

IMSC

NAVIGATING THE FUTURE OF EDUCATION

To Lead Asia in Building
Sustainable, Global Careers



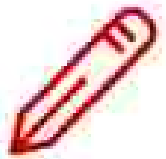
Problem Statement



Global Pain Points:

- Global economic disruption due to evolving technologies (AI, automation) threatening job stability.
- Changing economic and social models, requiring re-thinking in education and training.
- Lack of Career Opportunities: Ultra-competitive environment limits job availability – importance of being competitive internationally

Mission and Vision



VISION

- To Lead Asia in Building Sustainable, Global Careers



MISSION

- We are committed to becoming Asia's premier education innovator, empowering students with industry-aligned skills that transcend borders.



About Us

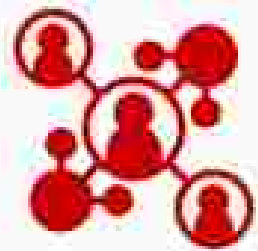
Founded in 2003, IMSC stands as one of Singapore's pioneering private educational institutions. It emerged following the privatization of the education division within the former Singapore Sports Council.

We deliver tailored education solutions that transform students into globally competitive professionals and visionary entrepreneurs. Our programs are meticulously designed to align with high-growth industries, ensuring graduates not only secure opportunities but thrive in them.

The Group has persistently emphasized building a formidable international presence. It has attracted students from over 15 countries and has established academic and industry partnerships with esteemed institutions in China, Malaysia, Vietnam, England, Australia, and India.

In a significant milestone, the Group was appointed in 2024 as the Global Chapter in Singapore by the prestigious National Strength and Conditioning Association, further solidifying its reputation and influence in the field.

Our Core Businesses



Apex Education Platform

We own and manage a network of premier institutions across Singapore, China, and Southeast Asia, delivering globally recognized higher education qualifications (diplomas and above) and professional certifications.



Preparatory programmes for K12 education

Achieving distinction, with meaning and purpose. We prepare students for success in top-tier universities through full-time preparatory courses and academic enrichment programmes.



Education Management Services

Leveraging cutting-edge educational technology and talent development strategies, we partner with institutions in Singapore and Southeast Asia to enhance operational efficiency, quality assurance, and market competitiveness.

International Management and Sports College

International Management and Sports College, is a private education institution licensed by the Committee for Private Education in Singapore, offering degree (or equivalent), diploma and certificate courses in the areas of Business Management, Sports and Fitness Training, and Hospitality and Tourism Management and others, as well as preparatory courses for Primary to Secondary school students



**INTERNATIONAL
MANAGEMENT &
SPORTS COLLEGE**



Graduates from over
15
countries and regions

More than
97%
of our students will recommend IMSC

Over
10,000sqf
of training facilities across 2 campuses

More than
20%
year on year growth in students



International Management and Sports College

Founded in 2003, IMSC is a private education institution licenced by the Singapore Government (under Skills Future Singapore).



Private Education Degree, Diploma & Certificate Programmes

Providing formal education from degree, diplomas, and certificate programmes across multiple disciplines and industries, we have been awarded the EduTrust Certification by the Committee for Private Education (CPE) since 2017 - a testament to our high quality education programmes and an affirmation of our ongoing commitment to organisation excellence.

Since our establishment, we have worked with renowned institutions such as the University of Portsmouth, United States Sports Academy, and many others to continue providing quality education programmes.



RCB No. 200305869C Exp: 13 July 2022 - 12 July 2026



NSCA Global Chapter Singapore



International Management and Sports College (IMSC) has been appointed by NSCA HQ to manage its Global Chapter, Singapore. This marks a significant step forward for the Singaporean fitness and strength and conditioning industry, reflecting its growing professionalism.

What is NSCA?

National Strength and Conditioning Association (NSCA) is a globally recognized non-profit organization established in 1978. Their mission is to advance the profession of strength and conditioning by disseminating research-based knowledge, supporting practitioners, and setting standards.

What is NSCA Global Chapter Singapore?

NSCA Global Chapter Singapore serve as the official approved and preferred representative of NSCA in Singapore, promoting strength and conditioning excellence within the country. The right and responsibilities of NSCA Global Chapter Singapore include 1) conduct NSCA membership, 2) provide exam preparation, 3) register candidates for certification exams, and 4) providing recertification continuing education programs in Singapore.

