

## **Proposal Title**

Using International Branch Campuses to Build a Global Profile: The Case of Malaysia

## **Proposal Abstract** (150 words max.)

As indicated by a recent UNESCO report, Malaysia is a prime destination for higher education. There are at present seven international branch campuses in operation with another twenty-five applications from UK, US, Australia and elsewhere under consideration by the Ministry of Higher Education. Malaysia's Higher Education Strategic Plan has stated the objective of establishing the country as the regional hub for higher education. This presentation will explore the way that selected UK and Australian universities have used international branch campuses in Malaysia to build their global profile and discuss the challenges and opportunities posed by this approach to global positioning.

## **Presenter Biography** (150 words max.)

Bernardine Renaldo Wong, University of Malaya, Malaysia

Professor Bernardine Renaldo Wong serves as Vice President (Academic, Research and International) at the International University of Malaya-Wales and Director, University of Malaya Centre for Continuing Education. He has served in the International and Corporate Relations Office in the posts of Deputy Director (Corporate) and Deputy Director (International) at the University of Malaya. In addition to research in theoretical physics, Bernie is interested in transnational higher education. He has been a member of the International Academic Advisory Committee which organizes the QS-APPLE conferences in the Asia-Pacific since 2009.