

'Study In Malaysia' Fair Taps Into Strong Demand For Foreign Degrees In Algeria, Tunisia

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HYDERABAD—Malaysian universities are set to promote their academic programmes in Tunisia and Algeria as they tap into North Africa's strong demand for international degrees. They will be interacting with students and parents during the "Study in Malaysia Education Fair" being held from July 17 to 25 in Sousse and Tunis in Tunisia, and Oran and Algiers in Algeria.

Education Malaysia Global Services (EMGS), under the Ministry of Higher Education, is organising a North Africa roadshow to promote Malaysia as a study destination. The event highlights Malaysia's easy accessibility, world-class infrastructure, affordable education, multicultural environment, and shared Islamic values. Malaysia's Ambassador to Algeria, Rizany Irwan Muhamad Mazlan, said universities will explain why Malaysia is a preferred destination for North African students. He added that direct engagement with university representatives will reassure students about Malaysia's safe and supportive learning environment. Participating institutions include Universiti Malaya (UM), Asia Pacific University (APU), UCSI University, University of Cyberjaya (UoC), Xiamen University Malaysia, UNISEL, MMU, UPTM, UniKL, and Britannia Language Centre. Malaysia is also responding to the growing demand for English-medium higher education in Algeria and Tunisia. Interest is increasing in STEM, information technology, and business programmes. Rising living costs and high visa rejection rates in Europe have encouraged more North African families to consider Malaysia. Rizany said this shift is expected to help Malaysian universities attract more students from the region.