International Sports Academy

International Sports Academy, a member of the ISA Group, is Singapore's leading training provider in the area of Sports and Fitness. Since its inception, ISA Group has also been the leading trainer for all sports and fitness coaches, and since 2017, it has trained more than 800 personal trainers, and at least 200 swim coaches for the Singapore sports and swimming industry.



INTERNATIONAL SPORTS ACADEMY

30+
Courses

50,000+
Alumni

50+
Collaborations

SKILLSfuture SG
UTAP
University Training and Assessment Programme





International Sports Academy

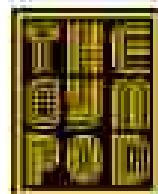
We offer a series of industry recognised professional certification courses that will help our students stay competitive and obtain a breakthrough in their fitness career.



Professional Certifications

Industry-recognised certifications spanning the sports & fitness industry

From the highly popular and industry leading Personal Trainer certification programme (recognised by Certis Cisco since 2013 where we have been appointed to train their Fitness Instructors for all Army Camps in Singapore), to Coaching programmes, to Massage courses, and Strength and Conditioning courses, we have grown from strength to strength, and is now the biggest private trainer / educator in Singapore in the area of sports and fitness.



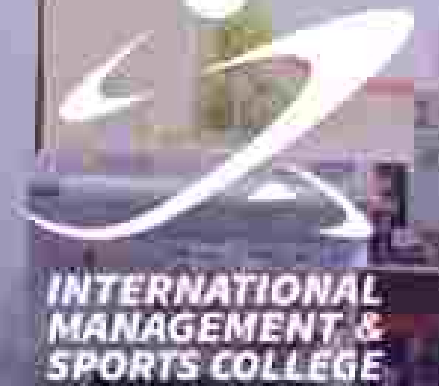


INTERNATIONAL SPORTS ACADEMY

At our institution, we provide a series of industry-recognized professional certification courses aimed at equipping our students with the knowledge and credentials they need to excel in the competitive fitness industry. These certifications serve as the keys to unlocking new opportunities and achieving breakthroughs in their fitness careers. We are committed to empowering our students to reach their full potential and stand out as leaders in the dynamic world of fitness and wellness.



Industry-Driven Focus



Hospitality

We train students in tourism, hospitality operations, and service excellence to meet the booming needs of the global hospitality industry, from luxury resorts to event management.



Healthcare, Fitness, & Wellness

Prepare for careers in caregiving, fitness training, and holistic wellness as societies prioritize aging populations and preventive healthcare.



Artificial Intelligence

Train for high-demand roles in AI development, automation, and data-driven decision-making, preparing graduates to lead in fintech, smart manufacturing, and tech innovation.



Logistics

Develop expertise in logistics operations, supply chain optimization, and digital inventory systems to support the rapid expansion of global trade and online retail.

Industry-Driven Focus



Education Training & Development

Upskill teachers, administrators, and institutional leaders through professional development programs, fostering excellence in pedagogy and school management



Business Management & Entrepreneurship

Equip students with core competencies in leadership, operational excellence, and entrepreneurial innovation to drive growth in global markets.



Automotive Engineering

The curriculum covers core areas such as smart manufacturing processes, electric vehicle system design, battery technology development, and industrial robotics applications.



Finance & Fintech Innovation

Prepare graduates for dynamic roles in banking, investment, and fintech, with expertise in financial analytics, blockchain technology, and AI-driven financial systems

Comprehensive Educational Offerings



Academic Programmes

Professional Certifications: Industry-focused credentials with a global outlook in sectors such as hospitality, logistics, AI, fitness and caregiving

Diplomas and Degrees: Programs that are internationally recognised, designed to prepare students to be future ready, and for careers abroad



Personal Upskilling

Cultural Competency and Language Proficiency: Courses in English and cross-cultural communication to improve workplace effectiveness in multicultural environments

CV Development: Soft-skill trainings, together with international internship programmes to boost students' CV



Global Exposure

Study Abroad Programs and International Internships: Partnerships for cultural exchange and placements with companies worldwide

Fortune 500 Companies: Working with international corporate partners



Industry Exposure & Hands-On Learning

Internships and Placements: Partnerships with companies in target industries, offering students practical experience and networking opportunities



