



CAMBRIDGE

# Expanding horizons: Future-ready pathways beyond traditional destinations

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“Are we guiding students toward  
what’s known — or what’s possible?”



**Emerging  
destinations &  
TNE**



**Reframing  
quality &  
prestige**



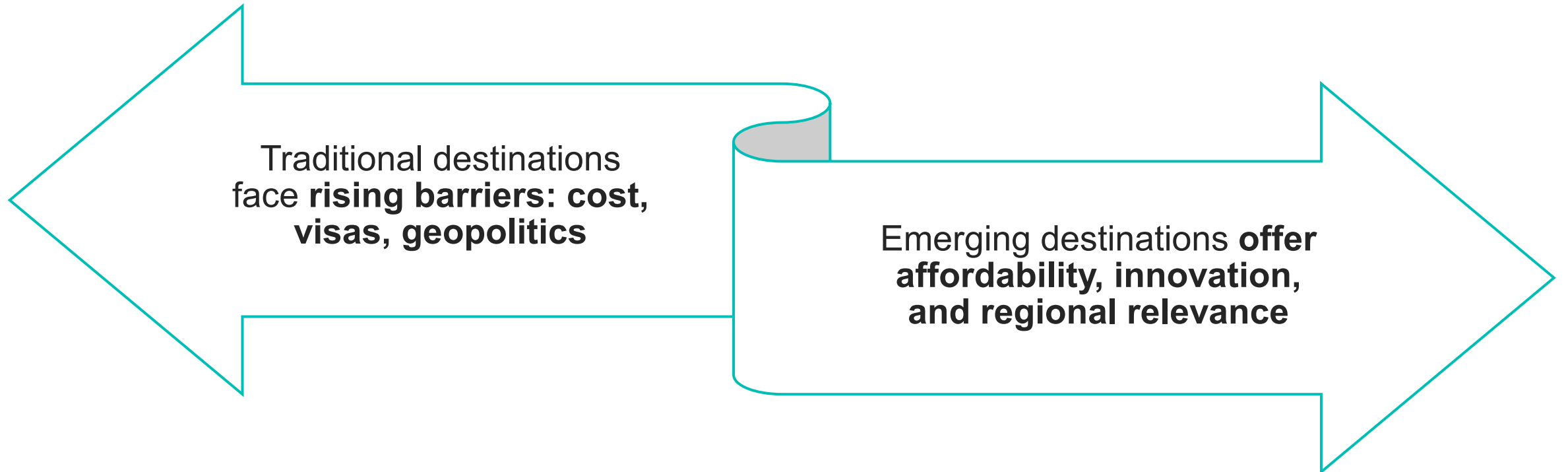
**Role of school  
leadership**



**Reimagining the  
role of education  
