

Sarkina Bt Mat Saad @ Shaari

From: Unit Komunikasi Korporat
Sent: Friday, March 29, 2019 8:54 PM
To: UUM - All Staff; UUM - All Students
Subject: Vice-Chancellor Visits UUM Exhibition Booth At LIMA'19



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

29 MARCH 2019 / 22 REJAB 1440H

=====

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

Translated by Mahaliza Mahadhir
Pictures by: Abdul Halim Husain

VICE-CHANCELLOR VISITS UUM EXHIBITION BOOTH AT LIMA'19



UUM ONLINE: Langkawi, March 29 - Vice-Chancellor, Prof. Dr. Ahmad Bashawir Abdul Ghani visited the Universiti Utara Malaysia (UUM) booth at the Langkawi International Maritime and Aerospace Exhibition (LIMA'19) yesterday.

The visit was made to survey visitors' responses to the UUM booth which had UUM research products on display as well as to spend some time with the staff on duty at the booth.

LIMA'19 marks UUM's first ever participation in the prestigious international exhibition aimed at highlighting UUM products to the general public, particularly in research 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.

It emulates the Japanese economic development model which involves public-private partnership with mutual benefit and targets state investment.

Earlier, the UUM booth received a visit from the Human Resources Minister YB M. Kula Segaran, who gave positive feedback on UUM's efforts. Kedah Menteri Besar, YAB Datuk Seri Mukhriz Tun Mahathir and YB Eddin Syazlee Shith, Deputy Minister of Communications and Multimedia too dropped by UUM booth.

Yesterday which was the third day of LIMA'19 Exhibition witnessed special visits from royal guests, Kebawah Duli Yang Maha Mulia Al-Aminul Karim Sultan Sallehuddin Ibni Almarhum Sultan Badlishah, the Sultan of Kedah and Duli Yang Teramat Mulia Tengku Sarafudin Badlishah Ibni Sultan Sallehuddin, the Raja Muda of Kedah.

In addition, the Prime Minister, YAB Tun Dr Mahathir Mohamad also attended and was seen visiting booths at the LIMA'19 exhibition.



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.