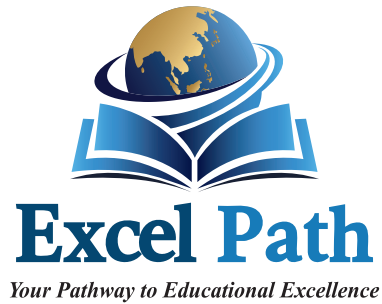




YOUR PATHWAY TO EDUCATIONAL EXCELLENCE

COMPANY PROFILE

Welcome to Excel Path!

Your trusted partner in professional student recruitment and higher education institutions partnerships. We focus on delivering quality-driven recruitment solutions for reputable higher education institutions. Our commitment to ethics, compliance, and student success ensures a seamless experience for both students and institutions. Join us in shaping the future of education.

INTRODUCTION

At Excel Path, we specialize in professional student recruitment and higher education institutions partnerships, offering a seamless bridge between local and international students and reputable universities. Based in Malaysia, we proudly serve both public and private higher education institutions, connecting them with high-quality students from across the globe. Our commitment to ethical recruitment, compliance with industry standards, and a student-first approach ensures that every partnership we foster leads to long-term success and academic excellence.



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COMPANY OVERVIEW

ABOUT US

Excel Path Sdn. Bhd. is a premier student recruitment and higher education institutions agency based in Kuala Lumpur, Malaysia. Founded with a vision to connect reputable higher educational institutions with highly motivated international students, we specialize in delivering quality-driven, institution-aligned recruitment solutions.

Our focus is on sourcing the qualified students from key international markets, including Indonesia, China, South Africa, and the Middle East, ensuring they find the right fit at higher educational institutions that value academic excellence and student success. Excel Path works with both public and private higher educational institutions, providing a range of services designed to ease the recruitment process, including application coordination, visa advisory, and post-arrival support.

With a robust understanding of the global education landscape, we offer institutions a competitive edge by reducing their admissions workload and ensuring a higher quality student intake. By aligning with key policies like MOHE and EMGS, and using a long-term student success approach, we are committed to creating lasting value for both higher educational institutions and students alike.



Excel Path is not just a recruitment agency; we are a trusted partner in shaping the future of education, creating opportunities for students worldwide, and enhancing institutional reputations. Our team is driven by a deep sense of responsibility and a mission to foster successful international educational experiences.

MISSION, VISION & CORE VALUES

OUR MISSION

Our mission at Excel Path is to provide high-quality, ethical student recruitment services that bridge the gap between qualified students and leading higher education institutions. We are dedicated to supporting the growth of academic institutions by delivering a diverse, high-caliber students that not only meet but exceeds institutions expectations. Through our personalized services and commitment to students success, we aim to be the most trusted partner for higher education institutions in Malaysia and beyond.

OUR VISION

To excel in student recruitment and higher education institutions partnerships, recognized for our commitment to hardwork, integrity, and student success. We envision a future where our work enriches the educational experiences of both students and higher education institutions, fostering long-lasting relationships that contribute to the advancement of high quality education.

CORE VALUES

-  **Integrity** – We operate with transparency, honesty, and fairness, ensuring that all our practices are ethically sound and aligned with the highest standards of the education industry.
-  **Student-Centered** – Our students are at the heart of everything we do. We are committed to supporting their academic and personal growth throughout their educational journey.
-  **Excellence** – We strive for excellence in every aspect of our work, from recruitment processes to student support, ensuring a seamless and positive experience for all stakeholders.

-  **Quality-Driven** – We prioritize quality over quantity, focusing on delivering qualified students to higher education institutions and ensuring that each student's educational journey is aligned with their long-term success.
-  **Collaboration** – We believe in the power of partnership, working closely with both higher education institutions and students to create mutually beneficial outcomes that contribute to the broader educational ecosystem.
-  **Ethical Recruitment** – We uphold the highest standards in recruitment, adhering strictly to all legal and regulatory requirements while fostering an inclusive, respectful, and professional environment.



