

Mr Sami Baig
Regional Director, ASEAN
NOCN Group, UK

Sami Baig is the Head of NOCN Asia, responsible for leading NOCN Group UK's strategic engagement, partnerships and regional expansion across ASEAN.

A seasoned education and skills-development professional with over 30 years of experience, Sami has extensive expertise in vocational education, international qualifications, workforce development, institutional partnerships, learner progression and global mobility. He has worked closely with government agencies, industry bodies, education providers and employers to develop practical, industry-relevant and internationally benchmarked skills pathways.

In his role at NOCN Asia, Sami leads regional collaborations that strengthen TVET delivery, quality assurance, professional and technical qualifications, assessor and trainer development, industry-recognised certification, and cross-border recognition of skills. He has recently architected the JPK–NOCN collaboration in Malaysia, aimed at enhancing international recognition, capability development, learner mobility and progression opportunities within the national TVET ecosystem.

His work is focused on connecting ASEAN learners and institutions with globally recognised standards while supporting employability, global mobility and evolving workforce priorities.