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From: COB - Pusat Pengajian Pengurusan Perniagaan
Sent: Tuesday, 28 March, 2017 5:29 PM
To: UUM - All Staff; UUM - All Students
Cc: Prof. Dr. Haim Hilman bin Abdullah; Dr. Abdul Manaf bin Bohari; Hanizaton Bt Hassan
Subject: SBM AND MPC EXPLORING CONTINOUS COOPERATION OPPORTUNITIES



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

28 March 2017 | 29 Jamadilakhir 1438H

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

Assalamualaikum w.b.t and Good Day

Yang Berbahagia Dato' Seri/Dato'/Datin/Professor/Assoc. Prof./Dr./Sir/Madam

SBM AND MPC EXPLORING CONTINOUS COOPERATION OPPORTUNITIES



SBM ONLINE: School of Business Management (SBM) received a courtesy visit from Malaysia Productivity Corporation (MPC) on 28 March 2017. SBM was represented by Professor Dr. Haim Hilman Abdullah, Assoc. Prof. Dr. Fais Ahmad and Dr. Abdul Manaf Bohari, while the MPC was represented by Dr. Sugumaran (Regional Director) and Dr. Suriati Zainal Abidin (Manager).

During the discussion, SBM's Dean, Prof. Dr. Haim Hilman Abdullah expressed his ideas on strategic collaboration related to the development of SBM-MPC Back Office, Expertise Training Program, potential strategic alliance between SBM-MPC within the regional and national framework. In addition, the discussion included several other ideas such as business consulting projects, turn-around strategy, research based programs, national publication for local companies, consulting projects etc.

MPC's Regional Director, Dr Sugumaran (Regional Director) hopes that the programs discussed will come to fruition in the near future to benefit the different parties in industry. Meanwhile, Dr. Suriati Zainal Abidin (Manager) who is also an alumnus of SBM called for cooperation programs to be implemented within the concept of the smart partnership involving MPC, SBM/UUM including other stakeholders at the national level such as SME Corp, Business Unit Entrepreneur Kedah (UPUK Kedah), Big Data companies and so on.

The discussion today has been constructive and meaningful for sharing knowledge and expertise between industrial practitioners and academicians. Both parties hope that this collaboration will continue to nurture. All citizens of SBM are encouraged to provide the

necessary support for the program and related activities so that the collaboration between SBM-MPC to flourish.

End.

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