26 YEARS OF PARTNERSHIP IN EXCELLENCE BETWEEN TAYLOR’S AND TOULOUSE
Malaysia - France Partnership
The best way to predict the future is to invent it

Alan Kay, computer technology pioneer
1940
Brief Facts about the School

Established in 1986 - 26 years
120 academic staff; 25% international faculty;
France, Germany, Italy, Australia, U.K, India, Iran, Pakistan, Philippines.
over 3200 students; 40% international students from 60 different countries
Over 150 awards & nominations; over 9000 alumni
A model for Public-Private Partnership
Taylor’s University
Five year mission:

TOP EMPLOYERS’
TOP CHOICE
UNIVERSITY
BY 2016
Taylor’s University Strategic Thrusts (2012 – 2016)

1. Attracting and retaining talent
2. Transformational teaching and learning
3. Linking and engaging with industry
4. High impact research and commercialization
5. International outlook
6. Efficient & effective systems and structures
Asia’s Finest hotel school

Only 5 years to go!
# Programmes

<table>
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<tr>
<th>Programme</th>
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<tbody>
<tr>
<td>Diploma in Hotel Management</td>
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<tr>
<td>Diploma in Tourism Management</td>
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<tr>
<td>Diploma in Culinary Arts</td>
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<tr>
<td>Advanced Diploma in Patisserie &amp; Gastronomic Cuisine</td>
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<tr>
<td>Bachelor of International Hospitality Management (Hons)</td>
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<tr>
<td>Bachelor of Culinary Arts and Foodservice Management (Hons)</td>
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<tr>
<td>Bachelor of International Tourism Management (Hons)</td>
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<td>(Travel and Recreation Management);</td>
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<tr>
<td>Bachelor of International Tourism Management (Hons)</td>
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<td>(Events Management)</td>
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<tr>
<td>Bachelor of Science (Hons) {Culinology}</td>
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<tr>
<td>Master in International Hospitality Management</td>
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<tr>
<td>Master of Science in Tourism (by Research)</td>
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<td>Doctor of Philosophy (Hospitality and Tourism)</td>
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KEY FACTORS FOR THIS PARTNERSHIP

• Common Goals and Ambitions between the 2 partners – Vision & Leadership
• Such Cooperation requires Long Term Investment and at multiple level – Partners must be allowed to evolve over time adapt with changing times
• Exchanges between the 2 partners must be meaningful for both – common understanding & strong relationship for growth & Success
EXAMPLES

• The Evolution of Franchise Programmes to Dual Awards
• Scholarships/Fellowships to further Education at Bachelor’s/Masters/PhD Level – Role of Partner & involvement of governmental agencies such as Ministries & the Embassies
• Technical Attachments for enhancement of skills for academic staff at TVET level
• Internship for students consistently implemented
Residential Programme in France
Shangri - La Taylor’s Employment programme

STEP
Kuala Lumpur Convention Centre - STEP
TAYLOR’S UNIVERSITY
Wisdom · Integrity · Excellence

GeM
future general manager programme

Incubating future Ge’M
JOINT CONFERENCE ORGANIZATION

• Asia-Euro Conference in Tourism, Hospitality & Gastronomy – 2006
• Invite Experts in the field and Exchange good practices once in 2 years from Both Continents
ACADEMIC COLLABORATION AT THE FUNDAMENTAL LEVEL OF COOPERATION
COMPETITIVE EDGE

- Amalgamation of strength – best practices in European technical education with the Asian advantage as the new wave in Hospitality & Tourism growth

Education for a Smarter Planet: The Future of Learning
NATIONAL TOURISM ACADEMY
PUBLIC-PRIVATE PARTNERSHIP IN MALAYSIA
Thank You