

# Facon fair offers wide range of study options

AN annual event, the Facon Education Fair is a one-stop event that sees the participation of hundreds of higher learning institutions under one roof.

With each offering their own brand and range of products, the fair is a not-to-be-missed event for any school leaver.

Beginning its tour at the Persada Johor International Convention Centre, Johor Baru on Dec 11 and 12, the fair will also come to the Putra World Trade Centre on Dec 18 and 19.

Among the institutions that will be present are INTI Education Group, UCSI University and KDU University College.

As a pioneer in Malaysia's private higher education sector, INTI has carved a reputation for its quality programmes, global alliances and commitment to higher academic standards.

"We have a clear approach as to how we want to our students to excel — we emphasis career focused courses, internationalism and 21st century quality," said CEO of Laureate Malaysia and deputy CEO of INTI Education

Group, Graham Doxey.

INTI was formed more than 20 years ago and in 2008 became a part of the Laureate International Universities network, the world's largest private education group with 43 accredited universities in 24 countries.

The network offers 130 career-oriented degree programmes and has more than 600,000 students worldwide.

UCSI University has launched its ASK campaign to increase awareness on good education programme requirements.

Head of local marketing, Lim Boon Wah, said the campaign represents the university's effort to help the public make informed decisions when selecting study programmes.

He said that since 1986, UCSI has been producing employable graduates equipped with globally-recognised graduate attributes through programmes such as Peer Assisted Study Session (PASS) that teaches both technical and soft skills.

UCSI students also benefit from the university's strategic

direction towards research and development.

KDU University College is planning for a new state-of-the-art eco-friendly campus in Glenmarie, Shah Alam. With comprehensive training facilities to provide students a conducive learning environment, the campus is slated to be ready by 2013.

KDU programmes are market-relevant as they are designed with industry feedback.

The programmes offered allows flexibility of choice of subjects in order to craft the degree of the student's preference.

"With the flexibility students gain in crafting the degree of their choice, they will stand out with an added advantage and prove to be an asset to Malaysia," said deputy vice-chancellor, Dr Chia Chee Fen.

"This will help drive our nation to become an international education hub and a producer of First World talent base."

For more details, visit [www.faconex.com](http://www.faconex.com)



(From left) UCSI University Advertising & Promotional executive Maggie Yeong, UCSI University National Marketing head Lim Boon Wah, KDU UC deputy vice-chancellor Dr Chia Chee Fen and KDU UC senior PR executive Jocelyn Loke at a Facon Education Fair 2010 press briefing.