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MindChamps expands into the Malaysian market

BY FREYA LUCAS OCTOBER 19

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Victoria Education Sdn Bhd has been appointed as the master franchise for MindChamps in Malaysia, and the group is set to launch 20 MindChamps International preschool centres in the coming years.

Victoria Education plans to build the largest preschool campuses in Malaysia. The planned flagship campus in the capital of Kuala Lumpur is set to occupy over 10,000 square metres catering for 1,000 children, while the campus in Johor Bahru is expected to occupy over 6,800 square metres and cater for 650 children.

The campuses are being styled as a learning village, where classrooms are clustered in community groupings around common collaborative spaces, allowing children from different ages to interact and learn in a social setting. The highlight of each campus is a large multi-level sensory garden, with the grounds also to feature a 20 metre indoor swimming pool, and other facilities within campus grounds.

CEO of Victoria Education, Dato' Jeffery Lai Jiun Jye said Malaysia needed an educational model that would nurture children and support them to be successful locally and globally.

David Chiem, the Australian educated founder and CEO of MindChamps, said the company was proud to partner with Victoria Education Group to launch the business in Malaysia.

With this partnership, MindChamps is set to increase its global presence with centres already operating in Singapore, Australia, Abu Dhabi, Dubai, Vietnam, the Philippines, Myanmar and soon, China.

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