counsellors**

# Emerging destinations & Transnational Education (TNE)

# Traditional vs emerging destinations



## Emerging destinations

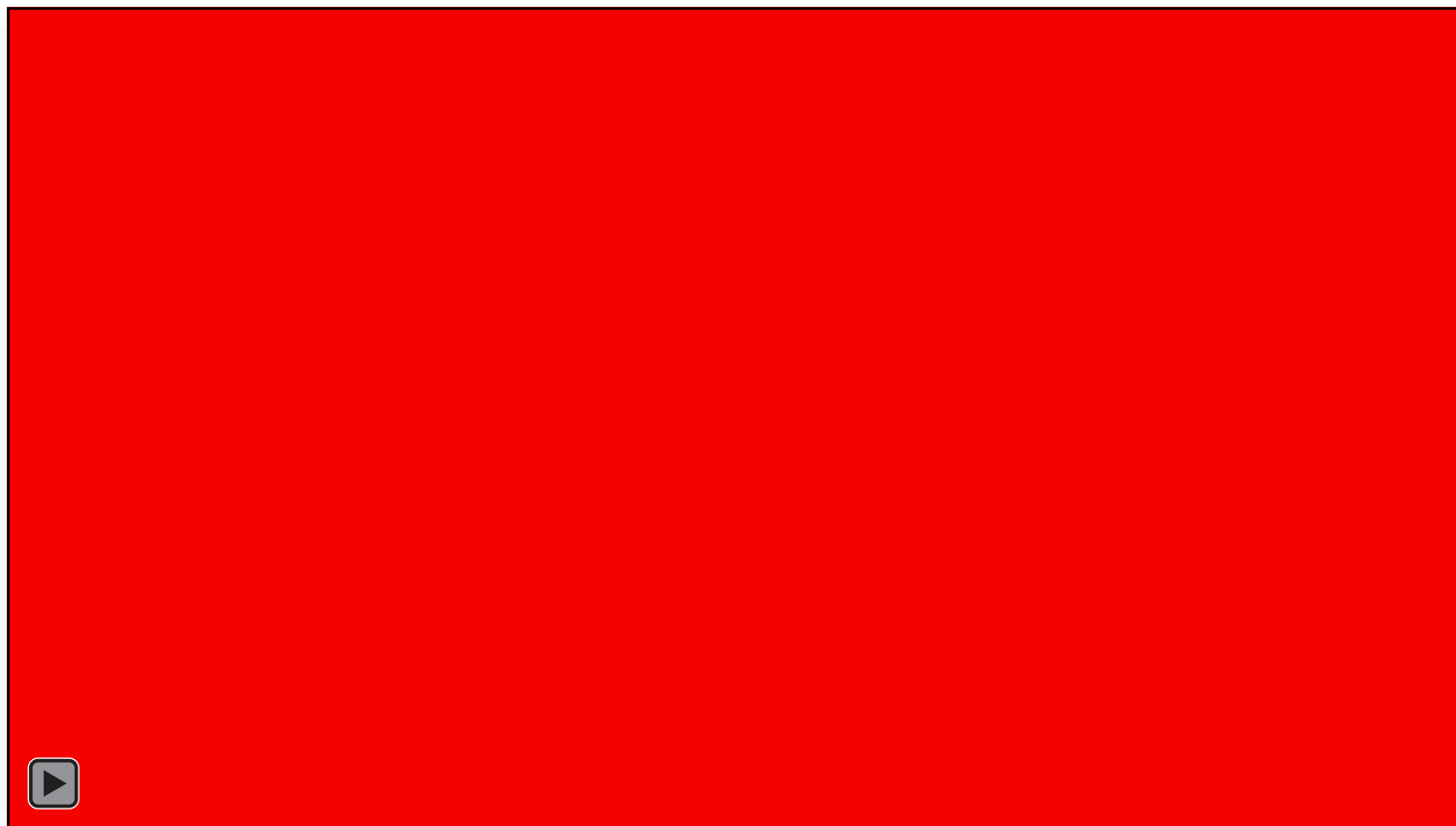
“What factors would make you recommend a non-traditional study destination to a student?”

“What’s one misconception students or parents often have about studying outside traditional destinations?”

