

Business Review

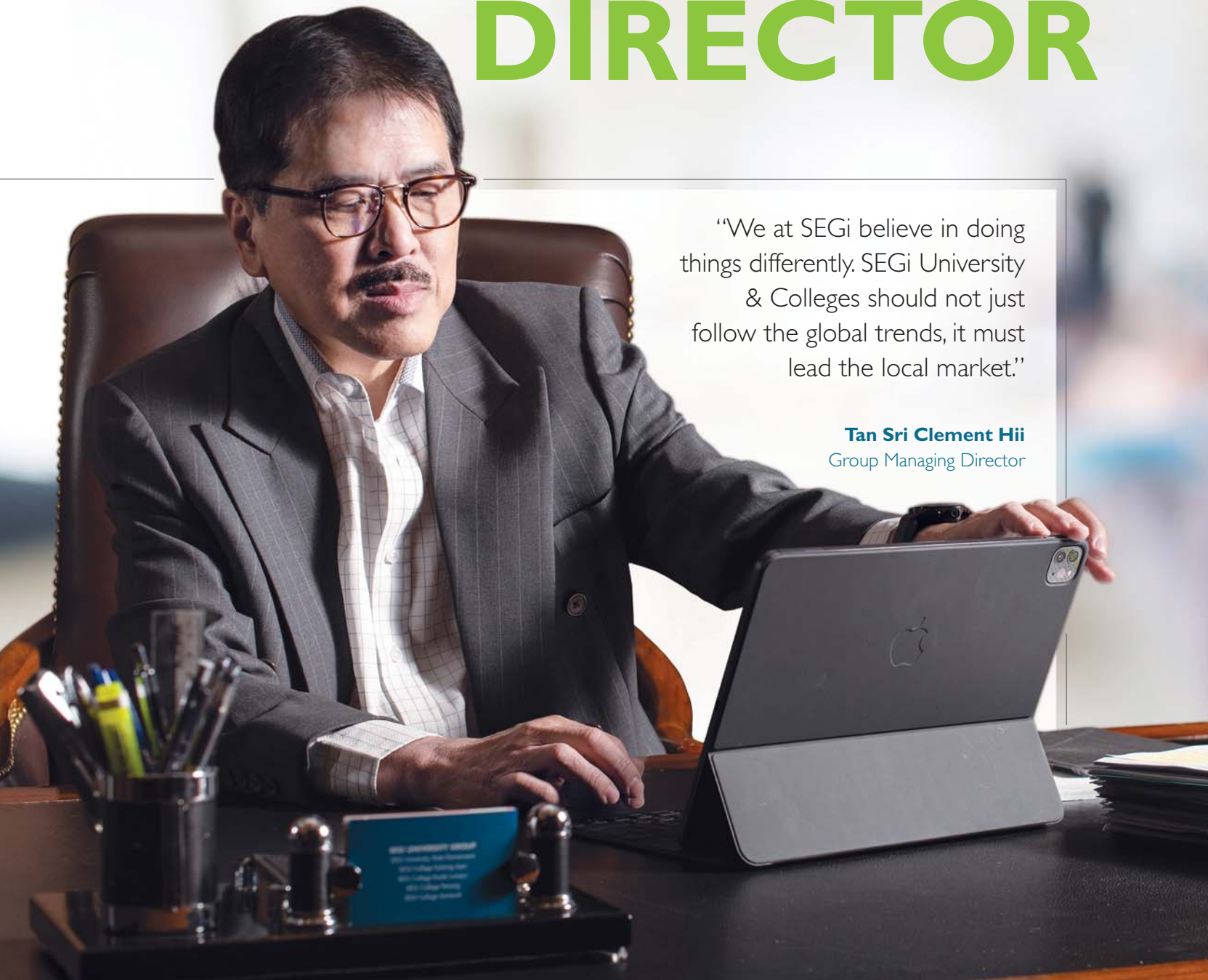
MANAGEMENT
DISCUSSION & ANALYSIS

Message from the

**GROUP
MANAGING
DIRECTOR**

“We at SEGi believe in doing things differently. SEGi University & Colleges should not just follow the global trends, it must lead the local market.”

Tan Sri Clement Hii
Group Managing Director



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Over the years, SEGi has heavily invested in creating a rewarding pathway that goes beyond grooming holistic graduates for the market of tomorrow.

Industries globally have shifted their focus towards a technology-driven marketplace. This runs in tandem with emerging technologies that are reshaping the way we work, study, play and live. As one of the country's oldest and largest private higher learning institutions, we need to be attentive and sensitise ourselves to these changes as they have the power to transform the education landscape altogether.

A big opportunity that has knocked on our doors is the Industrial Revolution 4.0 (IR4.0). Its domino effects can be felt by every sector as it is rapidly transforming the world's economies. I am pleased to note that SEGi has taken the necessary measures to aggressively promote ourselves as the foremost institution that is geared Towards IR4.0

We at SEGi believe in doing things differently. SEGi University & Colleges should not just follow the global trends, it must lead the local market. In the past, we have pioneered many things like continuing professional education for adult learners and private early childhood teacher education. We have also established

SEGi as a Centre of Excellence in many focus areas such as Health Sciences, Technology & Innovation, Business & Accounting, Early Childhood Care and Education, Creative Arts & Design and Hospitality & Tourism.

Today, we are continuing this tradition of excellence by tapping into the IR4.0 territory with the establishment of the Centre of Excellence for Artificial Intelligence, which augurs well with the nation's shift towards technology research and development. SEGi is also among the first to introduce innovative programmes in cybersecurity and data science as well as a multitude of professional certifications in various fields including Information and Communication Technology, Education and Business.

That said, we will continue to strategise progressive plans to drive up our local student population and discover new markets to increase our international outreach. We will also continue to enhance our global linkages to foster growth and provide our students with a wholesome SEGi experience.

The year 2020 will see SEGi embarking on a major branding campaign that will raise the institution's name and garner a great deal of attention. The campaign will reflect our strategic direction in positioning SEGi as a primary higher education hub for industry-relevant talents and high-impact research and development, to make Malaysians more prepared for IR4.0.

It will be a challenging year ahead particularly with the Covid-19 and the impending world recession, but I have the utmost confidence that the SEGi brand will transform these challenges into opportunities. Our 43 years of excellence has taught us many things including resilience. SEGi will continue to raise the bar by innovating our programmes, processes and the SEGi experience as a whole.

we have about

20,000 students

in our **5 CAMPUSES** throughout Malaysia

