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From: Unit Komunikasi Korporat
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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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SIQIC 5 EXPOSES ORGANISATIONS TO THE CHALLENGES OF IR4.0



UUM ONLINE: Pahang – The challenges of facing the era of Industrial Revolution (IR4.0) are increasingly felt, but to what extent are the public and private sector preparing themselves in dealing with the ripple effect that is felt throughout the global community now.

Realizing the inevitable, the UUM, Institute of Quality Management (IPQ), organized the Seminar on Integrity, Quality, Innovation and Creativity (SIQIC) at Copthorne Hotel, Cameron Highlands from 3 until 5 October.

The SIQIC 5, which began its humble beginnings in 2014, is a collaborative effort by IPQ and the Seberang Perai Polytechnic. The SIQIC 5 focuses on the aspects of integrity, quality, innovation and creativity of the IR4.0 agenda.

The seminar successfully attracted a total of 40 people from organizations such as Daihatsu, the Prime Minister's Department, FELCRA, UMT, UiTM, UUM, Perak Health Department and several other organizations.

The invited speakers who participated in the seminar comprised Senior Director of the Malaysian Institute of Integrity, Dr. Mohd Nizam Mohd Ali; Manager at Malaysia Productivity Corporation (MPC), Mr. Mokhzani Aris Mohd Yusoff; Chief Executive Officer, Penang Skills Development Centre (PSDC), Mr. Muhamed Ali Hajah Mydin; Key Consultant at SIRIM Berhad, Mr. Kamal Ariffin Khamarudin and Managing Director of Durian Digital Sdn. Bhd., Mr. Sinan Ismail.

Among the contents shared with fellow participants throughout the seminar were the importance of integrity in leadership as the axis of an organization in facing the challenges of IR4.0, the different set skills in terms of quality needed in the year 2020 compared to that of year 2015, the importance of institutions of higher learning in the preparation of high-skilled graduates required by industry 4.0 and sharing of success stories - the Didi & Friends and Omar & Hana animation.

Director of IPQ , Prof. Dr. Nor Aziah Abd Manaf said each participant was able to become the catalyst for the positive change and remain competitive in line with the digital transformation for the advancement of their respective organizations.

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