

PSB - Bahagian Arkib

From: UUM CORPORATE COMM.
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Subject: UUM And KEDA Set To Enhance Cooperation Through MoU



UUM Corporate Comm.
Universiti Utara Malaysia

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

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UUM AND KEDA SET TO ENHANCE COOPERATION THROUGH MoU



UUM ONLINE: Universiti Utara Malaysia (UUM) and Kedah Regional Development Authority (KEDA) sealed a Memorandum of Understanding (MoU) to enhance cooperation in research, advisory and community service at a ceremony held at the Visitors' Lounge, Chancellery recently.

The ceremony saw the Deputy Vice-Chancellor (Academic and International), Prof. Dr. Yusnidah Ibrahim, who represented UUM Vice-Chancellor, signing on behalf of UUM while KEDA was represented by its General Manager, Mr. Muhd. Kameh Abdullah.

Prof. Dr. Yusnidah said the main objective of MoU between UUM and KEDA was to conduct joint research and community service.

"In addition, this collaborative programme also provides a platform for the sharing and transferring of knowledge between UUM academics and KEDA members of staff through publication and training projects.

"I also understand that UUM's researchers and students have embarked on a project to assist KEDA entrepreneurs by providing guidance on improving the productivity and performance of Small and Medium Enterprises (SMEs) through digital marketing and promotion techniques," she said.

"We have included service learning elements in at least one course in which students need to utilize knowledge gained in the classroom and implement it by going to the community and contributing to them.

"On behalf of UUM, I fervently hope that fellow academicians at the School of Technology Management and Logistics (STML) can share their knowledge and expertise with KEDA. By fulfilling the aspirations of the MoU which both parties have mutually agreed upon, UUM will certainly help KEDA further develop the state of Kedah.

"I hope this cooperation can be further developed as it can be beneficial to both UUM and KEDA. For one, KEDA can provide UUM with placements for our practical students as well as venues for UUM academics to conduct studies and also other high-impact programmes," she said.

Meanwhile Mr. Muhd Kameh said the collaboration between KEDA and UUM will be continued so that greater work in various fields can be implemented.

"We chose to work with UUM because we are confident of UUM's faculty and students especially in developing rural areas in Kedah.

"Hence, through this collaboration I fervently hope that UUM will assist KEDA in the development of its management, agriculture and research which will eventually further benefit the residents in the KEDA region," he explained.

Also in attendance were the Dean of STML, Assoc. Prof. Dr Nor Hasni Osman; Deputy General Manager (Operation) of KEDA, Mr. Ahmad Sukri Jusoh; KEDA Senior Officials and UUM Senior Officials.



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