

INTI LOOKS TO REGIONAL EXPANSION

By Nelson Soon

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KUALA LUMPUR: Education group Inti Universal Holdings Bhd is preparing itself for the next phase of growth by venturing into overseas markets and corporate training.

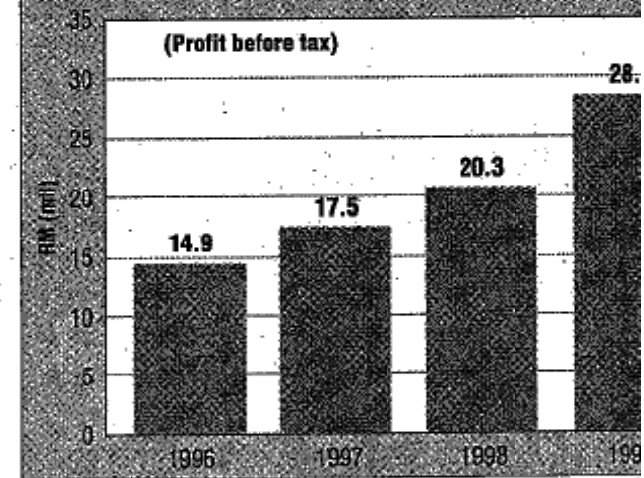
Its managing director Tan Yew Sing said the group intends to franchise its programmes and provide management services to countries in the region.

He said Inti is also moving towards developing its own intellectual property rights as the company develops its own syllabus for most of the twinning courses. This will place the group in a better bargaining position with overseas affiliates.

"Many developed countries are using this system to market their educational programmes, and we intend to sell Inti as a brand to other developing countries," Tan said at a briefing for analysts and the media yesterday.

He said Inti has over the years

INTI UNIVERSAL HOLDINGS BHD



built a recognisable name in the Asean and China markets. It also plans to tie up with foreign universities to tap this growing market. Earlier this year, Inti took up a 50% stake in St Theresa College in Thailand.

Inti also sees huge potential in corporate training and for a city campus to provide courses.

It is one of the largest in the thriving private industry with a 5% market share.

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