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From: Unit Komunikasi Korporat
Sent: Wednesday, March 13, 2019 8:06 AM
To: UUM - All Staff; UUM - All Students
Subject: UUM-Qatar Airways MoU Offers Corporate Travel Incentive



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

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

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UUM-QATAR AIRWAYS MOU OFFERS CORPORATE TRAVEL INCENTIVE



UUM ONLINE: Kuala Lumpur - Qatar Airways has offered Corporate Travel Incentives to Universiti Utara Malaysia (UUM) with the sealing of a Memorandum of Understanding (MoU) between the two parties.

The MoU was signed by the Vice-Chancellor, Prof. Dr. Ahmad Bashawir Abdul Ghani and Qatar Airways Country Manager for Malaysia and Brunei, Dato' Muzammil Mohamad at the Qatar Airways meeting room, recently.

The Vice-Chancellor said UUM intended to collaborate with Qatar Airways, a leading global aviation industry player in formulating the right development brand model to achieve the same success.

According to him, he personally also found that the marketing approach developed by the airline in terms of product strategy, pricing and promotion was highly relevant to UUM's re-branding and marketing practices.

He said, through the right approach and modelled after Qatar Airways, UUM would be able to enhance its image and visibility with the industry especially amongst world's largest companies.

"In addition, I am also honoured when Qatar Airways has offered the Corporate Travel Incentives to all UUM staff and students with ticket purchases made through Uniutama Travel and Tours Sdn. Bhd. (UTTSB).

"This agreement provides benefits directly to UUM through means of cost saving for official overseas travel as well as additional benefits to UUM staff and students.

"I also hope that UUM students are welcome to undergo industrial training with this world-renowned airline," he said at the MoU Signing Ceremony between UUM and Qatar Airways.

The Vice-Chancellor also expressed hope that with the cooperation, Qatar Airways would be the gateway for UUM to penetrate the overseas market to promote UUM study programmes.

According to him, Qatar Airways has a network of more than 160 destinations worldwide, so UUM would also like to capitalize on such opportunities in partnership with the airline.

Meanwhile, Dato' Muzammil said that with the collaboration Qatar Airways was able to collaborate with local universities which in turn would benefit both parties.

According to him, the UUM community would have access to 160 destinations around the world flying with Qatar Airways through Kuala Lumpur and Penang.

Qatar Airways, a carrier based in West Asia, has made Kuala Lumpur its airline destination since December 2001 and Penang since February of last year and is expected to operate in Langkawi this year.



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