

Sarkina Bt Mat Saad @ Shaari

From: COB - Pusat Pengajian Pengurusan Perniagaan
Sent: Wednesday, May 3, 2017 9:37 AM
To: UUM - All Staff; UUM - All Students
Cc: Prof. Dr. Haim Hilman bin Abdullah; Dr. Abdul Rahman b. Jaaffar; Hanizaton Bt Hassan
Subject: ESTABLISHMENT OF MULTI-FACETED COLLABORATION BETWEEN THE SCHOOL OF BUSINESS MANAGEMENT AND THE SHARJAH INSTITUTE FOR HERITAGE, UNITED ARAB EMIRATES



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

3 May 2017 | 6 Syaaban 1438H

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

Assalamualaikum w.b.t and Good Day

The Hon. Dato' Seri/Dato'/Datin/Professor/Assoc. Prof./Dr./Sir/Madam

**ESTABLISHMENT OF MULTI-FACETED COLLABORATION BETWEEN THE SCHOOL OF BUSINESS
MANAGEMENT AND THE SHARJAH INSTITUTE FOR HERITAGE, UNITED ARAB EMIRATES**



SBM ONLINE: The School of Business Management (SBM), has agreed to establish a multi-faceted collaboration initiative with the Sharjah Institute for Heritage (SIFH), Provincial Government of Sharjah, UAE in conjunction with the visit from of the SBM delegation to SIFH, Sharjah, UAE between the 19th to 23rd April 2017.

The UAE visit was made in response to the invitation by SIFH which is owned by the Government of Sharjah region in coinciding with the "Heritage Month" celebration by the UAE government during the month of April.

SBM was represented by the Dean, Professor Dr. Haim Hilman Abdullah and was accompanied by the SBM Chairman of the Centre for Industrial Relations, and also the Coordinator of Enactus, CEDI, Dr. Abdul Rahman Jaaffar.

The visit began with a tour to the exhibition and the opening celebration of the "Heritage Month" which was then followed by a courtesy meeting with Dr. Abdulaziz Almusallam, the Chairman of SIFH in Shajjatul, Diba.

During the visit, SBM had the opportunity to hold fruitful discussions with SIFH. The meeting which was made possible through the cooperation from Pn. Basma Waleed Kashmoola, the Assistant Director of Academic Affairs was also attended by senior officials of SIFH.

During the discussion, a number of requests from the SIFH administration were put forward with the aim to create a more comprehensive cooperation in the following areas:

1. SIFH academic development.
2. ICOE establishment.
3. State Government of Sharjah heritage management.
4. Student's mobility and human capital development among SIFH officers.
5. Development of cooperation schemes for waqaf and other education related matters.

Dr. Abdulaziz Almusallam emphasized the need to establish comprehensive collaboration that should be implemented between the two institutions from the perspectives of nation development as well as relationship between the two countries.

Both parties have agreed to collaborate and in the view of Prof. Dr. Haim Hilman Abdullah has laid the groundwork for this partnership to mature and strengthen the cordial relations between SBM, UUM and SIFH which has the ability to benefit the SBM in particular and UUM as well as Malaysia in general.

End

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