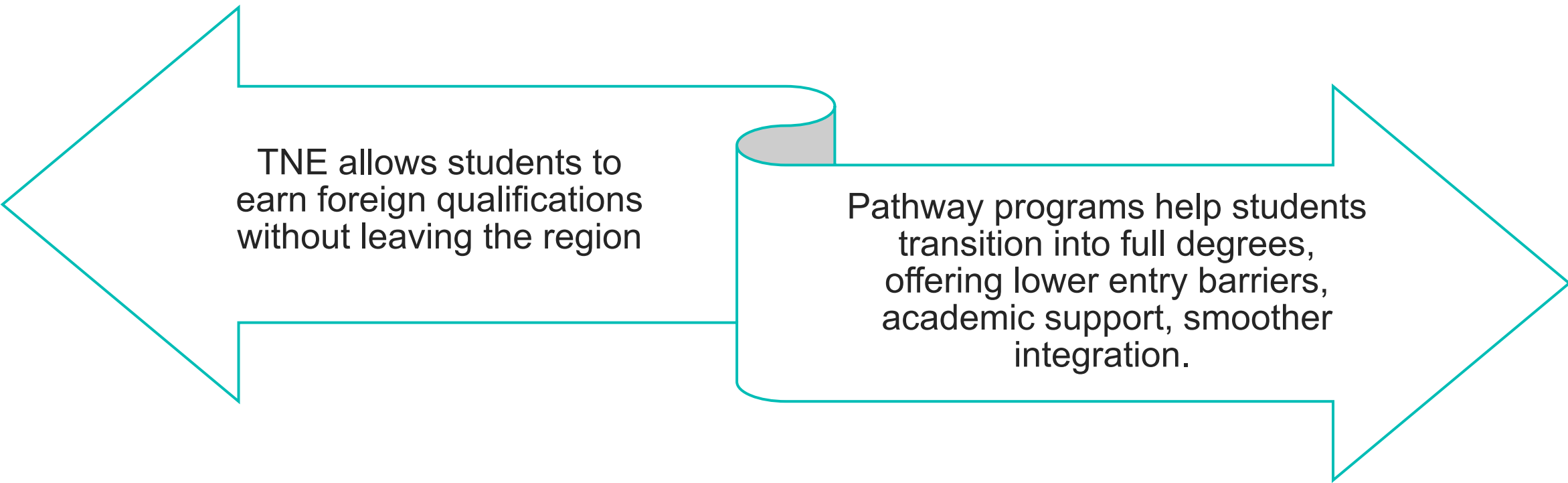
“Can you name one emerging destination that’s gaining traction — and why do you think it’s appealing?”



# Why is your country an attractive study destination for Cambridge International students?



# Transnational Education, TNE & Pathway Programs



TNE allows students to  
earn foreign qualifications  
without leaving the region

Pathway programs help students  
transition into full degrees,  
offering lower entry barriers,  
academic support, smoother  
integration.

