



**THE NATIONAL HIGHER EDUCATION  
STRATEGIC PLAN  
BEYOND 2020**

KEMENTERIAN  
PENGAJIAN TINGGI

MINISTRY OF HIGHER EDUCATION  
MALAYSIA

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MALAYSIA'S GLOBAL REACH:  
A NEW DIMENSION**

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**NATIONAL HIGHER EDUCATION STRATEGIC PLAN 2**

**Malaysia's Global Reach: A New Dimension**

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# FOREWORD

## THE MINISTER OF HIGHER EDUCATION

Assalamualaikum Warahmatullahi Wabarakatuh,  
Salam Sejahtera dan Salam 1Malaysia

The National Higher Education Strategic Plan (PSPTN) that was launched in 2007 had initiated efforts and innovation to enhance and strengthen the quality of higher education so that higher education can be transformed and propelled to a level of excellence. The Plan that was formulated has outlined several phases of implementation that began from 2007 until 2020. The implementation of Phase 1: Laying of Foundation (2007–2010) has succeeded in placing the larger vision of national higher education in a mould that can be carried out effectively till the end in 2010.

For PSPTN Phase 2 (2011–2015), the Ministry of Higher Education will continue with its agenda to strengthen its base and formulate an effective strategy to ensure that the planned agenda can be achieved. Apart from this strengthening effort at the national level, Malaysia must undergo a paradigm shift so that its aspirations to become a regional and international higher education hub can be fully realised. As such, the *PSPTN 2 Malaysia's Global Reach: A New Dimension* which is an additional policy document to PSPTN Phase 2 (2011–2015) has been prepared to fulfil current and future demands in Malaysia's efforts to compete globally.

The new approach, which is documented, will explore the global engagement reach through a specific strategy, that is, the use of soft power. It is firmly believed that this concept can be employed, especially in the ASEAN region, through the mechanism of cooperation dissemination in higher education. In the long run, this kind of cooperation can attract the interest of regional countries, organisations and societies to foster cooperation with Malaysia, particularly in the areas of research, reinforcing networking and internationalisation.

I am convinced that the soft power approach that has just been introduced will not only attract the interest of regional countries to foster cooperation in education, but will also be able to make Malaysia a role model in the higher education sector at the international level. Its implementation requires deep commitment and continuous effort from all parties in the Ministry and I believe that its implementation will achieve its desired objectives.

Finally, I hope that the publication of the *PSPTN 2 Malaysia's Global Reach: A New Dimension* will be a guide to everyone in the Ministry of Higher Education and its ancillary agencies. As such, I take this opportunity to record my utmost appreciation and to convey my best wishes to everyone who is involved directly or indirectly with the preparation of this policy document and in helping to realise the government's aspiration to place Malaysia's name in the international arena.

Wassalam.

DATU' SERI MOHAMED KHALED NORDIN



# WELCOMING MESSAGE

CHIEF SECRETARY OF THE MINISTRY OF HIGHER EDUCATION

Assalamualaikum Warahmatullahi Wabarakatuh dan  
Salam Sejahtera

Praise be to Allah S.W.T for we have succeeded in publishing the *National Higher Education Strategic Plan (PSPTN) 2 Malaysia's Global Reach: A New Dimension* which is a supplementary document to the PSPTN Phase 2 (2011–2015).

The formulation of the *PSPTN 2 Malaysia's Global Reach: A New Dimension* constitutes a strategy towards the strengthening of higher education for the interest of national development and in raising it to a regional, international and global platform. PSPTN Phase 1, which was implemented from 2007 until 2010, has achieved success in laying a strong foundation for higher education in order to pave the way for excellence and glory. Through the implementation of PSPTN Phase 2 (including this policy document), this foundation will be further strengthened and consolidated to enable the national higher education to be a significant competitor and contributor in the global arena.

In achieving the above goal, the Ministry should be more responsive to the changes in the environment by identifying a suitable approach in confronting challenges assailing higher education globally. In this regard, it is believed that the soft power approach is the best proposition to address the stiff competition and dynamic changes in the environment. Hence, this published policy document will serve as a guide and direction towards the application of this soft power concept throughout the implementation of the PSPTN Phase 2.

Finally, I take this opportunity to record my appreciation to all the parties who have been directly or indirectly involved in preparing the *PSPTN 2 Malaysia's Global Reach: A New Dimension*. I am convinced that with this strategy, capability and synergy of the Ministry of Higher Education's implementation machinery and resources, the national higher education agenda will be carried out successfully.

Wassalam.

DATUK AB. RAHIM MD. NOOR



# PREFACE

DIRECTOR GENERAL OF THE HIGHER EDUCATION DEPARTMENT

Assalamualaikum Warahmatullahi Wabarakatuh dan  
Salam Sejahtera

The Higher Education Department is pleased that the *National Higher Education Strategic Plan (PSPTN) 2 Malaysia's Global Reach: A New Dimension* has successfully been prepared. I believe that the publication of this policy document will further strengthen Malaysia's presence in propelling higher education to a regional, international and global level.

Today's higher education landscape is extremely dynamic and mobile. As such, Malaysia can no longer depend on conventional strategies to continue competing at the international and global level. The plan that will be implemented by the Ministry of Higher Education in Phase 2 will function as a catalyst to the global engagement shift. The strategy involves targeting potential regional countries through cooperation dissemination ties, and the sharing of knowledge and experience. The envisaged expansion of networking, amongst others is through the cooperation with the alumni community and stakeholders to extend a helping hand to local communities and the society. Such cooperation will be carried out via the outreach programme and is a soft power strategy that needs to be explored.

The *PSPTN 2 Malaysia's Global Reach: A New Dimension* is prepared to provide guidance to the Ministry to explore this new dimension. This policy document encapsulates the rationale, strategy and action plan that can be used as a guide to develop the internationalisation initiative agenda to the regional, international and global level.

I hope that the philosophy, approach, strategy and action plan that have been prepared in the *PSPTN 2 Malaysia's Global Reach: A New Dimension* will be used as a guide to plan and implement the national higher education agenda. I believe that this soft power approach will attract more opportunities for our presence to be felt at the regional, international and global level. To this end, I take this opportunity to record my highest appreciation to all parties who have been involved in preparing this policy document.

Wassalam.

DATO' PROFESSOR DR. RUJHAN MUSTAFA

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