WHO WE ARE

Excel Path Sdn. Bhd. is a professional student recruitment and higher education institutions agency based in Kuala Lumpur, Malaysia. We are dedicated to connecting students with reputable institutions across the globe, providing tailored recruitment solutions that focus on quality, compliance, and student success.

Founded with a strong belief in the power of education, Excel Path serves both public and private higher education institutions, specializing in sourcing and screening students from key international markets, including Indonesia, China, South Africa, and the Middle East. Our team of experienced professionals ensures that every student we recruit is a right fit for their chosen higher education institution, supporting both their academic growth and future success.

Our approach is institution-first, meaning we prioritize the needs of our higher education institutions partners while ensuring a seamless and successful student experience. From application coordination and visa advisory to post-arrival support, Excel Path offers end-to-end services that simplify the recruitment process for both institutions and students.

With a commitment to ethical recruitment and quality-driven practices, we are proud to be a trusted partner for higher education institutions and students alike, contributing to the growth of high quality education.

BRAND PHILOSOPHY

At Excel Path, we are guided by a set of core principles that define how we approach student recruitment and higher education institutions partnerships. Our brand philosophy revolves around a deep commitment to quality, integrity, and student success. We believe in creating long-term, mutually beneficial relationships between higher education institutions and students, ensuring that every decision we make aligns with our values and mission.

Institution-First Recruitment Mindset

We prioritize the needs and goals of the higher education institutions we work with. By aligning our recruitment strategies with institutional values, we ensure that the students we place are not only academically capable but also culturally and socially aligned with the institutions they will attend.

Quality-Over-Volume Approach

Our focus is on quality, not quantity. We believe that successful recruitment is not about placing as many students as possible, but about finding the right students who will thrive at their chosen higher education institutions. This approach ensures that both students and higher education institutions experience long-term success and satisfaction.

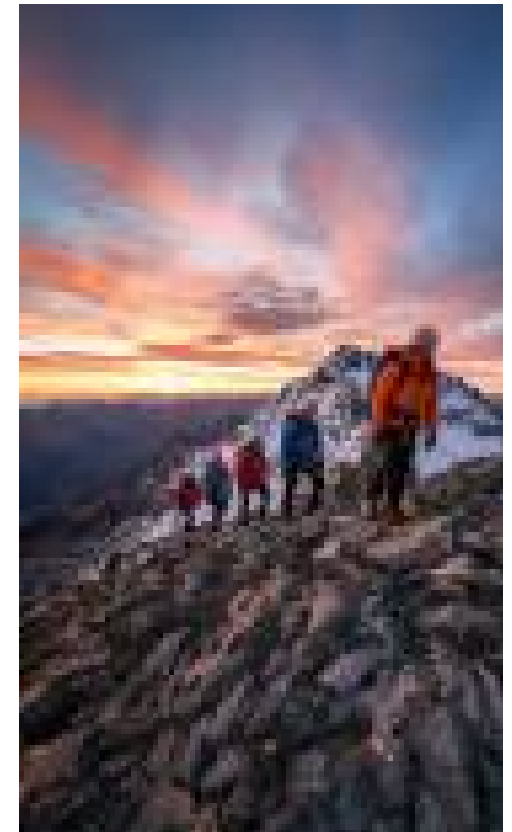
Long-Term Student Success

We are committed to the long-term success of our students. Our recruitment process doesn't end when a student is enrolled; we provide post-arrival support to ensure they integrate well into their new environment, helping them navigate challenges and achieve their academic and personal goals.

Institutional Reputation

We understand the importance of maintaining and enhancing the reputation of the institutions we partner with. By recruiting students who fit their programs and culture, we contribute to the institutions long-term success and prestige, ensuring a positive experience for all stakeholders involved.

Our philosophy is not just about recruitment—it's about fostering partnerships that create lasting value, ensuring that every student we place has the best possible start in their educational journey.



SERVICES TO HIGHER EDUCATION INSTITUTIONS

At Excel Path, we offer a comprehensive range of services designed to streamline and enhance the student recruitment process for higher education institutions. Our goal is to help institutions attract, recruit, and support qualified students while ensuring compliance with local and global education standards. Below are the key services we provide to institutions:



1. International Student Sourcing and Screening

➤ **Tailored Recruitment:** We actively source high-caliber international students from key markets including Indonesia, China, South Africa, and the Middle East, ensuring they align with your institutions academic requirements and cultural fit.