Networking & Career Events

Global Industry Networking Events: Career days and fairs with a diverse array of employers to build cultural awareness and industry connections

Strong Track Record of Student Success



1

MORE THAN 500 INDUSTRY PARTNERS
IN SINGAPORE, ACCEPTING IMSC'S
STUDENTS FOR
INTERNSHIP AND WORK SUCCESS

2

MORE THAN 20 YEARS IN
EDUCATION INDUSTRY

3

Courses well recognised
within and beyond
Singapore

4

APPOINTED NSCA GLOBAL
CHAPTER SINGAPORE

Our Core Advantage

1

Experienced Leadership with Proven Education Expertise

Guided by a seasoned management team, in Singapore and China, with decades of collective experience in establishing, operating, and scaling education businesses across diverse sectors.

2

Comprehensive Expertise Across Industries and Geographies

Supported by a network of over 1,000 industry and education experts, we integrate real-world insights and practical knowledge into our academic programs, ensuring relevance and excellence across multiple sectors and jurisdictions.

3

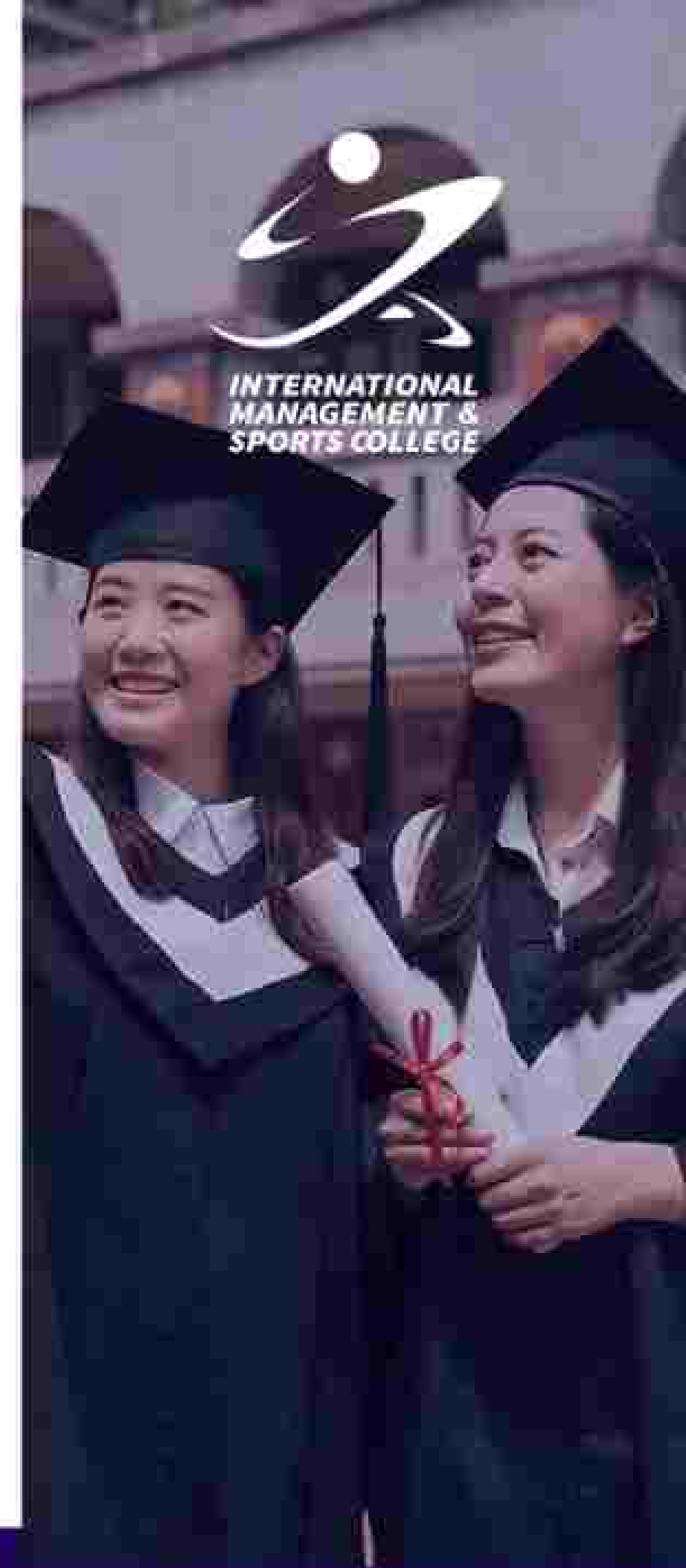
Global Recognition and Strategic Partnerships

Our programs and certifications are accredited and recognized by leading universities and institutions in Malaysia, the United Kingdom, Australia, India, the United States, and beyond. We collaborate with international academic and professional certification bodies to deliver globally recognized education solutions.

