



SIMGCC | 2026

Study in Malaysia Global Counsellors Conference

PROGRAMME BOOK

**25 - 29
AUGUST**

TUESDAY - SATURDAY
Four Points by Sheraton
Kuala Lumpur, City Centre

Platinum Partner



Gold Partner



Silver Partners



**STUDY IN
MALAYSIA**

➤ Welcome to SIMGCC 2026

- A focused platform for global school counsellors and Malaysian higher education institutions to exchange knowledge, build trusted partnerships and support informed student choices.

Counsellors help students turn possibilities into well-informed education pathways.

➤ 5 Days

- 25–29 August 2026

➤ 22 Participating institutions

➤ 72

- Global counsellors

➤ 4 Programme formats

- Conference sessions
- Networking
- B2B meetings
- Campus visits

➤ Programme Objectives



Build knowledge and confidence

- Share current insights on Malaysia's higher education landscape, study options, scholarships, student life and entry pathways.



Grow partnerships and referrals

- Create direct B2B connections between counsellors and Malaysian institutions to support stronger working relationships.



Connect globally, support locally

- Strengthen a lasting counsellor network that can guide students and promote Malaysia as a quality study destination.



➤ Programme Highlights

**25 August
(Tuesday)**



Arrival & Registration*

School Counsellors:
Exclusive sessions throughout 25 August
University Representatives:
Welcome to attend starting 26 August

**26 August
(Wednesday)**



Opening Ceremony & Conference Session

(For all participants)

**27 August
(Thursday)**



B2B Meeting Sessions (For all participants) & Campus Visits (For School Counsellors only)

**28 August
(Friday)**



Campus Visits & Networking Dinner

(For School Counsellors only)

**29 August
(Saturday)**



Departure of School Counsellors

Note*

- School counsellors begin with arrival on 25 August.
- University representatives are welcomed to join from 26 August.

OPENING PLENARY PROGRAMME

26 AUGUST 2026

TIME	PROGRAMME	VENUE
9.00 AM	Registration and Arrival	Ballroom 1, 1 st Floor
9.15 AM	Arrival of VIPs	
9.30 AM	Welcoming Cultural Performance	
9.40 AM	Welcoming Remarks YBhg. Datuk Ahmad Shalimin Ahmad Shaffie Chairman Education Malaysia Global Services (EMGS)	
9.45 AM	Special Remarks from Platinum Sponsor YBhg. Datuk Parmjit Singh Co-Founder & CEO Asia Pacific University of Technology & Innovation (APU)	
9.50 AM	Special Remarks from Ministry of Education (MoE) Siti Bahijah Binti Bakhtiar Deputy Director Private Education Division, Ministry of Education	
9.55 AM	Opening Keynote: Navigating Global Education, Careers and Student Success Ahmad Rizal Bin Adnan Deputy Secretary-General Ministry of Higher Education (MoHE)	
10.10 AM	• Launching Ceremony • Token of Appreciation Presentation • Group Photo	Ballroom 1 Foyer
10.15 AM	Coffee Break & Networking Session	
10.30 AM	Plenary Session 1: Why Malaysia? Quality Education and Global Opportunities for International Students Novie Tajuddin Chief Executive Officer Education Malaysia Global Services (EMGS)	Ballroom 1, 1 st Floor
11.00 AM	Plenary Session 2: Preparing Students for Study Abroad: A Practical Guide for School Counsellors Associate Professor Dr. Rafidah Aga Mohd Jaladin Registered Counsellor / Counselling Psychologist University of Malaya (UM)	

TIME
PROGRAMME
VENUE

11.30 AM	Panel Discussion: Building Successful Partnerships Between Counsellors and Universities to Support Student Success Moderator: Shahrill Sabarudin Chief Marketing Officer Education Malaysia Global Services (EMGS) Panel 1: Professor Dr. Siti Aishah Hassan Universiti Putra Malaysia (UPM) and Former Council, Board of Counsellors Malaysia Panel 2: Dr. Kusala Kumara Jayendra Fernando Principal Gurukula College, Kelaniya, Sri Lanka Panel 3: Sheikh Fahmy Bin Sheikh Mohamed Vice President, Business Development UCSI University Panel 4: Representative from Sunway University	Ballroom 1, 1 st Floor
12.30 PM	Networking Lunch	The Mesh - Ground Floor
2.00 PM – 2.30 PM	Parallel Masterclass 1: Wellbeing & Mental Health of Gen Alpha – Understanding the Challenges Assistant Professor Dr. Christine Leong Director of Teaching and Learning School of Psychology University of Nottingham Malaysia	Ballroom 1, 1 st Floor
	Parallel Masterclass 2: Understanding School Landscape in Kazakhstan: Opportunities for Collaboration Amina Choban Galaxy International School Kazakhstan Zhaksylyk Zhandossov Karagandy Bilim Innovation School for Girls Akbar Inayatullayev Taraz Bilim Innovation Lyceum Tanzilya Abdullayeva Almaty High School for Girls	Inspire Room 3, Ground Floor

TIME

PROGRAMME

VENUE

2.30 PM – 3.00 PM	Parallel Masterclass 3: Counselling Gen Alpha: Decoding Their Emotional Language - Understanding and Responding to Their Emotions Jaff Chong Lecturer School of Psychology Asia Pacific University of Technology & Innovation (APU)	Ballroom 1, 1 st Floor
	Parallel Masterclass 4: Navigating Current Student Visa Application Trends - Key Updates, Common Challenges and Best Practices Education Malaysia Global Services (EMGS)	
3.00 PM – 3.30 PM	Parallel Masterclass 5: Building Resilience & Real-World Connection - Equipping Them for The Future Associate Professor Dr. Victor Goh Weng Yew Dean HELP University	Ballroom 1, 1 st Floor
3.30 PM – 4.00 PM	Parallel Masterclass 6 : Malaysia Through Our Eyes Stories from International Students	
4.00 PM	Coffee Break & Networking Sessions	
4.45 PM	End	

27 AUGUST

TIME	PROGRAMME	VENUE
9.00 AM	B2B Meeting Sessions Focused meetings connecting global counsellors with participating Malaysian institutions (For all participants)	Ballroom 1, 1 st Floor
1.00 PM	Networking Lunch (For all participants)	The Mesh - Ground Floor
2.00 PM – 5.00 PM	Simultaneous University Visits (For School Counsellors only)	
	Group 1 - International Islamic University Malaysia (IIUM)	
	Group 2 - Universiti Tenaga Nasional (UNITEN)	
	Group 3 - East West International College (EWIC)	

28 AUGUST (For School Counsellors only)

TIME	PROGRAMME	VENUE
9.30 AM	University Visit to APU Campus	
1.30 PM	Lunch at APU Campus	
2.30 PM	University Visit to Sunway University	
7.30 PM	Networking Dinner Hosted by APU	Roofino Skydining, KL Trillion

➔ Participating Institutions

Platinum Partner



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Connecting Malaysian Institutions with Global Counsellors
25 – 29 August 2026
Four Points by Sheraton Kuala Lumpur, City Centre

**Build connections.
Explore opportunities.
Shape the future.**

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