

# APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

#APAIE24

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*Collaborating for sustainable impact: partnerships across the Asia Pacific*

APAIE Perth 4 - 8 March 2024



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Session 3C: Tues 5<sup>th</sup> March, 14:00 – 14:45

**Cultural Diplomacy Prospering Global Prominence of Higher Education Institutions**

Norhayati Abdullah  
Universiti Teknologi Malaysia, Malaysia

**Chair**

Fiona Morris  
Australian High Commission to Malaysia, Malaysia

**Developing sustainable TNE partnerships through the Education Counsellor Network**

Ashley Tanks  
University of Wollongong, Australia

Han Xiao Zhang  
Australian Government, Australia

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# Cultural Diplomacy Prospering Global Prominence of Higher Education Institutions

Norhayati Abdullah  
Associate Director  
UTM International Kuala Lumpur

Tuesday, March 5<sup>th</sup> 2024  
14:00 - 14:45

# CULTURAL DIPLOMACY

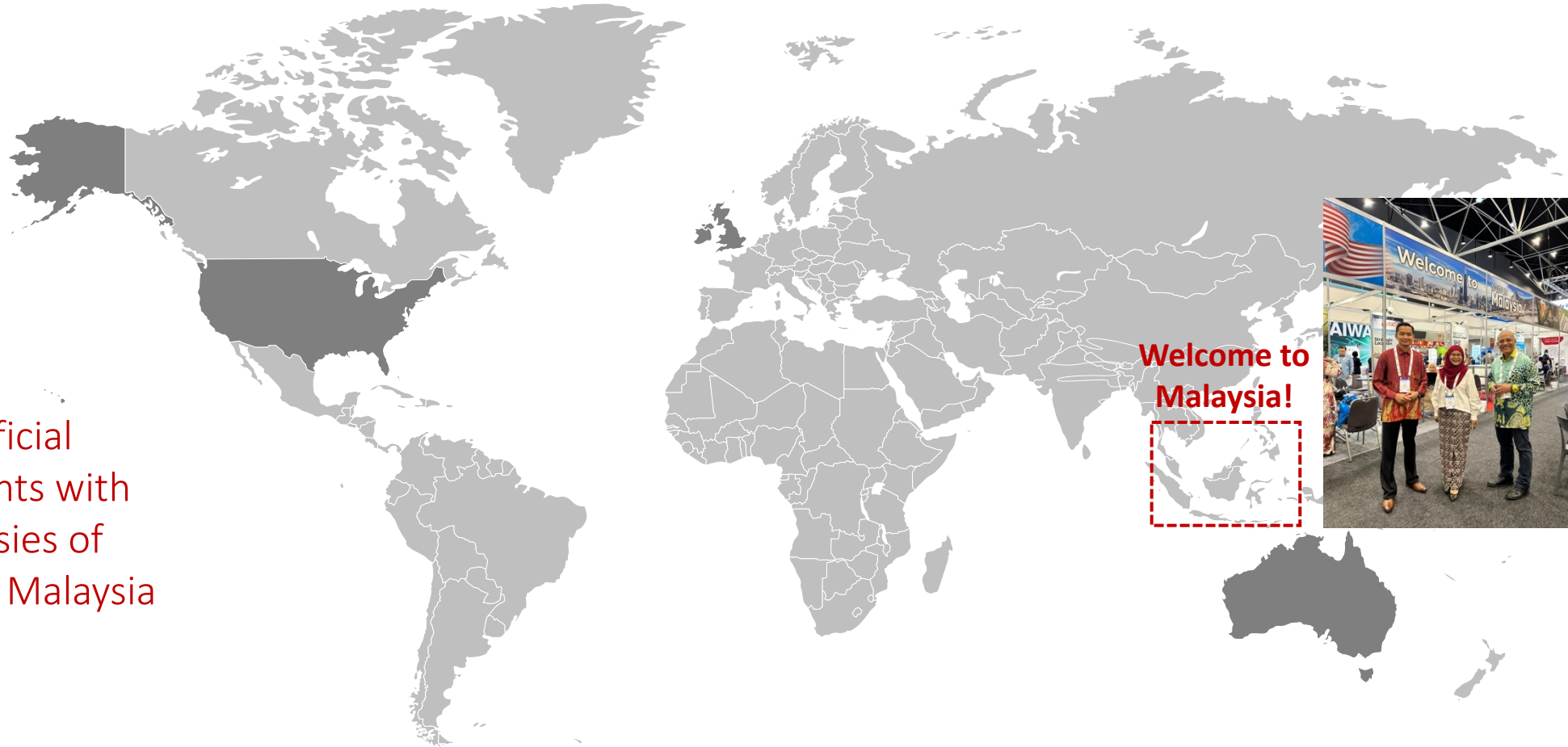
Cultural diplomacy is a type of public diplomacy and soft power that includes the "exchange of ideas, information, art, language and other aspects of culture among nations and their peoples in order to foster mutual understanding"