4

Proven Execution Capabilities

Whether developing customized education solutions for enterprises or facilitating expansion into new markets, our team excels at collaborating with diverse partners within the education ecosystem to design and implement tailored pathways and solutions that drive success.



Strong Leadership Team



Joel Lim

**Apex Education Group, Group CEO,
IMSC CEO**

- Former Chief Operating Officer, Indigo Education Group (Academic Tuition Group)
- Founder, Spirtmakers, Student Development Company to more than 200 Schools
- Member, Education Committee, Association of Strata Manager in Singapore
- Former Senior Associate, Allen & Gledhill, Pinsent Masons MPillay



Zhang Chao

Apex Education Group, Joint Principal

- Bachelor of Education, EMBA Master
- Executive Director of the Asia-Pacific International Education Training Center at Beijing Normal University, Dean of the New Teachers Education Research Institute, Founder of New Teachers Education Group and New Teachers University
- Initiator of the China Basic Education Summit Forum, Chairman of the High School Education Alliance of the Six Central Provinces

Core Management Team



Zhang Qi

Apex Central COO

Apex Education Strategic Partner

- Nanyang Technological University (NTU) Singapore MBA, Chinese CPA
- Bachelor of Finance, Zhejiang University
- Served at Deloitte Shanghai, PwC Shanghai, and Singapore, with extensive experience in international listings and transactions.
- Strong commercial and project management capabilities; previously held the position of Commercial and Financial VP at a renowned real estate company in Singapore



Wan Ying

GEMS Capital Partner

Apex Education Strategic Partner

- Bachelor of Management - Peking University
- Chartered Accountant of Singapore, Chartered Tax Advisor, ASEAN CPA, Licensed Individual for Singapore Funds, Qualified in Advanced Trust Services in Singapore
- Previously worked at PwC Beijing and Singapore, as well as multiple overseas fund companies
- Extensive hands-on experience in investment, financing, and transactions for both Chinese and overseas enterprises, with in-depth knowledge of domestic and international markets.



Kelvin Chua

Founder | Consultant

- Former Head of Fitness Department at Singapore Sports Council
- Former General Manager of the Singapore National Team
- Previously served as the Head and Acting Director of Zayed Sports City Operations Company, a joint venture between Mubadala and CapitaLand Real Estate LLC in the United Arab Emirates.

Core Management Team



Ouyang Eling

General Manager

- Former Senior Executive at Singapore Sports Council



Mark Chay

Non Executive Director

- Director (Administration) of the Global Esports Federation
- Nominated Member of Parliament
- President of the Singapore Swimming Association
- Member of the Singapore National Olympic Council

Our International Marketing Team



Vicky Truong

**Director, International Marketing
(Vietnam)**

- Formerly Head of Marketing at Curtin University
- Industry veteran with more than 15 years experience in international student Recruitment



Abid Noor

Director, International Marketing

- Industry veteran with more than 20 years experience in international student recruitment



Lai Feng Gin

**Founder, Student Network Services | Apex
Education Strategic Partner**

- Mr. Lai Fengjing established Student Network Services in 2001, a service platform dedicated to assisting students with studying abroad.
- In the field of education, he successfully developed an educational service model that has helped over 3,000 international students settle and integrate into the Singapore community to date.
- Mr. Lai also actively recruited a significant number of nurses for the Singapore government through the Asian Nurses Scholarship program.

