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Launching Officiation Ceremony Of StudyPenang Virtual Platform

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- [Penang StudyPenang The TOP Komtar Virtual Platform](#)



GEORGE TOWN, March 18 – A strong educational foundation is like a passport to opportunities to a successful career and a bright future. Today marks official launch of the StudyPENANG Virtual Platform, an initiative by StudyPENANG to further improve Penang as a globally renowned centre for education tourism and to increase awareness and recognition of the education industry in Penang.

The physical launch was held at The TOP, KOMTAR and was officiated by the presence of YB Yeoh Soon Hin, Penang State EXCO for Tourism and Creative Economy. Also present is His Excellency, Mr Raschada Jiwalai, (The Consul General at The Royal Consulate-General of Thailand in Penang), Ms. Zheng Fang (Consul of Consulate General of the People’s Republic of China in Penang), Mr. Andri Djufri Said

(Consul of Consulate General of the Republic of Indonesia in Penang) , Mr Ooi Chok Yan (Chief Executive Officer of Penang Global Tourism), Mr Khoo Boo Lim (Executive Director of StudyPENANG) and Mr Johnny Goh (Organising Chairman of StudyPENANG virtual platform) to grace the ceremony.

With more than a year the businesses have been affected by COVID-19 pandemic, most of the countries in the world including Malaysia are enforcing social distancing as a mandatory protocol to reduce the risk of infection, this situation has compelled the business entities to migrate to virtual platforms, leading to an increase in online business activities.

All educational, entertainment and corporate enterprises are now going virtual, which is providing immense traction to the market. This adoption has helped many companies to prevent event cancellation, thereby minimizing revenue loss. They have also been able to retain, engage and collect data from their audiences through the use of virtual platforms.

The launching of the platform will be presented as Penang education's interaction hub for prospective students to explore on the opportunities of education in different levels and industries based in Penang. The platform will be serves as (1) a marketing tool to promote Study in Penang domestically and internationally; (2) foster future collaboration as a networking platform for B2B with virtual booth and live chat; (3) a networking platform for B2C by having virtual booth, talks, sharing session, conferences and interactive events for student recruitment purposes; (4) a networking platform to display student's talent and invite potential industry players to foster opportunities for internship and employments.

The platform will be available on StudyPENANG website at <https://studypenang.gov.my/virtualplatform/> consisting various rooms and interactive activates where by potential enquirers can understand better on the programmes offered or to find out more about the institutions based in Penang.

The virtual platform initiative is supported by 14 member institutions, which are DISTED College, Equator College, Golden Chef Culinary Academy, Han Chiang University College of Communication, IPK College, Peninsula College Georgetown, RCSI & UCD Malaysia Campus, SEGI College Penang, SENTRAL College Penang, Stradford International College, TAR UC Penang Branch Campus, The One Academy Penang, Wawasan Open University & Clinical Hypnotherapy Practitioners Malaysia.