## UTM INTERNATIONAL MISSION

“Our mission is to expand UTM’s global reach and prominence, facilitate transformative global education and cross-cultural learning opportunities, and support the inclusion and wellbeing of its local and international communities.”

# 94 AMBASSADORS OF COUNTRY IN MALAYSIA



Over 30 official engagements with the Embassies of Country to Malaysia

*Towards a sustainable future for international education in the Asia Pacific*

APAIE Perth: 4-8 March 2024

## Courtesy visit to the Embassy of Azerbaijan in Malaysia



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# Courtesy visit to UTM Vice Chancellor by the Embassy of the Republic of Iraq to Malaysia



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## THE IDEATION

The idea of diplomacy has mostly been associated with relations between nations through their appointed representatives.

In higher education, it has increasingly become evident that the work of embassies and ambassadors which is more directly related to cultural diplomacy has demonstrated the importance in organizing and promoting cultural events and exchanges.

## THE IDEATION

As we clinch to the rate of globalization, the notion of cultural diplomacy usurps the possibility to foster impactful international engagement which is advanced by a wide array of activities to which higher education has the potential to play a pivotal role.



# AMBASSADOR GLOBALECTURE

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Ambassador GlobaLecture program or AGL subscribes to the idea that higher education institutions can be a vehicle for cultural diplomacy.



The AGL program denotes prospering a closer rapport between young scholars and international audience through the presence of their eminent Ambassador supporting the inclusion of international students toward achieving global prominence.



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

# AMBASSADOR GLOBALECTURE

Intercultural communication and understanding has since been positively developed between University and embassies as nations multiply the collaboration in the form of sponsorships for the mobility of students and scholars across the world realizing their national goals of social and economic development.