➤ **Screening and Selection:** We thoroughly screen and evaluate applicants to ensure that only the most qualified and suitable students are presented to your institution.

2. Application and Documentation Coordination

➤ **Efficient Application Process:** We manage the entire application process, ensuring that all necessary documentation is submitted on time and accurately. This includes academic transcripts, recommendation letters, language proficiency certificates, and other required documents.

➤ **Clear Communication:** We ensure smooth communication between students and universities, addressing any queries regarding applications and required documentation.

3. Visa Advisory and Support (Aligned with EMGS)

➤ **Visa Assistance:** We provide expert advice on student visa applications, ensuring compliance with EMGS (Education Malaysia Global Services) and MOHE (Ministry of Higher Education) regulations.

➤ **Guidance Through the Visa Process:** From the initial application to final approval, we guide students through each step of the visa process, ensuring that they meet all necessary criteria for entry.

4. Post-Arrival Orientation and Retention Support

➤ **Onboarding Support:** Once students arrive, we provide orientation programs to help them adapt to their new academic and cultural environment, ensuring a smooth transition into higher education institutions life.

➤ **Retention Focus:** We work closely with institutions to monitor student progress, offer additional support where needed, and assist in resolving any challenges students may face, increasing retention rates and student satisfaction.

5. Compliance with Regulatory Standards

➤ **Regulatory Alignment:** Our recruitment processes are fully compliant with local and international regulations, including those set by the Ministry of Higher Education (MOHE) and Education Malaysia Global Services (EMGS).

➤ **Ongoing Support:** We ensure that your institution stays up-to-date with any changes in regulations and provides the necessary documentation to maintain compliance.

6. Customized Marketing and Outreach

➤ **Targeted Campaigns:** We design and implement marketing strategies tailored to the higher education institutions recruitment goals, helping to increase visibility in specific international markets.

➤ **Brand Alignment:** Our marketing efforts align with your institution's values, ensuring that your institution is positioned as a top destination for international students.

TARGET MARKETS

At Excel Path, we focus on sourcing qualified international students from strategically chosen regions, ensuring that higher educational institutions receive diverse and academically strong candidates. Our recruitment efforts are targeted at countries with growing educational aspirations, large student populations, and a demand for international education opportunities. Below are the key target markets we specialize in:

INDONESIA

- * Overview: Indonesia is one of the largest and fastest-growing student markets in Southeast Asia. With a young, ambitious population and a growing middle class, the demand for higher education abroad is on the rise.
- * Why Target?: Indonesian students seek quality education in Malaysia and other global destinations, particularly in fields like business, engineering, and healthcare.
- * Key Focus: High school graduates and higher education institutions-bound students seeking international opportunities in English-speaking and regionally recognized institutions.

SOUTH AFRICA

- * Overview: South Africa has a growing number of students seeking quality education abroad, particularly in fields such as healthcare, engineering, and social sciences.
- * Why Target?: South African students are looking for educational opportunities that provide exposure to global perspectives, especially in countries with well-established education systems like Malaysia.
- * Key Focus: Students from a variety of academic disciplines, including medicine, law, business, and engineering, looking for affordable yet world-class higher education.

CHINA

- * Overview: China remains one of the largest sources of international students globally, with a highly competitive and academically driven youth population.
- * Why Target?: Chinese students have a strong interest in pursuing studies in fields like technology, business, arts, and sciences, especially in countries that offer advanced research opportunities and globally recognized qualifications.
- * Key Focus: Higher education-level students, particularly those seeking undergraduate and postgraduate programs in business, technology, and engineering.