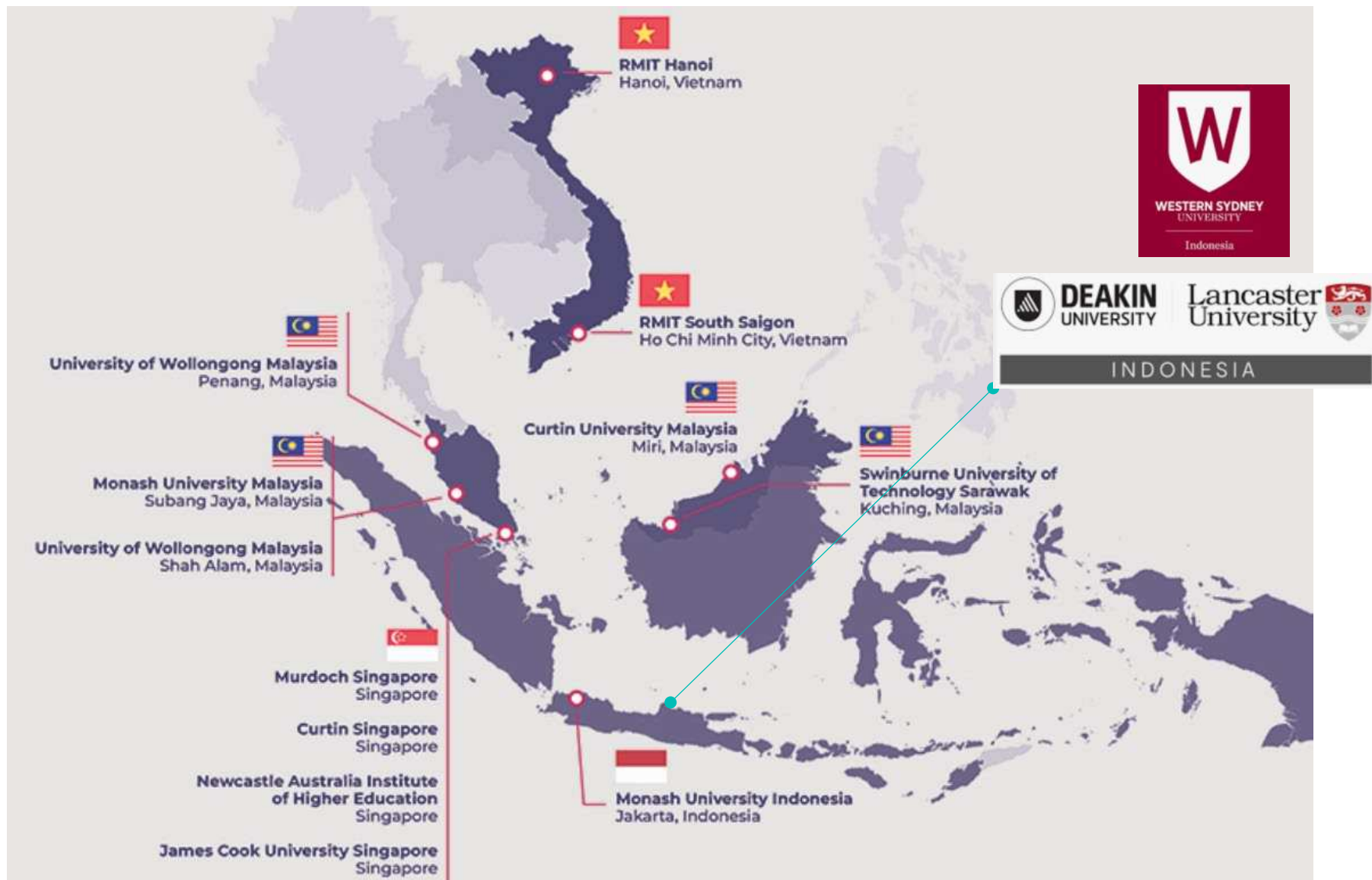


# UK branch campuses in Southeast Asia

## Malaysia



# Australian branch campuses in Southeast Asia



**Source:** DFAT, Austrade  
and Department of  
Education

# Positioning TNE & pathway programs in Southeast Asia

## Malaysia

### Leading TNE provider in the region

- Local institutions are becoming TNE providers offering dual degrees & international curricula
- Expanding pathway programs emphasizing on affordability & cultural proximity

## Singapore

### Gateway to global education

- Globally ranked education system with institutions like NUS, NTU offering joint degrees
- Pathway programs integrated into industry-relevant polytechnics – no longer a ‘lesser option’ to reputable institutions globally

## Vietnam

### New frontier in TNE

- Partnering with UK, Australia, South Korea universities to offer joint programs
- Growing pathway programs in English Language prep & foundation studies

## Indonesia

### Regulatory reforms

- Opening doors for foreign universities to operate locally
- Encouraging internationalisation with focus on STEM & digital education
- Institutions are investing in pathway programs to support outbound students

# Reframing quality & prestige

“Are we helping students choose  
what’s right for them — or just what’s  
popular?”

# Challenges

Prestige bias and parental expectations

Recognition of TNE/pathway equivalency

Limited awareness of scholarships, visa policies,  
career pathways

Counsellor capacity and internal resistance to change

"What's the biggest barrier your students face when considering non-traditional pathways?"

# Role of school leadership



# Strategic leadership in global pathways

## Reframe higher education as a strategic priority

- *Part of holistic student development – a reflection of values, readiness and future goals*

## Promote diverse pathways & emerging destinations

- *Normalise conversations around non-traditional destinations by celebrating diverse success stories and integrating them into school culture*

## Build partnerships with institutions offering TNE/Pathway

- *Establish relationships with local universities and communities, potentially with institutions in top and emerging destinations*

# Empowering school communities

- Building trust with families through transparent, informed guidance
- Creating a school culture that celebrates diverse success stories
- Support education counsellors in guiding students beyond traditional progression pathways and traditional destinations



"What role should school leaders play  
in shaping future-ready pathways?"

# From advisors to strategic influencers: Reimagining the role of education counsellors





In today's dynamic global education landscape, education counsellors are evolving from traditional advisors to **strategic influencers**—professionals who shape not only student choices but student aspirations, guiding family perceptions, and informing institutional strategy.