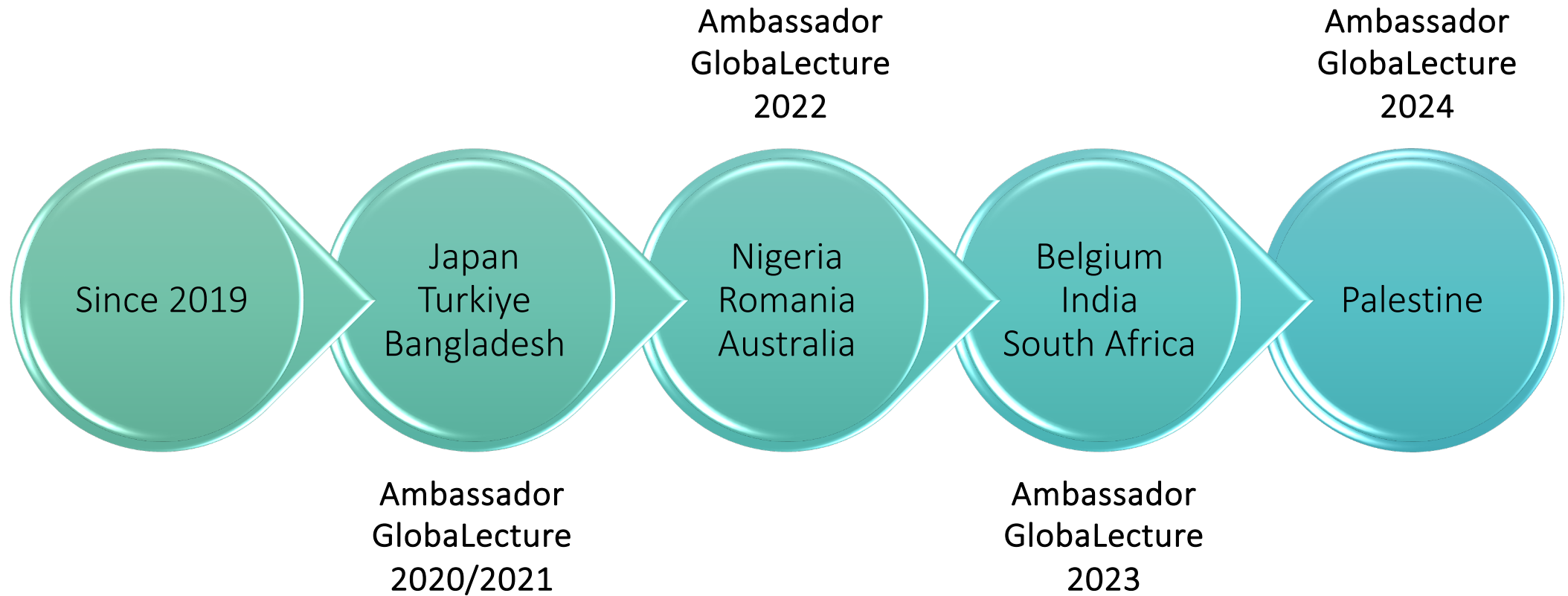


# AMBASSADOR GLOBALLECTURE

- Ambassador GlobalLecture series, is a platform for Country Ambassadors to Malaysia to share their knowledge, experiences and expertise with the community of UTM as well as the public at large.
- In view of internationalization of Higher Education, it is of utmost importance to establish closer rapport between UTM and Country Ambassadors in supporting the inclusion of the international students and staff members worldwide.

# FOSTERING PARTNERSHIPS

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# FOSTERING PARTNERSHIPS



Preparatory visit at the Japan Ambassador Residence in 2020 for the first Ambassador GlobaLecture post-pandemic

# IMPACT



On-going engagements with the Embassy of Japan to Malaysia on various students-oriented programs



# FOSTERING PARTNERSHIPS

Online UTM Ambassador  
GlobaLecture with Turkish  
Ambassador to Malaysia

Ambassador GlobaLecture

# Turkey's New Role in Changing World Affairs



Moderator:  
*Assoc. Professor Dr Norhayati Abdullah*  
Associate Director UTM International Kuala Lumpur

 **LIVE** UTM International  
Kuala Lumpur Campus

**10:00 am**  
**11 November 2020**  
Hosted by UTM International Kuala Lumpur

**HE Dr Merve Safa Kavakci**  
Turkish Ambassador to Malaysia



# IMPACT

Staff and student mobility with Turkiye Universities



The banner features a portrait of Asst. Prof. Dr. Şuayip TURAN on the left. The right side contains text and logos for UTM 50th anniversary, Erasmus+, and Istanbul Aydın University. The text reads: 'Welcome Asst. Prof Dr. Şuayip TURAN Head, International Office Erasmus Institutional Coordinator from CANKIRI KARATEKIN UNIVERSITY, TÜRKIYE to UNIVERSITI TEKNOLOGI MALAYSIA for Erasmus+ International Credit Mobility Programme (Staff) 27 July 2022 - 29 July 2022 UTM Johor Bahru & UTM Kuala Lumpur Coordinated by : Global Strategy & Engagement, UTM International For more information, kindly email us at erasmusplus@utm.my'.



# FOSTERING PARTNERSHIPS

On digital ecosystem with the High Commissioner of India to Malaysia



# IMPACT

On digital ecosystem at UTM with Malaysia's first Artificial Intelligence Faculty

## 2024 Budget: Malaysia's first Artificial Intelligence faculty to be set up in UTM

By Adib Povera, Nuradzimmah Daim, Nor Ain Mohamed Radhi, AMALIA AZMI - October 13, 2023 @ 6:32pm



The first Artificial Intelligence faculty in Malaysia to be set up at Universiti Teknologi Malaysia (UTM). FILE PIC

# FOSTERING PARTNERSHIPS

University  
Presidents Forum  
featuring the  
Australian High  
Commissioner to  
Malaysia



UTM 50 ATU-Net

**AMBASSADOR GLOBAL LECTURE**

His Excellency Dr. Justin Lee  
The Australian High Commissioner to Malaysia

UTMUPF2022 (1-3 Nov 2022)