MIDDLE EAST (SAUDI ARABIA, UAE, QATAR AND OTHERS)

- * Overview: The Middle East, with countries like Saudi Arabia, UAE and Qatar has a rapidly growing interest in higher education abroad, especially among young professionals and government-sponsored students.
- * Why Target?: Middle Eastern students often seek education in technical fields, business, and healthcare, with a focus on both undergraduate and postgraduate studies in English-speaking countries or regional institutions.
- * Key Focus: Young adults seeking both academic and professional qualifications, with an interest in a wide range of disciplines including engineering, business management, healthcare, and IT.

KEY VALUE PROPOSITION



1. Reduced Admissions Workload

- Streamlined Process: By managing the entire recruitment pipeline—from student sourcing and screening to application coordination and visa advisory—we significantly reduce the administrative burden on universities.
- Efficiency: Our end-to-end service allows institutions to focus on their core operations while we handle the complexities of international student recruitment.

2. Higher Quality Student Intake

- Targeted Sourcing: We specialize in sourcing the best-fit students for institutions, ensuring that applicants meet the academic, cultural, and behavioral criteria that align with the institution's values.
- Rigorous Screening: Our thorough screening process ensures that only the most qualified and motivated students are presented to our institution partners, guaranteeing a higher quality intake.

At Excel Path, we are committed to providing higher education institutions with a comprehensive, quality-driven recruitment service that not only meets but exceeds expectations. Our unique value proposition lies in our ability to deliver a high-quality student intake while streamlining the recruitment process for higher education institutions. Here's how we add value to our partners:

3. Culturally Informed Engagement

- Understanding Diverse Markets: We have deep understanding of the unique needs and expectations of students from various countries, allowing us to tailor our engagement strategies for different cultural contexts.
- Effective Communication: Our cultural expertise ensures that students are not only academically prepared but also socially and emotionally equipped to succeed in a new educational environment.

4. Retention-Focused Recruitment

- Post-Arrival Support: We don't just stop at recruitment. We provide students with essential post-arrival orientation, ensuring a smooth transition and integration into university life.
- Long-Term Success: Our focus on student retention helps universities maintain high levels of satisfaction and academic success, leading to better outcomes for both the institution and its students.

5. Regulatory Compliance

- Alignment with Local and International Regulations: We adhere to all regulatory requirements, including compliance with MOHE (Ministry of Higher Education) and EMGS (Education Malaysia Global Services), ensuring that recruitment processes remain transparent and within legal frameworks.
- Risk Management: Our knowledge of legal and regulatory guidelines ensures that universities avoid any potential compliance issues, offering a worry-free recruitment experience.

6. Reputation Enhancement

- Strong Institutional Partnerships: By bringing qualified international students to your university, we contribute to your institution's global reputation, fostering a diverse, multicultural environment that enhances the university's brand.
- Global Reach: Our recruitment strategies open new pathways for institutions to expand their international presence, positioning them as attractive destinations for students from various countries.

GOVERNANCE & COMPLIANCE

At Excel Path, we prioritize ethical business practices, regulatory compliance, and transparent governance in every aspect of our operations. Our commitment to adhering to legal and industry standards ensures that institutions, students, and all stakeholders are provided with a seamless and secure recruitment experience. Below are the key aspects of our governance and compliance framework:

01. MALAYSIAN REGISTERED COMPANY

- Corporate Structure: Excel Path is a legally registered entity in Malaysia, ensuring full compliance with local business laws and regulations.
- Credibility: Our company's registration under Malaysian law provides transparency, professionalism, and trust to both our partners and clients.

03. ALIGNMENT WITH MOHE AND EMGS POLICIES

- Ministry of Higher Education (MOHE): We align all our recruitment practices with the guidelines and policies set by MOHE, ensuring that higher education institutions and students comply with Malaysian government regulations.
- Education Malaysia Global Services (EMGS): We adhere to EMGS guidelines, which regulate the entry of international students into Malaysia. This ensures that students go through the correct channels for visa applications and higher education institutions admissions, avoiding delays or complications.

05. RISK MANAGEMENT AND GOVERNANCE

- Strong Leadership Oversight: Our company is led by experienced professionals who bring strong governance, risk management, and financial control expertise. This ensures that we operate efficiently and in compliance with all regulatory requirements.
- Internal Controls: Excel Path has established robust internal controls to monitor and review recruitment processes, safeguard against potential compliance risks, and maintain transparency at all levels of operation.