Academic Board



Gan Chin Huat

Principal Consultant | Chairman of Academic and Examination Board

- Chairman of the Academic and Examination Board at Knightsbridge International School
- Chairman of the Academic and Examination Board at the International Management and Sports College
- Chairman of the Academic and Examination Board at Singapore BITC International College
- Board Advisor of Sanya Overseas Chinese School in China
- President of the Singapore Cultural and Educational Exchange Association
- Chairman of Singapore Aoli Education Consulting Co., Ltd.
- Lifetime Member of the Singapore Principals' Association
- Recipient of the Singapore Ministry of Education Overseas Scholarship
- Holds a Master's degree in Education Management from Harvard University, USA, and a Bachelor's degree from the National University of Singapore
- Formerly held senior positions such as Secondary School Principal, Cluster Superintendent, and East Zone Director at the Singapore Ministry of Education
- Education Representative of the Singapore-Jiangsu Cooperation Council
- Awarded the National Day Commendation Medal (PK), Public Service Medal (PBM), and Public Administration Medal (Silver) (PPA(P)) by the President of Singapore



Strategic Partnership



Corporate Partnerships

Collaboration with Fortune 500 companies and international organizations to offer valuable internships and networking events.



Academic Partnerships

Joint programs with global institutions like the University of Portsmouth, providing pathways for international learning and development



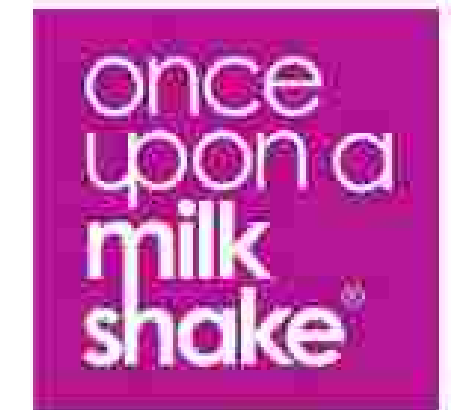
Community Engagement

Programs and partnerships that extend learning beyond the classroom and into the community, with initiatives in wellness, caregiving, and more.

Corporate Partners (Partial)



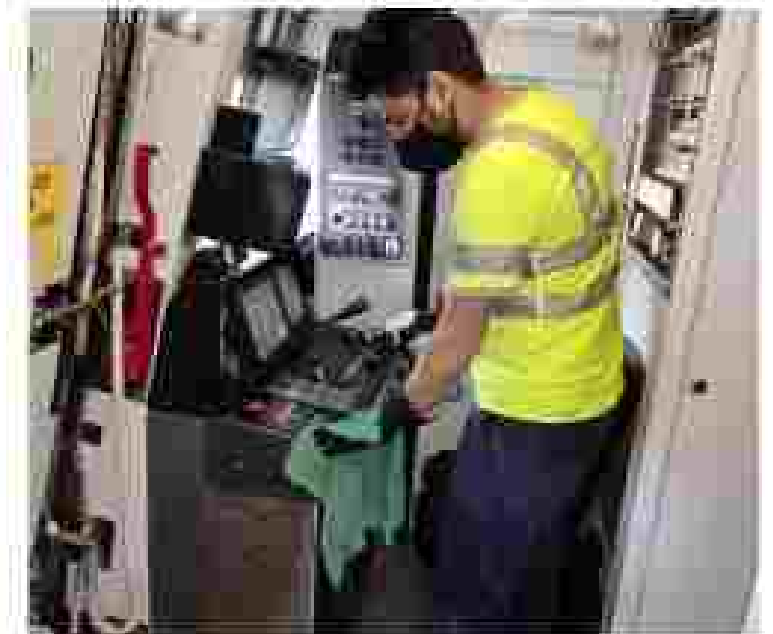
INTERNATIONAL
MANAGEMENT &
SPORTS COLLEGE



OJT Life



INTERNATIONAL
MANAGEMENT &
SPORTS COLLEGE



Academic Partnerships



Our expertise and recognition of our programmes is further underscored by strategic partnerships with prestigious universities, including:

- Universiti Sains Malaysia (QS World University Rankings #140)
- University of Portsmouth (QS World University Rankings ~#500)

Through these collaborations, IMSC designs and implements cutting-edge education programs that enhance institutional capabilities, foster student success, and meet the evolving demands of the global education landscape. Our commitment to excellence ensures that our solutions are not only impactful but also scalable, sustainable, and aligned with international standards.

