

## Sarkina Bt Mat Saad @ Shaari

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**From:** Unit Komunikasi Korporat  
**Sent:** Wednesday, March 20, 2019 8:21 AM  
**To:** UUM - All Staff; UUM - All Students  
**Subject:** UUM-University Of Hull Pact Set To Elevate Reputation At International Arena



**Unit Komunikasi Korporat**  
CORPORATE COMMUNICATION UNIT  
**Universiti Utara Malaysia**

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

Translated by Mahaliza Mahadhir  
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### UUM-UNIVERSITY OF HULL PACT SET TO ELEVATE REPUTATION AT INTERNATIONAL ARENA



**UUM ONLINE:** Putrajaya - In a bid to further elevate its reputation at international level, Universiti Utara Malaysia (UUM) continues to establish strategic cooperation with leading universities abroad.

Most recently, UUM signed a Memorandum of Understanding (MoU) with the University of Hull (UOH), United Kingdom.

The collaboration between UUM and UOH will include the exchange of students and staff, organization of joint international conferences, implementation of joint research ventures and development of university in various fields such as student development activities and academic collaboration in double degree programmes.

At the event, UUM was represented by the Vice-Chancellor, Prof. Dr. Ahmad Bashawir Abdul Ghani, while UOH was represented by its Associate Dean (International), Faculty of Business, Law and Politics, Ms. Lynne Barrow signed the MoU. Present to witness the historic event were the Chief Secretary to the Government, Datuk Seri Dr. Ismail Bakar; Kedah Menteri Besar, Dato' Seri Mukhriz Tun Mahathir and Chairman of UUM Board of Directors (LPU), Prof. Dato' Dr. Sudin Haron at Perdana Putra Building, Federal Administrative Centre.

The Vice-Chancellor said the signing of the MoU symbolized an important milestone for strategic cooperation and partnership between the two established institutions of higher education and strengthened long-term bilateral ties between the two countries through close ties in trade, culture and politics.

According to him, the partnership will also become a platform for UUM and UOH to embark on a collaborative journey in transnational academic that will further reinforce the core respectively.

He also said that UUM also sought to embark on collaboration not only focusing on academics, but also promoting humanitarian values in community development.

"In today's highly dependent and globalized era, collaborative cooperation with reputable educational institutions around the world is no longer an option, but a necessity.

"The collaboration that begins today is to facilitate the effort to create and offer double degree programmes and conduct research projects by researchers from both universities," he said at the MoU Signing Ceremony between UUM and the University of Hull, United Kingdom.

In addition, he said, the collaboration also included student mobility programmes, staff exchange programmes especially in logistics, technology management, marketing and management.

He also expressed hope that the signing of the MoU will bring about more initiatives to produce joint research and proffer twin academic programmes that will provide new synergies and added value to both UUM and UOH in the future.

Meanwhile, Ms. Lynne Barrow envisaged the cooperation between the two universities will enable the development of strategic network including transfer of knowledge and expertise as well as joint research ventures that will benefit both parties.

"Our goal is to foster collaboration with the College of Business whereby all faculties involved believe there is a good synergy between UUM College of Business and the Faculty of Business, Law and Politics, University of Hull.

"UOH and UUM will continue to work hard to ensure the success of this MoU. This is because UOH is currently working on a Memorandum of Agreement for graduate and postgraduate levels and hopes it will benefit all students," she said.



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