From: Jabatan Komunikasi Korporat
To: UUM - All Staff; UUM - All Students
Subject: 250 ASEAN STUDENTS ENGAGE IN COMMUNITY SERVICE AT SK CHEMARA AND KAMPUNG KUALA BEGIA
Date: Sunday, 16 August, 2026 12:52:09 PM
Attachments: image002.png
image003.png

From: Jabatan Komunikasi Korporat
Sent: Sunday, August 16, 2026 8:00 AM
To: UUM - All Staff <uumnet@uum.edu.my>; UUM - All Students <studentnet@uum.edu.my>
Subject: 250 PELAJAR ASEAN BERBAKTI DI SK CHEMARA DAN KAMPUNG KUALA BEGIA

Jabatan Komunikasi Korporat
CORPORATE COMMUNICATION DEPARTMENT
Universiti Utara Malaysia

UUM TODAY

UNIVERSITI PENGURUSAN TERKEMUKA | THE EMINENT MANAGEMENT UNIVERSITY

16 OGOS 2026 / 3 RABIULAWAL 1448H
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250 ASEAN STUDENTS ENGAGE IN COMMUNITY SERVICE AT SK CHEMARA AND KAMPUNG KUALA BEGIA



UUM ONLINE: The ASEAN Student Experiential Mobility Programme (ASEMO@UUM) 2026 continued its community engagement activities at Sekolah Kebangsaan (SK) Chemara and Kampung Kuala Begia yesterday.

The programme serves not only as a platform for cultural and experiential exchange but also as an avenue for developing student leadership through the values of service, collaboration and social responsibility.

Universiti Utara Malaysia (UUM) Vice-Chancellor, Professor Dr. Ahmad Martadha Mohamed, said the programme provided a valuable opportunity for UUM to bring together students from various ASEAN universities while introducing UUM's campus environment, distinctive strengths and unique offerings to the international community.

"The ASEMO programme is very meaningful as it brings together students from various universities across ASEAN. More importantly, it provides us with an opportunity to attract more international students to UUM.



“It would be challenging to bring a large number of students from different universities to UUM through a programme of this scale, but ASEMO has enabled us to bring together students from many universities under one programme,” he said in his closing speech at the Community Engagement Programme held in conjunction with ASEMO@UUM 2026 at SK Chemara.

Professor Dr. Ahmad Martadha added that the participation of students from various countries not only enriched their overall experience but also provided UUM with an opportunity to enhance its visibility and reputation among higher education institutions across the ASEAN region.

He also highlighted the corporate social responsibility (CSR) activities carried out with the local community as an important component of the ASEAN participants’ learning experience.

According to him, activities such as painting the school, visiting senior citizens and participating in activities at suraus and mosques provided the participants with opportunities to gain a deeper understanding of community life beyond the urban environment.



“I hope that ASEMO participants will take home positive memories from their time at UUM and share these experiences with their friends, families and communities in their respective countries.

“We also hope that they will share the positive image and experiences of UUM with those around them and consider returning to UUM to pursue their master’s or PhD studies,” he said.

Meanwhile, Ms. Alisara, a student majoring in Lifelong Education at Srinakharinwirot University, Bangkok, said ASEMO@UUM 2026 was the first programme of its kind that she had participated in.

“I am excited and very happy to meet new friends and work together to make the various planned activities a success,” she said.



The Community Engagement Programme, held in conjunction with ASEMO@UUM 2026, was organised by the Centre for International Affairs and Cooperation (CIAC) in collaboration with the UUM Student Affairs Department, SK Chemara and the Kampung Kuala Begia community in Sik.

Also present were Member of the UUM Board of Directors, Dato’ Muhamad Khizri Abu Kassim; CIAC Director, Associate Professor Dr. Hisham Zainal Abidin; SK Chemara Headmistress, Mdm. Sopuan Ishak; Kampung Kuala Begia Village Chief, Mr. Mohamad Rizal Mahadzir; and senior UUM officials.

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