

Press Release

FOR IMMEDIATE RELEASE

MoU Signing Ceremony and Scholarship Presentation between BERJAYA University College of Hospitality and Khoi Viet Vocational School of Tourism and Hospitality, Ho Chi Minh City, Vietnam.

KUALA LUMPUR, July 10 2009 – BERJAYA University College of Hospitality (BERJAYA UCH) is extending its partnership with Khoi Viet Vocational School of Tourism and Hospitality (Khoi Viet), Vietnam as part of its ongoing mission to train and promote excellence in the hospitality industry internationally. This relationship further foster close educational ties and industry-related cooperation between Malaysia and Vietnam.

The collaborative relationship, which will allow Khoi Viet's students to pursue tertiary qualifications with BERJAYA UCH, was cemented with a Memorandum of Understanding (MoU), which was signed by Yang Berbahagia Tan Sri Prof Emeritus Dato' Dr Abu Hassan Othman, Vice Chancellor and Chief Executive Officer of BERJAYA UCH, and Mr Ha Kim Vong, Principal of Khoi Viet at a ceremony at BERJAYA UCH's campus, in the heart of Malaysia's Golden Triangle. Mr Freddie Pang, Executive Director of Berjaya Corporation, Ms Mae Ho, Chief Operating Officer of BERJAYA UCH, and Mrs Vong from Khoi Viet were present to witness the signing ceremony.

Earlier in the day, Tan Sri Dato' Seri Vincent Tan, the Chairman/Chief Executive Officer of the BERJAYA Group of companies presented thirty(30) scholarships to Khoi Viet to be given to their students and other deserving candidates to study at BERJAYA UCH. The MoU with Khoi Viet establishes a framework for collaboration mainly in the form of student articulation - for which students will receive academic credit into Berjaya UCH's programmes, and in the areas of curriculum development, franchise of academic programmes, staff-student exchanges and research opportunities. Through the articulation arrangement, Khoi Viet students will enjoy the opportunity to experience BERJAYA UCH's acclaimed immersion methodology in hospitality education. This teaching methodology is based on the 'Learning by Doing' principle – which allows students to think critically, communicate effectively, work productively and manage professionally.

Local and other foreign BERJAYA UCH students will also benefit from this arrangement by having international exposure to learn about a different culture. Discovering and understanding cultures from around the world is a critical component of the hospitality, tourism and service management industries given the global nature of these businesses.

The BERJAYA Group of Companies, which also owns Intercontinental Hanoi Westlake Hotel and Sheraton Hanoi Hotel and Towers in Hanoi, Vietnam, has hotels operating under the BERJAYA brand around the world in countries such as the UK, Sri Lanka, Singapore, Seychelles as well as the island resorts in Malaysia. "We strongly encourage work placement for our graduates in

BERJAYA's many resorts, hotels and residences globally as well as at our various family recreational clubs and food retail outlets such as Starbucks, Kenny Rogers Roaster Restaurants, Krispy Kreme, Wendy's and Papa John Pizza. BERJAYA UCH believes in providing quality education that will allow our graduates to perform well in their future careers and in this regard, we will give preference to our own students should there be employment opportunities within the Group after they graduate," explained Mr Freddie Pang, Executive Director of BERJAYA Corporation.

Khoi Viet's principal Mr Vong expressed, "On behalf of Khoi Viet, we are honoured to have established this collaborative relationship with BERJAYA UCH. I personally agree with BERJAYA's motto, "Inspiring Lives, Widening Horizons" because Khoi Viet believes in giving our students the best opportunity and exposure to discover their career path in life. With this new found commitment with BERJAYA UCH, our students can continue to further expand their horizons and studies in hospitality, tourism and services through the leading niche hospitality University College in Malaysia."

For further information, please contact our Marketing Office at 03-2687 7000, from 9am – 6pm on weekdays or log on to our website at www.berjaya.edu.my or email info@berjaya.edu.my.

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For media enquiries, please contact BERJAYA University College of Hospitality Public Relations & Communications Office: Ms June Ng – Asst Manager, PR & Communications (Tel: +603 2687 7000 or Email: june@berjaya.edu.my)

About BERJAYA University College of Hospitality

Berjaya University College of Hospitality, Malaysia's premier University College officially opened its doors to its inaugural intake of students in **January 2009**. Duly licensed by the Malaysian Ministry of Higher Education, the University College offers programmes related to hospitality, tourism, and services management from foundation to postgraduate levels through the School of Culinary Arts, School of Hospitality Management, School of Tourism, Arts and Culture Management and School of Services Management. The **cosmopolitan city campus**, situated in the golden triangle on the 11th and 14th floors of Berjaya Times Square, is conceptually designed with a 5-star hotel ambience, equipped with the most comprehensive and advanced facilities that mirrors the real world. For more information on BERJAYA UCH, please visit www.berjaya.edu.my.

About Khoi Viet Vocational School of Tourism and Hospitality, Vietnam

Khoi Viet Junior Vocational School of Tourism and Hospitality (Khoi Viet), previously known as Khoi Viet Tourism and Language School, was established in 1997 and is one of the leading education providers to train human resources for tourism and hospitality in the Vietnam. Khoi Viet established international educational support with institutions in Singapore and Switzerland to enable students to further their studies in a degree programme. In 2008, Khoi Viet submitted their application to upgrade itself as an International Professional College.