

EDUCITY'S 2020 DIRECTION: LEARN, LIVE, LEAD



Since becoming the Managing Director of EduCity Iskandar Malaysia Sdn Bhd in 2019, Wan Ahmad Saifuddin met and spoke to many of EduCity's stakeholders – Universities, Colleges and Partners.

"In conversation, I realised the business landscape especially the education segment has changed where it involves the stakeholders of EduCity, parents, students and community. Hence, to move forward, EduCity needs to evolve, accelerate and provide better services," Wan Ahmad says.

As EduCity is strategically located and well suited as a base for World Class Education City in the Southeast Asia region, educators and students from universities and colleges all over the world can visit EduCity and leverage of its Plug & Play business model which is "Learn.Live.Lead" – the three key pillars.

According to Wan Ahmad, EduCity needs to work closely with their stakeholders to ensure the implementation of the strategies and accelerate the pace in the workplaces so that everyone at EduCity

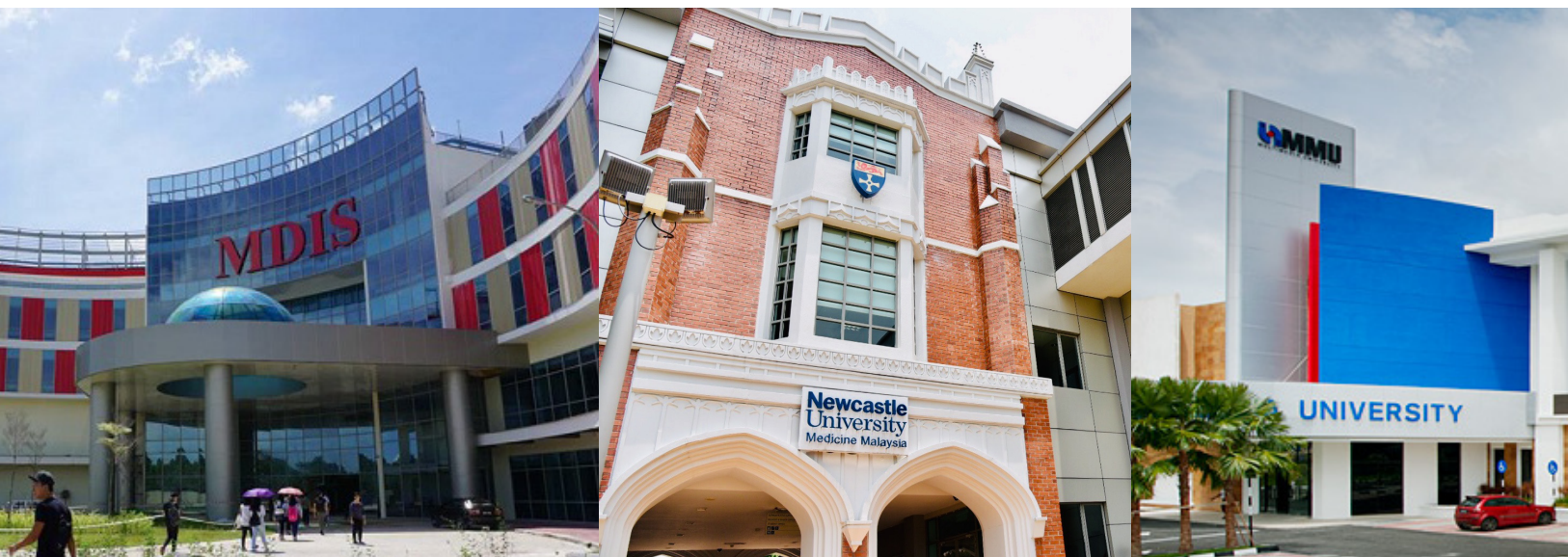
can seize the opportunities and inculcate a new culture in their multicultural society to better serve all stakeholders.

"I believe the key to create a set of values based on the three key pillars is to introduce impactful events and programmes for both the students and community. Thus, we are introducing 'Xcite' and 'Xperia', events with curated contents which are led by students," Wan Ahmad shares proudly.

By first Quarter of 2020, an EduCity Hub, a 24-hour students' centre which has a jamming studio, dance studio, student lounge and classrooms, and also offers a variety of food, will be open to the students and the public. Notably, this is also part of EduCity's branding strategy.

"We envisioned that the students' hub will one day be fully managed by the newly setup EduCity's Student Senate, Malaysia's first inter-varsity student representative council," he concludes.

Lastly, the EduCity Hub will be a coworking space, an ideal ecosystem offering a real life incubator for students to "Learn.Live.Lead".



Some of the campuses at EduCity, Iskandar