



IMMEDIATE STATEMENT

EDUCITY LEADERSHIP SUMMIT GATHERS EXPERTS FROM THE SPORTS INDUSTRY AND CORPORATE LEADERS TO DEVELOP COUNTRY'S FUTURE LEADERS

Iskandar Puteri, 7 January 2020 - EduCity Iskandar Malaysia Sdn Bhd ("EduCity Iskandar") will host the inaugural Educity Leadership Summit 2021 (EdLeadS 2021) from 11 January until 11 February 2021.

Themed "Leadership Exploration and Development (L.E.A.D)", EdLeadS 2021 will be conducted in ten (10) webinar series designed for student leaders from higher education institutions (HEIs) where a target of 2,000 participants is expected from local and international HEIs from neighbouring countries such as from Indonesia, Singapore up to Middle East countries like Saudi Arabia, Libya, United Arab Emirates and Egypt.

"EdLeadS 2021 is a free virtual webinar that provides a platform for an emerging generation of future leaders to develop crucial knowledge, values and skills via sharing of experience from world-class sports-related figure and industry leaders," said Wan Ahmad Saifuddin Wan Ahmad Radzi, Managing Director of EduCity Iskandar.

As part of the strategy under EduCity 2.0, Wan Ahmad Saifuddin said that the collaboration with international partner such as Sensible Soccer is the start of the education's city aspiration in introducing more invaluable content for EduCity students.

EduCity is also setting themselves apart as a unique platform to host more programme and forums in 2021 that they hope will provide sustainable and long-term solutions or kick start discussions on key areas on the many issues and challenges in the Education industry.

Among the presenters and topics that will be presented are as follows:

International Speakers

1. Mike Phelan, Director & Chairman Sensible Soccer / Assistant Manager of Manchester United
2. David Horrocks PhD, Sports Psychology and Director of Sensible Soccer

Dates	Time	Topic
14 January	3.30 pm	Growth Mindset
25 January	3.30 pm	Decision Making
1 February	3.30 pm	Communication
4 February	3.30 pm	Leadership



Corporate Leaders from Malaysia

Dates	Time	Speakers	Topics
11 January	3.00 pm	Manoj Menon, Managing Director and Founder of Twimbit Pte Ltd	Career vs Careering
18 January	10.00 pm	Shareen Shariza Dato' Abdul Ghani, CEO & Co-Founder of Gigxglobal	The Future of Work We Want: Rise of the Human (Not the Robot)
11 February	10.00 pm	Dr NorAzmi Alias, Senior Vice President, CREST, Malaysia	Are You Ready for Jobs of the Future?

Wan Ahmad Saifuddin said that EduCity Iskandar will also be announcing other prominent speakers representing Lenovo, Maybank and many more. Participants will be able to engage with the speakers, post presentation session through a Q&A session and win gifts and prizes along the way.

“Through sports, we could develop leadership skills along with the development in communication and team building which enable students to function effectively as leaders. Some sports even help participants learn to treat competitors with respect, identify strengths and weaknesses, develop winning strategies and manage time effectively. Playing sports also helps students develop confidence and make quick decision which is necessary to succeed in any leadership roles. Sensible Soccer is a unique company bringing together academic theory and applied practice, and we are happy to work with EduCity Iskandar on this upcoming webinar,” said Mike Phelan.

“We are calling all students from higher learning institutions, public and private, local and international, to join us and benefit from every webinar session. All participants will receive an e-certificate at the end of the session. Register now at <https://edleads.educity.com.my/> and be the first 100 participants to receive exclusive Sensible Soccer merchandise. EdLeadS is just a beginning to many more exciting events and programs planned under EduCity Experience,” Wan Ahmad Saifuddin concluded.

EdLeadS 2021 will be launched on 11 January 2021 by Wan Ahmad Saifuddin Wan Ahmad Radzi, Managing Director of EduCity Iskandar Malaysia Sdn Bhd together with Student Leaders from partnering institutions at Educity Hub, Iskandar Puteri, Johor. The opening ceremony and all webinar series can also be accessed upon registration.

Ends



About Iskandar Investment Berhad (IIB)

Iskandar Investment Berhad (IIB) is a Catalyst of Change and a key player in Iskandar Malaysia's transformation into a regional metropolis of international standing. Incorporated in November 2006, IIB is tasked to ensure Iskandar Malaysia continues its successful trajectory into an attractive investment destination and a vibrant, liveable region via catalytic and high impact projects. IIB focuses on the development of Iskandar Puteri in the education, creative, tourism and leisure, as well as the health and wellness sectors. IIB's prominent accomplishments include the successful joint ventures and investment partnerships in LEGOLAND® Malaysia Resort, Iskandar Puteri, Medini and infrastructure projects under the 9th Malaysia Plan in Iskandar Malaysia.

For more information, visit <https://iskandarinvestment.com/>.

About EduCity Iskandar Malaysia Sdn Bhd

EduCity, a catalyst development driven by IIB, is a fully integrated education hub expected to be a feeder of talents to support Iskandar Malaysia's various economic activities whilst grooming future generations of leaders. Partnering with luminaries in education from around the globe, EduCity with its institutes of higher education, research & development centres, student accommodations and recreational and sports facilities is the first of its kind in Asia. Already in operations with nine local and international education partners, EduCity plays a significant part in developing the education sector of Iskandar Malaysia, along with the education cluster's multiplier effects to the local economy. EduCity is developed by Iskandar Investment Bhd (IIB) through its wholly-owned subsidiary EduCity Iskandar Malaysia Sdn. Bhd. (EIMSB).

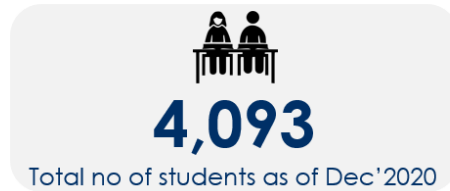
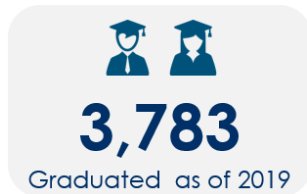
For more information, visit <https://educity.com.my/>.

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EduCity Iskandar Fact and Figures

EduCity in Numbers



**Numbers above are as of the date of media statement and will be updated from time to time*