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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
Pictures by: Secretariat of LIMA'19 UUM

UUM 'S FIRST-TIME PARTICIPATION IN LIMA'19 PROVES TO BE FRUITFUL



UUM ONLINE: The step taken by Universiti Utara Malaysia (UUM) to participate in the Langkawi International Maritime and Aerospace Exhibition (LIMA'19) exhibition for the first time paid off when it attracted scores of agencies to collaborate with UUM.

As a result of the LIMA'19 exhibition, several government agencies and educational institutions within and outside the country have expressed their desire to collaborate with UUM. UUM highlighted its research products, expertise and academic programmes at the exhibition.

Among the products featured at LIMA'19 were Aviation Management: Aviation Gamification Innovation (AGI) Prototypes led by Dr. Rohafiz Sabar, Logistics Support System (Assoc. Prof. Dr. Azril Ismail), Penang Port Games (Shanizan Herman Mohd Radzi), Surface Access in Aviation and Maritime Service Learning and Games (Dr Nur Khairiel Anuar), "Senang Park & Saikolab" (Assoc. Prof. Dr Shahrul Azmi Mohd Yusof).

The Vice-Chancellor, Prof. Dr. Ahmad Bashawir Abdul Ghani said among those who expressed their interest in working with UUM was the Human Resources Ministry.

"The Ministry of Human Resources expressed a desire to collaborate with UUM through the Human Resources Department, UUM School of Business Management (SBM) and the "Saikolab" application which is a psychometric test that assesses individual attitudes and personality, a research product of Assoc. Prof. Dr. Shahrul Azmi Mohd Yusof.

"Human Resources Minister, YB M.Kula Segaran Murugeson also spent time visiting the UUM exhibition booth and left positive feedback on the efforts made by UUM.

"In addition suggestions by the Centre for Logistics and Transport (CeLT) and Disaster Management Institute (DMI), under the auspices of UUM School of Technology Management and Logistics (STML) to work with the Malaysia Civil Defense Force in logistics and disaster management are well received and APM has agreed to sign a Memorandum of Understanding (MoU) with UUM," he added.

In addition, according to the Vice-Chancellor, domestic and foreign educational institutions are also keen to collaborate with UUM through co-organization of conference and academic-industry collaborations.

"Among the institutions of higher education that are keen to collaborate with UUM are UiTM through Flight Technology & Test Center (FTTC) and universities from South Australia through the FLIR System Inc, Defense and Government, Australia."

"Even Deputy Minister of Communications and Multimedia, YB Eddin Syazlee Shith who visited the UUM booth is also keen to carry out Information Technology, Communication and Multimedia cooperation and management in golf sports especially through UUM National Golf Academy," he explained.

LIMA'19 which took place at the Mahsuri International Exhibition Centre (MIEC), from 26-30 March saw UUM's first-time participation in the prestigious international exhibition. UUM's participation is aimed at highlighting UUM products to the general public, particularly research products and university expertise.

UUM's involvement in the exhibition is also part of its internationalization agenda while enhancing UUM's relationship with the industry in line with the concept of Malaysia Incorporated. Malaysia Incorporated was first introduced in 1983 by YAB Tun Mahathir as an "industrial strategy" to establish new symbiotic relationship and partnership between public and private sectors.

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