

Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
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UUM Corporate Comm.
Universiti Utara Malaysia

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

Pictures by: Hairul Nizam Zahari
Translated by Mahaliza Mahadhir

MPUI-UUM PACT SET TO ASSIST IN THE DEVELOPMENT OF THE NATION



UUM ONLINE: Kuala Lumpur - In an effort to strengthen community development particularly in the state of Kedah, Universiti Utara Malaysia (UUM) has taken the initiative to forge collaboration with both the industry and community.

The Vice-Chancellor, Prof Dr Ahmad Bashawir Abdul Ghani said UUM supported the government's initiative through the Ministry of Education, which encouraged universities to participate in community development.

He said the initiative was of utmost importance especially in the development of a country where the local community or community at large could not be overlooked, hence the collaboration between the university and industry and community was an important element in the development of the nation.

He said the University-Industry Advisory Council, UUM (MPUI-UUM) was the best medium to discuss possible collaboration opportunities, as well as look for the best ways in community development.

"As a state-of-the-art institution of higher education located at the most northern tip of the country, UUM cares about the people living around campus, as well as those living throughout the state of Kedah and those living in the northern region of the Peninsula.

"UUM has close cooperation with the state government of Kedah and is currently strengthening the community development elements especially in aspects such as Early Childhood Education, Women Empowerment, Social Innovation through the Internet of Things and Agribusiness and Smart Farming.

"In this regard, I hope that the assistance and expertise of industry practitioners to collaborate in these ventures will not just be limited to the state of Kedah but also be extended to the entire northern region. UUM is also willing to cooperate with the industry in a collaborative joint venture that can maximize our expertise in helping the nation's development," he said at the recent MPUI-UUM Meeting at Sunway Putra Hotel.

The Vice-Chancellor said that recently a 'No-Holds Barred Brainstorming Session' involving experts from various fields including those from the industry was held to ensure that the objectives of the MPUI-UUM meeting were met. This will indirectly help UUM formulate strategies and aspirations in line with era of the Fourth Industrial Revolution (IR 4.0).

He said future similar sessions will go on to ensure that the direction of MPUI and the university could be benefitted collectively, whilst the UUM direction would be achieved effectively.

He also hoped that the MPUI-UUM session would achieve the set goals for the sake of community and nation's development. The session also discussed matters pertaining to the theme of the 2019 meeting, 'Forging Ahead: Addressing Nation Building through University-Industry-Community (UIC) Strategic Alliance'.

At the meeting, the Director of the Centre for University-Industry Collaboration (CUIC), Assoc. Prof Dr Marlin Marissa Malek conducted a presentation on the direction and aspirations of the university.

Since its establishment in 2012, MPUI-UUM has played a significant role in providing information on the latest industry requirements. The information on the latest requirements will be useful in fulfilling the needs at various levels namely academic, research, consultation, commercialization as well as study programmes offered at UUM.

The appointment of 17 MPUI-UUM members was based on the capabilities and expertise of each selected members in contributing to UUM. Maybank Group Head of Human Capital, Ms. Nora Abd Manaf; President of the Malaysian Muslim Lawyers Association, Dato' Zainul Rijal Abu Bakar; Chief Executive Officer of KRU Studios, Dato' Norman Abdul Halim and Managing Director of Genaxis Group Sdn Bhd , Mdm Nuraslina Zainal Abidin were amongst those selected.

The purpose of the MPUI-UUM meeting was to address the issues confronting the university in terms of enhancing the marketability of graduates as well as improving the quality of students through the implementation of programmes. The meeting also discussed ways and means to improve the quality and added value of UUM students through the implementation of programmes that involve MPUI-UUM members.

The gathering also became a venue for members to seek advice and insights for the improvement of the implementation of student curriculum and development programmes.



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