

Inti gears up for expansion abroad



STORIES BY ELAINE ANG

INTI Universal Holdings Bhd, renowned for its education arm, Inti International Group of Colleges, is all geared up to spread its wings internationally and penetrate new markets globally, said chief executive officer Tan Yew Sing.

"We want to make Inti an international brand rather than just a local one," he told *Starbiz* in Subang Jaya yesterday.

However, Tan concedes that the management, staff and even the students must put in a lot of effort to achieve the group's objective.

"Being an international brand involves the change of mentality of staff as well as students. We must be prepared to look at Inti as an international brand and have an open, multi-racial and multi-cultural environment to make our international students feel welcome and regard Inti as home," he said.

And what are the strategies Inti has up its sleeves?

He intends to concentrate on extensive staff training to ensure that more staff, especially lecturers, have sufficient overseas exposure and are fully qualified internationally.

"We are providing study loans and sponsorship for our staff to be trained internationally as one of the challenges faced by a private institution is a good staff force," he said.

Tan said the group was also focusing on its franchise programme/model as a means to go global.

"The franchise programme/model

is where we go overseas with our expertise, intellectual property, staff and management service to offer them to other private institutions globally.

"Instead of students from countries like China and India coming here to enrol in a twinning programme in collaboration with universities in the United States or Britain, they can enrol in an institution in their respective countries where we have a franchise programme which offers twinning," he explained.

Tan said the group was looking at setting up franchise centres in collaboration with some colleges in Sudan, Guangzhou, China, and India. "We expect our franchise centre in Taipei to be launched this year," he said.

Inti is also planning to expand further by using the campuses and infrastructure of its partner universities to run its programmes there.

"With all these initiatives, the stage becomes bigger," Tan said, adding that the strategies were long term and would involve a timeframe of three to five years.

Inti currently has a student population of over 13,000, of which 17% are students from 40 countries like China and Indonesia.

Tan said being more established in China, the group currently had over 40 agents in the country to help recruit students there.

"We aim to increase the international student population to 30% by 2010. We are now targeting new



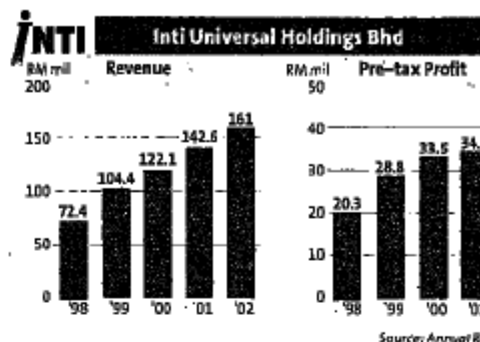
Tan Yew Sing

markets like India, Japan, South Korea and the Middle East countries," he said, adding that the group also aimed at increasing its number of students to 21,000 by 2006.

To attract more students local and overseas, Tan said the group would be coming up with new programmes to add to its already long list.

"We are in the final stages of discussions to introduce a hospitality management programme, nursing programme and mass communications programme this year," he said.

Tan added that Inti needed to expand into other areas besides the traditional business, information technology (IT), engineering and law programmes.



Estimated Student Enrolment (Malaysia)	
	2005
Public universities	315,000
Private universities and colleges	315,000
Others	420,000
Total	1,050,000

Source: Education Ministry

Inti at present has partnerships and joint ventures with 300 universities in five countries: United States, Britain, Australia, New Zealand and Canada.

To further expand its market to include more corporate people and working adults, the group's other focus would be on improving its e-learning facilities.

Tan said Inti was planning to launch an e-learning programme with a partner university some time in September, which would provide on-line learning, as well as face-to-face interaction.

He said the group would also be upgrading its e-learning support to provide better learning materials to its students like tutorials, course structure, and complementary materials for effective learning.

The group's other core business, its IT arm ITC Sdn Bhd, which deals mainly in education-related software, also has big potential to go

global, according to Tan. "We already have a for Thailand as the North China College in Bangkok has an agreement to purchase of Campus Management Software."

"This year, we plan to go Thailand in a big way and China market," he said, adding the division had been performing well.

It contributed RM1.7mil tax profit in 2002 and is expected to double in 2003. The IT division currently contributes about 15% to the pre-tax profit.

The group saw its net profit in the nine months ended 2003 rise 26.5% to RM26.4 RM20.9mil in the same period.

Pre-tax profit also rose RM35.1mil on the back of higher revenue of RM133.9

Quality education is the hallmark of the group

INTI Universal Holdings Bhd's emphasis on quality education is best portrayed in the motto "Quality, the essence of Inti" adopted by its education arm, Inti International Group of Colleges.

The group, whose core businesses comprise education, trading and information technology, seminar and management services, and property and investment holding, started its flagship company, Inti Higher Learning Centre Sdn Bhd, as a small private college in 1986 in Brickfields, Kuala Lumpur.

Growing from strength to strength, Inti has established a permanent campus in Subang Jaya, Selangor - Inti College Subang Jaya - and opened branch campuses in Kuching, Sarawak, and Kota Kinabalu, Sabah.

This soon led to the establishment of Inti College Malaysia, its main campus in Bandar Baru Nilai, Negri Sembilan, in April 1998. And in 2000, Inti opened its fifth Malaysian campus, Inti International College Penang.

In its quest for expansion, the group also set its sights outside the country's borders. Inti currently has international branches and franchise centres in Thailand, Indonesia, Beijing, and Hong Kong.

The group also offers a wide range of personal, and other evening courses.



Inti College Malaysia in Bandar Baru Nilai, Negri Sembilan

The maximum capacity of the campus upon completion in 2006, will be 6,000 students with accommodation for 1,000. The maximum capacity of the campus upon phase one is about RM12mil.

"We will also be investing RM20mil over the next five years (2002 to 2006) in our e-campus which incorporates three key web IT technologies. The maximum capacity of the campus by 2010," he said.

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