

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



11 January 2021 - EduCity Iskandar Malaysia Sdn Bhd (“EduCity Iskandar”) hosted the inaugural Educity Leadership Summit 2021 (EdLeadS 2021) from 11 January until 11 February 2021.

Fully supported by the Ministry of Higher Education (M.O.H.E.), the theme of EdLeadS 2021 is “Leadership Exploration and Development (L.E.A.D)”, and was conducted through ten (10) webinar series designed for student leaders from higher education institutions (H.E.I.s).

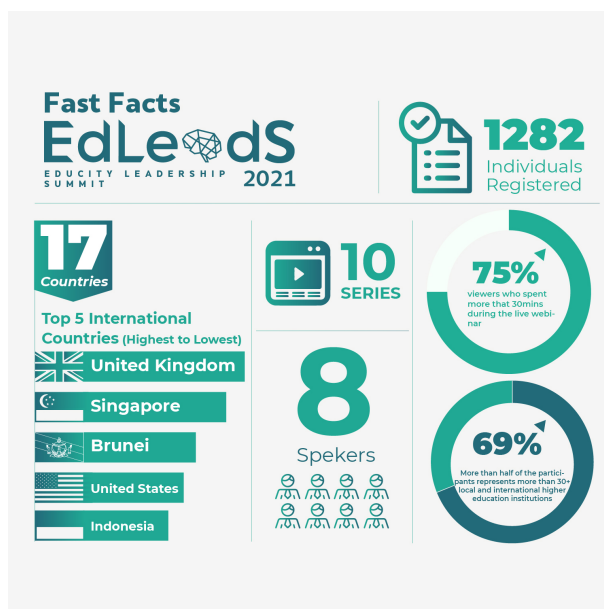
The webinar was made successful with event partners that consist of the international organisation, Sensible Soccer and GB8, followed by local industry players, Maybank, Lenovo, GigxGlobal, Collaborative Research in Engineering Science & Technology (CREST), Twimbit Pte Ltd and TikTok Malaysia.

The webinar features expert speakers from Malaysia, Singapore and the United Kingdom, where it garnered 1,282 registered participants and 1,899 viewers (accumulated number) from seventeen (17) countries. Other than Malaysia, the highest number of viewers came from United Kingdom, Singapore, Brunei, the United States, Indonesia and the Philippines.

The content hit the right target audience as we are proud to announce that 69% of the participants represent more than thirty higher education institutions on the local and international levels. Throughout the series, the theme of the topic was divided into two (2) themes, Leadership and Future of Work.

Under the leadership theme, the participants enjoy valuable tips from the international sports figure, Mike Phelan, the Director & Chairman of Sensible Soccer. Mike also holds the role of the Assistant Manager of Manchester United. Together with David Horrocks, Director of Sensible Soccer, they shared essential tips and guidance based on their experience in the sports industry with Growth Mindset, Decision Making, Communication and Leadership Development.

In addition to the leadership content, EdLeadS feature an exclusive series with Y.B. Datuk Onn Hafiz bin Ghazi, Johor State EXCO for Tourism, Youth and Sports. Datuk Onn shared his



aspirations on youth through his session titled ‘The Johor Story - Youth Leadership Development, A Perspective from Progressive State’. This session was moderated by Syed Mohsen Alkaff, Deputy President, Gabungan Pelajar Melayu Semenanjung (G.P.M.S.), and explored the various youth development initiatives introduced by Datuk Onn. A special guest, Sarah Shevaun Ritikos, the 1st President of EduCity Student Senate, also appeared in this series.

Under the theme of Future of Work, the series features Manoj Menon, the Managing Director and Founder of Twimbit Pte Ltd (Career vs Careerism), Shareen Shariza Dato’ Abdul Ghani, C.E.O. and Co-Founder of GigXGlobal (The Future of Work), Kaylani Nair, Senior Executive Vice President, Group Virtual Banking, Maybank (Future of Banking), Khoo Hung Chuan, Director of Education Transformation and Development, Lenovo Central Asia Pacific (Digital Transforms the Future of Work) and Dr NorAzmi Alias from Collaborative Research in Engineering Science & Technology (Are you ready for future of jobs?).

“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 collaboration with international partners such as Sensible Soccer and GB8 is the start of the education’s city aspiration to introduce more valuable content EduCity students.

“Through sports, we could develop leadership skills and the development in communication and team-building, enabling students to function effectively as leaders. Some sports even help participants 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 decisions necessary to succeed in any leadership role. 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.