

Top Partners Retreat 2025 – Malaysia

At a glance

In April 2025, with the official support of Malaysia's Ministry of Tourism, Arts and Culture (MOTAC), GEA hosted the 11th Top Partners Retreat in Kuala Lumpur and Putrajaya. The four-day event gathered more than 400 education professionals from across China, Myanmar, Thailand, Vietnam, Indonesia, Cambodia, Laos, and Malaysia, alongside representatives from 40+ leading Malaysian universities and international institutions.

400+

**Global
Education
Leaders
Engaged**



**High-Impact
Training &
Networking**



**Immersive
Campus &
Cultural
Experiences**



**Unforgettable
Retreat
Experience**

CHALLENGES



- Increasing competition in global education recruitment created the need for stronger direct engagement between Asian agents and universities.
- Institutions required innovative platforms to showcase their unique value and boost enrollment in a crowded post-pandemic market.
- There was a demand for regional networking opportunities to align policies, admissions processes, and new visa pathways.

SOLUTIONS



- Strategic Dialogues: Thought leadership sessions with EMGS, Malaysian Tourism Board, and Sunway Healthcare, focused on global recruitment strategies.
- Training & Networking: 300+ consultants engaged in point-to-point training with admissions teams from Malaysian public/private universities, international schools, and overseas institutions.
- Campus Visits: Exclusive tours of Monash University Malaysia, Sunway University, and Le Cordon Bleu Malaysia, showcasing their international facilities and competitive advantages.
- Experience & Cultural Branding: Custom flights with Malaysia Airlines, VIP arrival services, city tours (Pink Mosque, KLCC Twin Towers), and cultural immersion events like beach BBQ, local performances, and curated dining experiences.

BENEFITS



1

Expanded Reach

Connected 400+ stakeholders from 8 countries, directly aligning agents with universities.

2

Enhanced Conversion

Improved institution visibility and increased qualified student applications.

3

Brand Impact

Strengthened Malaysia's image as a premier education destination.

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