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From: SoIS - Pusat Pengajian Antarabangsa
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To: UUM - All Staff
Subject: INTERNATIONAL BUSINESS PROGRAMME INDUSTRIAL VISIT: MATRADE

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



**UUM INTERNATIONAL BUSINESS
PROGRAMME
BRIDGING THE INDUSTRY AND
ACADEMIC WORLD**

**INTERNATIONAL BUSINESS
INDUSTRIAL VISIT**

MATRADE

16 May 2017: INTERNATIONAL BUSINESS DEPARTMENT (IB): INDUSTRY ENGAGEMENT VOLUME 2 (2017)

SoIS ONLINE: On the 16th of May 2017, the postgraduate students of International Business Department of SoIS led by the Head of IB Department, Associate Prof. Dr Mohd Haniff Jedin made a visit to Malaysia External Trade Development Corporation (MATRADE) in Kuala Lumpur. This visit is also in collaboration with GRANTT Lubricants.

MATRADE is the first gateway for Malaysian Firms to start their business in foreign countries. On hand, to receive the students at MATRADE were Mr. Amin, Strategic Communication Executive, MATRADE. Interestingly, Many IB alumni are with MATRADE. The IB students were briefed by the MATRADE team. Some important knowledge that students acquired during the visit include:

- Worldwide Promotion trade initiatives by MATRADE
- Understand the role of MATRADE in providing country information and various supports for Malaysian firms in foreign countries
- Seeking job opportunities offer by MATRADE
- Learn and gain the real-working environments rather than absorbing theories and outdated information in classroom

The MATRADE team then took the students on the exhibition tours: Malaysia Export Exhibition Centre (MEEC), MATRADE Galleria, Business Information Centre (BIC) and Integrated Centre for Export (ICE). The students were amazed by the display products of Malaysian companies that they never seen before. As some of the firms were only focuses on exporting products in overseas rather than in local markets.

This interesting milestone programme had greatly benefited all IB students who went on this visit as part of the International Business: Academia – Industry bridging programme.

“The most interesting and memorable learning is learning by doing”

Thank you.

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