

A milestone for varsity

The Star - 19/1/2007

Pak Lah invited to open Limkokwing London in March

By **CHOI TUCK WO**

newsdesk@thestar.com.my

LONDON: Limkokwing University London will commence classes for the first batch of 300 students on March 19, said its president Tan Sri Lim Kok Wing.

He said about 100 of them would be final year Malaysian students from its Cyberjaya campus while the rest would include those from China, India, Pakistan, South Korea, Vietnam, Indonesia and the Middle East.

Lim said he hoped to enrol about 300 Malaysian students by September and a total of 1,000 by the end of the year.

"We'll be quite happy if we can recruit 1,000 students every year," he told Malaysian journalists after meeting Westminster Lord Mayor Alexander Nicoll on Wednesday.

Lim added that Prime Minister Datuk Seri Abdullah Ahmad Badawi had been invited to open the campus during the third week of March.

Occupying an 18th century heritage building in the posh end of Piccadilly, not far from Oxford Street, Limkokwing London provides students with the best of East and West through its global classroom concept.

Lim said he was confident of the

London campus success as well as bringing elements of Asia here.

For instance, students pursuing the business programme would also learn Asian business culture and languages.

On top of that, Limkokwing

London students can opt to spend one semester in the Malaysian campus and another in the soon-to-be opened campus in Botswana, Africa.

And that is one university in three continents - Asia, Europe and Africa

- he said, adding that the concept was probably the first of its kind in the world.

Lim said they would collaborate with leading Malaysian entrepreneurs in London, such as Laura Ashley and the Corus chain of hotels, to provide students with internships on fashion design and the hospitality industries.

We can even talk to Malaysian personalities including (celebrity shoe designer) Datuk Jimmy Choo and other professionals for similar programmes, he added.

He said although there were about 40,000 foreign students in Malaysia, the country was not a big brand yet as far as education was concerned.

One of the strategies in driving the Malaysian brand was in promoting the country's characteristics, its multi-racial and multi-cultural diversity - encompassing all of Asia.

"How well we test the Malaysian brand will depend on our performance and its acceptability in Britain," Lim added.

He said the university had registered with the Department of Further Education Skills and was in the process of obtaining accreditation from the British Accreditation Council.