

IN-COUNTRY MANAGED SERVICES PROPOSAL

For Overseas Universities 2024

 www.msw-global.com

 +6221 5830 4469

 info@msw-global.com

 Ruko Sentra Niaga Puri Indah Blok T5
no.19 Kota Jakarta Barat 11610

Introduction to MSW Global

MSW Global is a leading provider of comprehensive higher education services, specializing in tailored solutions for universities seeking to establish and expand their presence in Indonesia. With a strong track record of success of 12 years, we are uniquely positioned to offer a range of services designed to meet the specific needs of higher education institutions.

MSW Global is renowned for organizing the nation's largest exhibitions in Education and Technology namely **Higher Education Partnerships Conference (www.hepconferenc.com)**, **World Education Expos (www.worldeducationexpos.com)**, **Education Technology Solutions (www.edutechsolutions.id)** and **HR Technology Solutions (www.hrtech.id)**. MSW events bring decision makers and industry leaders together annually to connect and build relationships.

One of our offerings is **In-Country Representation**, where we serve as your trusted partner on the ground in Indonesia. Our services include the recruitment and management of local staff, overseeing administrative tasks such as salary, travel, and logistics, and ensuring the efficient operation of your representative. We prepare and maintain dedicated workspaces, complete with essential furniture and communication tools, to facilitate seamless operations.

We also offer robust **Institutional Support Services**, focused on developing strategic partnerships, providing market intelligence, and supporting the operational aspects of your institution's initiatives in Indonesia. Our goal is to empower your university to effectively engage with local educational institutions, agencies, and stakeholders, driving growth and success in this dynamic market.

Our past and present clients include prestigious institutions such as, from the UK, the University of Sheffield, Teesside University, Wrexham University, Queen Mary University of London, Liverpool University. From Australia: Trade and Investment Queensland, Deakin University, James Cook University, Griffith University. From New Zealand: University of Canterbury in New Zealand, Education New Zealand. From USA: EducationUSA, Northeastern University, San Jose University, Foot Hill DeAnza College etc.

MSW Global is committed to delivering exceptional service and results, leveraging our deep understanding of the Indonesian higher education landscape. We look forward to the opportunity to support your institution in achieving its strategic objectives and establishing a strong, lasting presence in Indonesia.

More information about MSW Global please visit www.msw-global.com

Key Value Proposition

MSW GLOBAL OFFERS:



LOCAL EXPERTISE

Deep understanding of Indonesian cultural, social, corporate and educational dynamics.



STRATEGIC POSITIONING

Tailored marketing and strategic outreach to enhance your university's visibility.



ROBUST NETWORK

Extensive connections in schools, higher education institutions, school associations, Corporations and HR and government.



CUSTOMIZED SOLUTIONS

Strategies aligned with your university's unique goals.



PROVEN SUCCESS

Track record of increasing reach, partnerships, student enrollment and brand recognition.



DEDICATED OFFICE FACILITY

We offer a fully equipped office in our building with workstations, meeting rooms, and essential amenities, providing a professional space for your team to operate efficiently.

Key Value Proposition

MARKET OPPORTUNITY IN INDONESIA

GROWING MIDDLE CLASS

Increasing demand for international education



YOUTHFUL POPULATION

Over 60% under 30, seeking global education



GOVERNMENT SUPPORT

Enhanced collaboration through scholarships and agreements



DIGITAL TRANSFORMATION

Leveraging digital tools for student engagement.



Comprehensive Service Offering



In-Country Representation

- Local Staff Recruitment: Hiring and managing local staff to represent your university.
- Workplace Preparation: Setting up a dedicated workspace including furniture (tables, chairs) and communication tools to ensure efficient operations.
- Administrative Management: Handling salary, travel, and logistical arrangements for staff.
- Operational Support: Overseeing daily operations and ensuring smooth representation in Indonesia.



Marketing and Branding

- Localized Campaigns: Custom marketing strategies and content.
- Brand Positioning: Enhancing your university's profile.

Comprehensive Service Offering



Support Services

- Partnership Development: Facilitating connections with local schools, higher education institutions, school associations, Corporations and HR and government.
- Market Intelligence: Providing insights and analysis on trends, preferences, and opportunities in the Indonesian higher education sector.
- Strategic Planning: Assisting in the development of strategies for local engagement, program promotion, and partnership growth.
- Operational Support: Offering support in setting up and maintaining collaborative initiatives, including administrative and logistical arrangements.



MSW Event Access – full access and special rate for participation

- World Education Expos (www.worldeduexpos.com): student recruitment fairs to 9 major cities in Indonesia
- Higher Education Partnerships Conference (www.hepconference.com): B2B partnership conference bringing institutions, schools and corporations around the world.
- Edutech Solutions (www.edutechsolutions.id): B2B edtech event inviting top level management decision makers (school directors, owners, campus directors, vice rectors/rectors etc.) in education industry to meet with Solution Providers worldwide.
- HR Technology (www.hrtech.id): B2B HR Tech event that bring corporate decision makers (CHRO, HR Directors, Managers) to meet with Solution Providers worldwide.

Partnership Models



Full-Service Representation

- Complete management of all engagement aspects in Indonesia.
- **Ideal For:** Universities seeking sustained presence.



Project-Based Engagement

- Support for specific projects or campaigns.
- **Ideal For:** Short-term needs or market testing.



Co-Branding and Joint Marketing

- Collaborative marketing and promotional activities.
- **Ideal For:** Enhanced visibility through local partnerships.



Advisory and Consulting Services

- Expert guidance and strategic advice.
- **Ideal For:** Institutions needing strategic insights.



Hybrid Model

- Customizable combination of services.
- **Ideal For:** Universities requiring tailored solutions.

NEXT →

Contact Us:

Michael Tan

Director, MSW Global

Email: michael@msw-global.com

Contact Number: +6281266866828


(WhatsApp Available)

Proposal Acceptance


Contact us to arrange the initial consultation. We look forward to collaborating with your university to achieve success in Indonesia.

MSW Global
make things happen

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