02. MATRADE-REGISTERED AGENCY

- Global Trade Compliance: As a Matrade-registered agency, Excel Path is recognized by the Malaysia External Trade Development Corporation for its role in facilitating international trade and services. This registration demonstrates our credibility in handling cross-border business activities and reinforces our status as a trusted partner in international student recruitment.

04. ETHICAL RECRUITMENT PRACTICES

- Student-Centered Approach: We commit to ethical recruitment practices by prioritizing student welfare, honesty, and transparency throughout the recruitment process. We never compromise on quality and ensure that students are fully informed about the programs and opportunities they are applying for.
- No Exploitation: Excel Path upholds the highest standards of integrity, ensuring that neither students nor higher education institutions are misled during the recruitment process. We avoid practices that exploit or take advantage of vulnerable individuals.

06. DATA PRIVACY AND SECURITY

- Confidentiality: We are committed to safeguarding the personal and academic data of all students and institutions we work with. Excel Path adheres to data protection regulations, ensuring that sensitive information is handled securely and in compliance with applicable laws.
- Secure Systems: Our systems are designed to protect student and institutional data, and we employ best practices to maintain high levels of security throughout our recruitment and student management processes.

LEADERSHIP TEAM

At Excel Path, our leadership team brings a wealth of experience, expertise, and a strong commitment to ethical and quality-driven student recruitment. Each member of our leadership team plays a vital role in guiding the company towards its mission of connecting high-quality international students with leading institutions. Below is a brief overview of our key leaders:



MUSTAQIM ZAIN

CGMA – GROUP CEO

- Experience: With over 25 years in higher education, banking, strategy, and governance, Mustaqim is a seasoned leader. He has served as a Board Member of a Malaysian private university and has strong expertise in risk management and financial controls.
- Leadership Style: Mustaqim's ethical leadership ensures that Excel Path focuses on long-term, student-first success.



MURKHALIS MOKHTER

EXECUTIVE DIRECTOR

- Experience: Murkhalis has over 20 years of international business experience and is well-versed in strategic partnerships. He has built strong networks across the Middle East and Indonesia.
- Key Expertise: His expertise lies in managing global partnerships and driving recruitment strategies to meet market needs.



MUSTAQIM MURKHALIS

DIRECTOR OF STUDENT ENGAGEMENT

- Experience: Mustaqim holds a Diploma in Investment Analysis and focuses on student engagement. He manages recruitment outreach strategies and ensures effective communication with students and universities.
- Leadership Style: With a data-driven approach, Mustaqim plays a vital role in refining recruitment tactics and ensuring efficient student recruitment.

AGENT FACT SHEET



COMPANY NAME:

Excel Path Sdn. Bhd.

LOCATION:

Kuala Lumpur, Malaysia

CORE MARKETS:

Indonesia
China
South Africa
Middle East

AGENCY MODEL:

- Quality-Driven: We focus on a quality-over-volume approach to recruitment, ensuring that universities receive the best-fit students who align with their academic and cultural values.
- Institution-Aligned: Our recruitment strategies are fully aligned with the needs of our partner institutions, ensuring mutual success.

COMPLIANCE:

- MOHE: Fully compliant with the Ministry of Higher Education (MOHE) guidelines and policies.
- EMGS: Adheres to Education Malaysia Global Services (EMGS) regulations for international student recruitment and visa processes.

Excel Path is dedicated to providing ethical, efficient, and effective student recruitment services that enhance the quality of student intake while reducing institutions' admissions workload. Our global reach and commitment to compliance ensure a smooth and transparent process for both students and institutions.



Get in Touch



+60 11-6514 7001
+603 3050 3042 (Office)



admin@excel-path.com



www.excel-path.com



T3-16-05, Tower 3,
296 Jalan Ampang,
50450 Kuala Lumpur, Malaysia.

Contact Us

We'd love to hear from you! Whether you're a higher education institution looking to enhance your international student recruitment or a student seeking guidance on your educational journey, Excel Path is here to help.