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DIRECTOR GENERAL, HIGHER EDUCATION DEPARTMENT
MALAYSIA
MINISTRY OF EDUCATION

“3RD UNESCO-APEID MEETING ON ENTREPRENEURSHIP EDUCATION”

ENTREPRENEURSHIP EDUCATION FOR GLOBAL PROSPERITY

DATE: 12 DECEMBER 2013 (THURSDAY)
TIME: 5.00PM
VENUE: HOTEL THE ROYALE CHULAN, KUALA LUMPUR
SUMMARY OF THE MEETING

This Meeting has the theme Entrepreneurship Education for Global Prosperity.

In both the introductory speech by the Director of UNESCO, Mr Gwang Jo Kim and the Opening Speech by the Deputy PM and Minister of Education Malaysia YAB Tan Sri Muhyiddin bin Mohd Yassin, that theme was emphasised. Both speeches deserve to be reflected and used as guidance in choosing our way forward.

I would like to give an overview of the presentations spread across 4 sessions. But before that, the keynote address by Prof Paul Hannon. It was excellent. He provoked our thinking on the issues in Entrepreneurship Education or EE. Whether to produce more entrepreneurial graduates or graduate entrepreneurs; how do we produce, what content and programs and who must be involved and why we need to have Entrepreneurship in Education.

He stressed on a conducive ecosystem and that EE is the sustainable solution for global prosperity. He reminded that the biggest challenge is changing mindsets. His stories of how he himself became an entrepreneur despite facing parents and a society that expected graduates to work in big companies or become professionals was so familiar to many Asian societies.

The progress of EE in Europe especially work done on a system for any university to assess itself its own extent of EE intensity and development is useful material. He also spoke on the importance of benchmarking and competition.

In the first session on the Institutional Environment, Zaini Ujang gave a condensed version of what New Academia should be including an ecosystem favoring EE. BOS or Blue Ocean Strategy has and will continue to be applied in making entrepreneurship a growth strategy in Malaysia.
Tony Antonio elaborated on Universitas Ciputra’s way of making EE central to their curriculum. Ben Hughes of Pearson Group UK shared on their broad involvement in the education industry.

In the session on Innovative Entrepreneurial Teaching and Learning, all 3 speakers, namely the VC of UiTM Sahol Hamid, director of IMBA program Thammasat U Thailand Edward Rubesch and Lindsay Zouein of IDEO Singapore spoke on what has been done on EE Teaching and Learning.

In Session 3 all presenters shared their experiences on entrepreneurial impacts and development of communities. Deb Gilbertson of New Zealand, Jamil Goheer Lahore University, Pakistan and Amanah Ikhtiar Malaysia. The impacts on communities, the release from the poverty trap, the building of self esteem and advantage of cooperative teams, is the real test and reward of Entrepreneurship done well.

The last session on Strategic Entrepreneurial Networking, was made memorable by the incurable romantic Dato Ghazali delivering such a spirited and stirring account of his giving back to society, especially universities 60% of the wealth he built up over his lifetime of high level management and a sharing of business with good partners and employees. He spoke of values like integrity, being positive and optimistic. Sid Siddiqui of MazikGlobal spoke on using tech based solutions learned at Microsoft and his early start in risk taking and being a young entrepreneur in class. Sunita Singh spoke on the network for entrepreneurs in India and some myths in entrepreneur creation.

**CHALLENGES**

Now, what are the challenges?

First, the need to develop a shared vision on making EE cut across disciplines;

Second, trying to change mindsets;
Third, raising the capability of educators to teach EE;

Fourth, creating entrepreneurs and employers from graduates, within the broader more entrepreneurial-minded grads.

**WAY FORWARD**

What can we do in moving forward?

- We need to network more among countries, universities, industries and organizations;
- We must enhance from "I want" to "I can" and finally "I will" among the young;
- We need to find more role models for students to interact;
- We as educators need to step our experience and capabilities to teach EE;
- We need to continue to compare, compete and benchmark;
- We need more programs to involve students with industry and communities around;
- We need policy makers and education administrators to think entrepreneurial especially in creating a conducive ecosystem;
- We must all strongly believe in entrepreneurship education as the way forward for sustainable global prosperity.
- Lastly, but not least, parents and society in general must be convinced of the bright future of young people becoming entrepreneurs as a career choice, despite the risks.

12 December 2013
Putrajaya
Malaysia