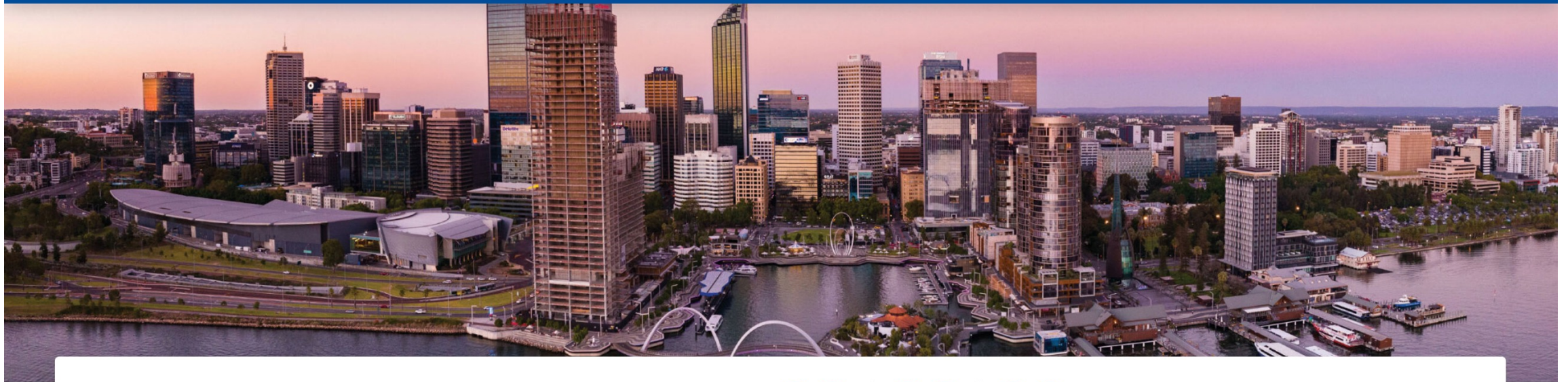
# APAIE 2024

CONFERENCE AND EXHIBITION

Perth, Australia | 4-8 March 2024



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APAIE 2024 starts in: **00** Months | **00** Days | **00** Hours

APAIE 2024



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APAIE Perth: 4-8 March 2024



## UTM AMBASSADORS' ROUNDTABLE 2024



The Ambassadors' Roundtable is crafted as an extraordinary event that gathers the Ambassador of Countries in Malaysia to discuss matters concerning the globalization of higher education. Hosted by UTM, this event aims to foster an interactive dialogue and conversation on how might we prosper the global prominence of UTM and higher education institutions in Malaysia through collegial collaboration with the Ministry of Higher Education Malaysia and Embassy of Countries in Malaysia.



“Our mission is to expand UTM’s global reach and prominence, facilitate transformative global education and cross-cultural learning opportunities, and support the inclusion and wellbeing of its local and international communities.”





**THANK YOU!**  
**Bring UTM to the world**  
**Bring the world to UTM**

[norhayati@utm.my](mailto:norhayati@utm.my)

<https://international.utm.my>

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**Australian Government**  
**Department of Education**

## **Session 3C: Developing sustainable TNE partnerships through the Education Counsellor Network**

Alison Dell – Assistant Secretary, Partnerships Branch, International Division, Department of Education

Han Xiao Zhang - Counsellor (Education and Research), Australian Embassy Indonesia, Indonesia

Fiona Morris - Counsellor (Education and Research), Australian High Commission to Malaysia, Malaysia

Ashley Tanks - Executive Director (Global), University of Wollongong, Australia

# Ministerial Regulation 53 of 2018, Indonesia

## Situation

- In 2018 the regulatory landscape in Indonesia's higher education sector prevented international institutions from establishing branch campuses in the country.

## Action

- Engaged RISTEK DIKTI early in their discussions and development of the Indonesian education internationalisation strategy
- Consulted with the Australian sector on draft campus regulations
- Negotiated to reduce barriers by highlighting examples of other countries' approaches to welcoming foreign university campuses

## Result

- A set of regulations that are sufficiently attractive to Australian universities while also meeting Indonesia's national development objectives.
- Upon commencement of these regulations, foreign-owner campuses could be established in Indonesia
- Monash University opened the first stand-alone foreign-owned campus in Indonesia

## Next steps

- Enhancing regulatory conditions for Australian institutions to enable innovative and sustainable TNE partnerships



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