Many International Partners Across The World



VISIT TO MALAYSIA,
KUCHING HIGH SCHOOL



COLLABORATIVE
PARTNERSHIP WITH UOP



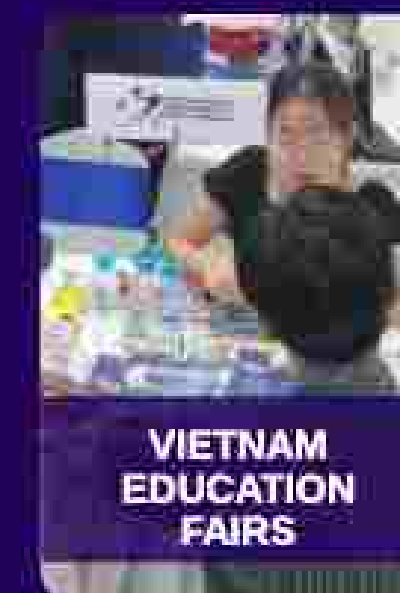
INDIA
EDUCATION
FAIRS



MOU SIGNING WITH KLMUC



PARTNERSHIP WITH
BESTON COLLEGE



VIETNAM
EDUCATION
FAIRS



'FOOD AND HOSPITALITY TECH
MASTERCLASS' WORKSHOP IN
HO CHI MINH CITY



MOU SIGNING WITH
USM APEX



VISIT TO
NSCA
KOREA

We Are Widely Recognised...

Partnership With University of Portsmouth



**UNIVERSITY OF
PORTSMOUTH**

The University of Portsmouth is well-known for its excellent teaching methods, which guarantee that you have a strong understanding of the sports industry. With approximately 28,280 undergraduate and postgraduate students, the university is the 25th largest in the United Kingdom by higher education student enrolments.



Working with Leading Malaysia Universities



1



University Sains
Malaysia

2



Kuala Lumpur Metropolitan
University College

3



University of Wollongong,
Malaysia

IMSC's programmes are also widely recognised by leading universities in Malaysia, providing opportunities for our students to further their studies.

Partnership with Chang Ping Vocational School



Memorandum of understanding with Changping Vocational School, to create an unique education pathway for Chinese students to obtain internationally recognised qualifications in Singapore and China.

Pocy Education Group



Partnership with China Pocy Group, to create joint certification programmes for students from both IMSC and Pocy.

Strategic Partnership



Partnership with 新师者

Partnership with 新师者, China's leading educator in teachers' training and development, to design academic pathways and partnership with institutions in China.

Franchise Programmes

In 2024, IMSC has also entered into strategic partnerships with leading universities in Malaysia, to franchise our programmes to these universities.



UOW
MALAYSIA
KDU

This shows the increased acceptance of IMSC courses both within, and outside Singapore.



MOU SIGNING WITH KLMUC



STRATEGIC PARTNERSHIPS WITH
UNIVERSITY OF WOLLONGONG KDU

Mobility Programme with KLMUC



Licensed IMSC's Diploma in Hospitality and Tourism Management to KLMUC - with 1st batch successfully launched in December 2024 with students from Myanmar, Malaysia and India studying in the programme!



Student Life



HOSPITALITY FIELDTRIP TO
PULAU UBIN



PARK ROYAL HOTEL VISIT



CELEBRATING DEEPAVALI



HOSPITALITY EXCURSION AT
SINGAPORE SPORTS MUSEUM



CELEBRATING RACIAL
HARMONY DAY



FOOD AND HOSPITALITY TECH
MASTERCLASS' WORKSHOP IN
HO CHI MINH CITY



CELEBRATING CHINESE
NEW YEAR



IMSC SPORTS DAY



CAREER GUIDANCE DAY



CELEBRATING
DEEPAVALI



CARLTON HOTEL
HOSPITALITY
FIELDTRIP



IMSC SUMMER
CAMP

IMSC Outreach Around The World



IMSC at Community Events



DRAGON TRAIL 2022



**PACKING GOODIE BAG
FOR NEEDY FAMILIES WITH
SIAN CHAY**



**VOLUNTEERING TO DISTRIBUTE FREE FOOD TO
UNDERPRIVILEGED INDIVIDUALS WITH KRSNA'S FREE MEALS**



**VOLUNTEERING AS INDIVIDUAL TEAM ASSISTANTS AT THE
INTERNATIONAL WALKING FOOTBALL COMPETITION**



VOLUNTEERING AT ORANGE VALLEY ACTIVE AGEING CENTRE



CONNECT WITH US



Passion Progress Purpose



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