-university ecosystem
- Strong ASEAN academic footprint

Risk Management Framework

JY International Education Platform adopts a proactive risk governance framework to identify, mitigate, and manage operational, academic, and regulatory risks.

Primary risk domains include:

Regulatory Risk

Changes in higher education regulations, accreditation requirements, or visa policies.

Mitigation:

Continuous compliance monitoring and institutional coordination.

Academic Risk

Programme quality inconsistencies or academic delivery issues.

Mitigation:

Strict academic governance and partner university oversight.

Operational Risk

Delays in admission, visa processing, or student onboarding.

Mitigation:

Structured workflow management and escalation protocols.



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Reputation Risk

Institutional reputation exposure arising from weak governance or poor programme execution.

Mitigation:

Selective partnership criteria and quality assurance controls.

Student Support Ecosystem

Student success requires more than admission.

JY International Education Platform supports a holistic student lifecycle framework designed to improve transition, retention, and academic success.

Support areas include:

Pre-Arrival Support

- Admission guidance
- Documentation assistance
- Visa facilitation

Arrival Support

- Airport coordination
- Accommodation assistance
- Orientation programmes

Academic Support

- Programme advisory
- Academic counselling
- Progress monitoring

Wellbeing Support

- Student welfare guidance
- Cultural adaptation support
- Community engagement



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Strategic Academic Focus Areas

The platform prioritises disciplines aligned with future economic growth, technological transformation, and talent demand.

Priority academic sectors include:

Engineering & Technology

Mechanical, Electrical, Civil, Energy Systems

Artificial Intelligence & Digital Technology

AI, Data Science, Cybersecurity, Software Engineering

Healthcare & Biomedical Sciences

Medical Technology, Public Health, Biotechnology

Business & Finance

Accounting, Economics, Finance, Management

Green Economy & Sustainability

Renewable Energy, ESG, Environmental Management

Why Malaysia

Malaysia offers a uniquely compelling environment for international higher education collaboration.

Key advantages include:

Strategic ASEAN Gateway

Access to Southeast Asia's fast-growing regional economy.

Cost Efficiency

High-quality education at competitive cost.



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English-Based Academic Environment

Strong compatibility with global academic systems.

Political & Geopolitical Balance

Stable environment for long-term international cooperation.

Regulatory Maturity

Established higher education governance and compliance systems.

Founding Institutional Partner Framework

JY International Education Platform welcomes selected universities to participate as Founding Institutional Partners.

Founding partners will benefit from early strategic participation in shaping the platform's collaboration model, programme architecture, and long-term expansion roadmap.

Founding partner institutions may receive:

- Priority access to student pipelines
- Early programme development opportunities
- Strategic branding visibility
- First-mover advantage in selected markets

Partnership Engagement Options

Partner universities may participate through one or multiple collaboration tracks.

Academic Partnership

Programme delivery and academic collaboration.

Strategic Partnership

Long-term institutional cooperation.



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Mobility Partnership

Short-term student and faculty exchange.

Research Partnership

Joint research and innovation initiatives.

Industry Partnership

Industry-linked academic collaboration.

Strategic Impact

The long-term impact of this initiative extends beyond student enrolment.

Expected macro-level outcomes include:

- Enhanced Malaysia–China academic connectivity
- Strengthened higher education internationalisation
- Expanded research collaboration
- Increased talent mobility
- Improved graduate employability
- Stronger innovation ecosystems

Strategic Invitation

JY Healthcare Group respectfully invites selected Malaysian universities to explore strategic collaboration under the JY International Education Platform.

This initiative is not merely about programme delivery or student recruitment.

It represents a long-term commitment to building a scalable, sustainable, and globally respected cross-border higher education ecosystem.

We believe that meaningful educational collaboration creates value far beyond institutions.

It strengthens nations, develops talent, accelerates innovation, and shapes future generations.

We welcome the opportunity to engage in further discussion and explore mutually beneficial collaboration pathways.



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For institutional partnership discussions, please contact the authorised representative of JY Healthcare Group.