# What school leaders can do to support education counsellors?

- Professional development for education counsellors
- Access to reliable data & tools
- Structured parent engagement framework
- Recognition and empowerment
- Collaborative networks



**Ready  
for the  
world**



# How education counsellors can make the shift?



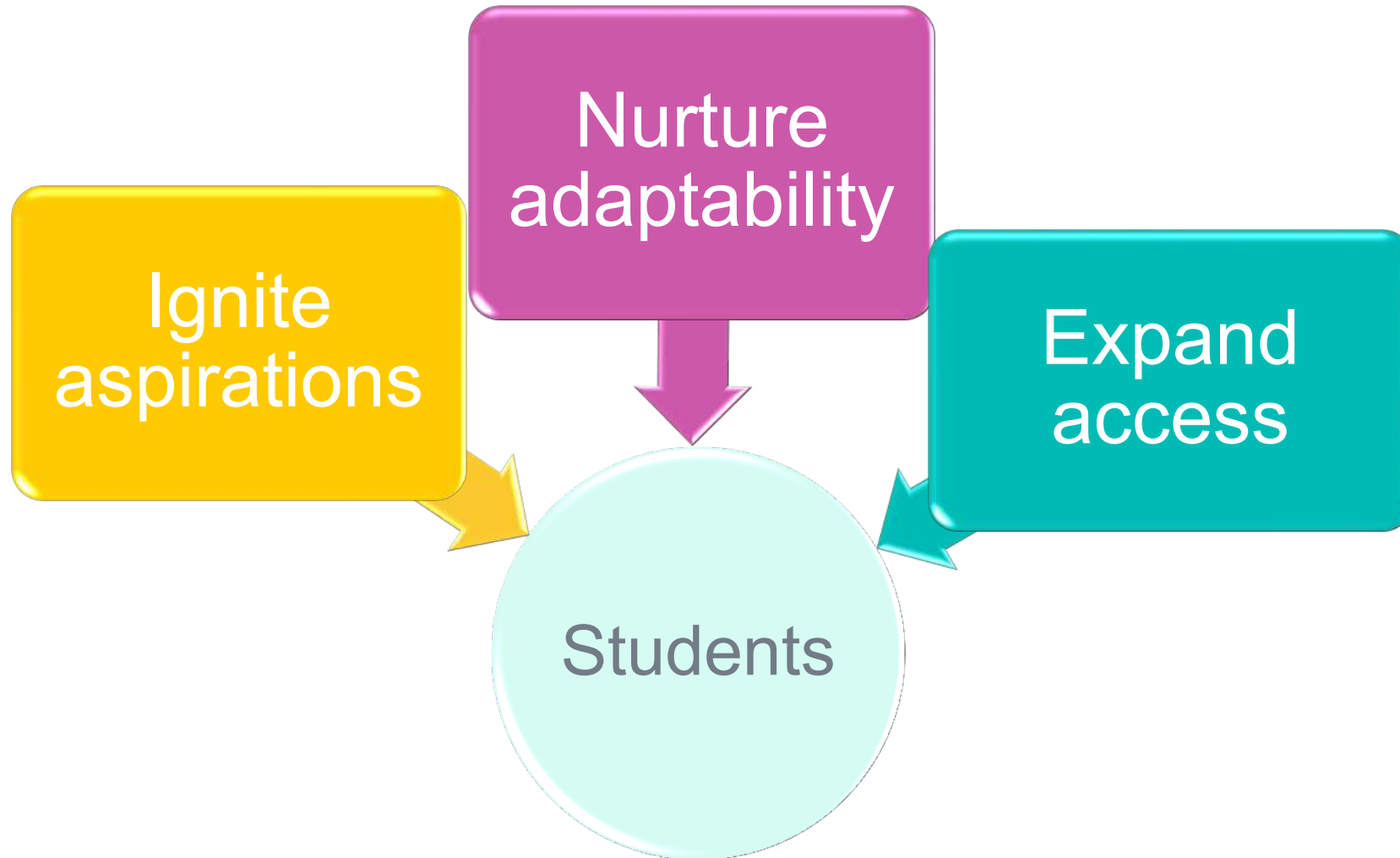
- Think future-ready
- Use data and insights
- Expand knowledge of diverse pathways
- Develop influence skills
- Engage parents proactively

# What characteristics do you most appreciate most about Cambridge students?





# Expanding horizons — A shared responsibility





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Thank you!

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