

Mohd Amirul Kasyful Nur bin Zulkifli

From: Unit Komunikasi Korporat
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Subject: UUM And The Muhibah Foundation Strengthen University-Industry Relations



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 (mahaliza@uum.edu.my)

UUM AND THE MUHIBAH FOUNDATION STRENGTHEN UNIVERSITY-INDUSTRY RELATIONS



UUM ONLINE: To strengthen ties between the University and industry, UUM signed a Memorandum of Agreement (MoA) with the Tan Sri Fng Ah Seng Muhibah Foundation at the Visitors' Lounge recently.

UUM was represented by the Vice-Chancellor, Prof Dato' Seri Dr Mohamed Mustafa Ishak, while the Muhibah Foundation was represented by its Chairman, Tan Sri Dato' Paduka Dr Fng Ah Seng.

The MoA is consistent with the wishes of the government and universities that want their Schools to establish strategic alliances with external organisations or industry.

The Vice-Chancellor said that industry, universities, and the community were the players who were crucial in determining the success of organisations, universities and the nation.

"If the university does not become involved with industry, it would suffer great loss as it would not benefit from industry in the education of future leaders.

"Therefore, this cooperation has great significance to UUM and we need to engage more with industry, in addition to ensuring that the programmes of study at UUM focus more on business and management," he said.

He added that, alongside engaging in collaboration with industry, universities also wanted students to gain experience with regard to the latest developments in industry. Moreover, he said, the government had expressed the need for 30 per cent of academics to have industrial experience.

He expressed his hope that the MoA would further strengthen the cooperation between UUM and the Muhibah Foundation, and be of benefit to both parties.

Meanwhile, Tan Sri Dr Fng Ah Seng said that, in keeping with the primary objective of the Muhibah Foundation i.e. to contribute towards the wellbeing of the community, engaging in a close cooperative undertaking with UUM was an immensely appropriate step to take.

He said that the Muhibah Foundation was a platform through which he could participate in programmes organised by UUM in its efforts to improve the performance of Malaysian higher education for the larger purpose of producing leaders of calibre in the future.

"One of the objectives of this MoA is to upgrade the quality of the infrastructure at UUM and, thereby, improve the quality of learning, which will have a substantial impact on students and the community.

"With the implementation of this MoA, the step taken by the Muhibah Foundation will, indeed, project even farther. I have high expectations of sharing the benefits reaped from this venture with a far larger community," said the Chairman and CEO of EPIC Valley Sdn. Bhd.

He said that the good relations between TISSA and the Muhibah Foundation had given rise to ideas about working together since 2015, and that, now that it had become a reality with the signing of the MoA, it would only lead to much greater cooperation in the time to come.

He added that, in response to the expressed wish of the government to see the involvement of the corporate sector in helping raise the standard of national education, the Muhibah Foundation had channelled funds to finance programmes and, thereby, stimulate the development of UUM.

"I hope that the Muhibah Foundation will be able to contribute directly to the development of a more competitive UUM and continue in its efforts till the realisation of UUM's aspiration of becoming an acclaimed university of world standing.

"With the expertise of its academics in hand, coupled with the enabling funds donated by the Muhibah Foundation, I believe UUM will be able to achieve excellence in a spectacular and far reaching manner as it will be able to generate a variety of opportunities through this collaboration," he said.

The MoA signing ceremony was witnessed by the Dean of TISSA, Prof Dr Ayoib Che Ahmad, and senior officials from both UUM and the Muhibah Foundation.



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