

From: UUM CORPORATE COMM.
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Subject: Chat Programme With Rector And UUM Indonesian Alumni Helps Promote #WeAreGlobal



UUM Corporate Comm.
Universiti Utara Malaysia

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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Pictures by Marketing Division



CHAT PROGRAMME WITH RECTOR AND UUM INDONESIAN ALUMNI HELPS PROMOTE #WEAREGLOBAL

UUM ONLINE: Various initiatives have been carried out to attract international students to choose UUM as the academic institution of their choice to pursue their higher education. Amongst the initiatives include a chat programme with the Rector and UUM Indonesian Alumni called, 'Santai Bareng Rector dan Alumni UUM Indonesia' which was held on UUM's official Facebook page recently.

The programme, organised by the Marketing Division was carried out in a relaxed and easy-going manner saw the attendance of the Vice-Chancellor, Prof. Dato' Dr. Ahmad Bashawir Abdul Ghani together with the Deputy Vice-Chancellor (Student Affairs and Alumni), Assoc. Prof. Dr. Hendrik Lamsali at the Welcome Centre.

Director of Marketing Division, Mdm. Norazlin Abd Jalil said the chat programme that involved representatives from both Malaysia and Indonesia was aimed at strengthening bilateral relations between the two neighbouring countries.

In addition, she said the programme was aimed at providing opportunities for UUM alumni from Indonesia to share their information and experiences throughout the duration of their studies in UUM and their life as UUM graduates.

"We want to attract more international students, especially from Indonesia, to choose UUM as their top choice for furthering their education, while promoting UUM as the Eminent Management University especially in the Indonesian market in line with the UUM tagline #WeAreGlobal.

"I hope this session will benefit everyone as we move towards developing the network of cooperation with Indonesia," she said.

The programme was moderated by senior lecturer who is also an alumnus of the School of International Studies, Dr. Mohammad Fajar Ikhsan. The chat programme also featured presentation from representatives of the UUM Arts and Culture Centre. The session received over 9000 views with over 50 shares.

Also present were the Assistant Vice-Chancellor of UUM COLGIS, Assoc. Prof. Dr. Muhammad Fuad Othman; Assistant Vice Chancellor of UUM CAS, Prof. Dr. Huda Ibrahim and Assistant Vice-Chancellor of UUM COB, Prof. Dr. Salniza Md. Salleh and UUM Indonesian alumni namely Akita, Teuku Aliyuddinsyah @ Ali, Rizky Amelia @ Kiki, Nur Damayanti @ Dr Rhia and Rashid Febriansya @ Raden.



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