

Thank you for your interest in partnering with UCSI University Malaysia as a student recruitment agent.

We appreciate your enthusiasm; however, due to the high volume of inquiries we've received recently, we are streamlining our agent onboarding process to ensure only serious and capable partners are considered.

As part of our initial evaluation, we kindly request that you answer a few questions to help us better understand your background and capabilities. This will enable us to assess the potential for a successful collaboration.

A short questionnaire is attached below and can you kindly complete and revert it at your earliest convenience. You will be contacted for the next step of the process.

Thank you again for your interest, and we look forward to your response.

General Background

1. Can you briefly introduce your company and its core focus areas?
2. How long have you been recruiting students for overseas education?
3. Do you have a valid business registration license and office in China? Can you provide a copy?

Track Record & Experience

1. Which countries and institutions have you successfully recruited students for?
2. How many students have you placed in Malaysian universities in the past 2–3 years?
3. Can you provide at least 2–3 reference letters or contact persons from institutions you've worked with?
4. Do you have case studies or success stories of students you've placed (e.g., what

they studied, where, outcome)?

5. Have you previously worked with universities ranked in the QS World Rankings or similarly positioned?

China-Specific Recruitment Focus

1. What's your experience recruiting Chinese students specifically? How do you engage with them?
2. Which provinces or cities in China do you actively recruit from?
3. Do you collaborate with local schools, training centers, or high school counsellors in China?

Marketing & Strategy

1. What recruitment channels do you use (online platforms, fairs, WeChat, partnerships)?
2. How often do you organize or attend student recruitment fairs in China?
3. Can you show samples of your marketing materials or social media campaigns?

Commitment & Expectations

1. How many students do you project to recruit for us in the next intake, ie our Intakes are during Jan/Feb, May/June and Sept/Oct?
 - 2. What kind of support or training would you expect from our university?