LEAVING A LEGACY TO INHERIT

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While progress has been steady, Tan Sri Dr Jeffrey Cheah believes there is still a long way to go in building Sunway University as Harvard and Cambridge of the East.

“I am sure this is unlikely to be realised in my lifetime, but what we are doing is laying the foundation to realise that vision for the future. Sure, but surely, we will get there,” he opined.

The immediate milestone he is praying for is the University’s admission to the top 100 universities in the coming decades, but that’s not all. Cheah is also actively encouraging private universities to operate via the university endowment model.

Endowment funds, derived from donations and then invested, enable earnings to support university operations without diluting the university’s academic-excellence, research-and-development, cover operating expenses and wages, as well as provide financial aid for deserving students among others.

For instance, the University of Cambridge, United Kingdom, has an endowment of £6.90bil, with £0.64bil (25%) invested in the US assets.


dedicated to the University of Cambridge, after serving as its Vice-President of Development (US) at Sunway University – work is still underway to enhance the township through deeper integration of technology to establish it as a model smart city.

Towards this goal, Sunway recently partnered with Deloitte and Infosys in a tripartite collaboration to advance smart township solutions encompassing the Internet of Things and artificial intelligence with biometric recognition systems for better security.

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An endowment of £1 bil for Oxford’s Blavatnik School of Government (BlSOG)

He said, “After all, you need to make money first before you can give it away. Specifically for me, what I want to do is build a sustainable future for the next generation to continue to contribute and create a progressive and prosperous society.

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