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From: Unit Komunikasi Korporat
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CORPORATE COMMUNICATION UNIT
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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Pictures by CEDI

SISWAPRENEUR SHOWCASE HIGHLIGHTS STUDENTS' TALENT IN ENTREPRENEURSHIP



UUM ONLINE: Pulau Pinang – In a bid to highlight the entrepreneurial talent especially amongst students, Universiti Utara Malaysia (UUM) through its Cooperative and Entrepreneurship Development Institute (CEDI) in collaboration with the Ministry of Education Malaysia (KPM) organised the Siswapreneur Showcase Series 4/2018 for three days starting from 19 October at Mydin Mall, Bukit Mertajam.

Siswapreneur Showcase is a program organised by MOE held annually in cycles throughout Malaysia which involves the participation of both public and private universities.

Director of CEDI, Assoc. Prof. Dr. Abd Rahim Jaguli said that Siswapreneur Showcase provided university students with a platform to highlight their entrepreneurial talents through expositions and sales of products as well as services rendered.

According to him, more than 500 people who were representatives of public and private universities, Polytechnics, Community Colleges and Ministries took part in the event.

"The products and services featured in the programme are divided into five (5) clusters: Food and Beverage, Beauty and Health, Creative Arts, Crafts and Innovative Products, Services and Fashion as well as Accessories.

"In addition to expositions and sales, various other activities will also be held such as blood donation campaign, entrepreneurship explorace, "siswapreneur" pitching, health awareness campaign and stage performances," he said.

He said Siswapreneur Showcase opened opportunities and prospects for students to enhance their entrepreneurial networking with the industry, apart from being able to promote their innovative and entrepreneurial products to the commercial and more competitive market.

According to him, students will also get motivation and increase their confidence to take part in the actual business world.

He further reiterated that UUM also sent 11 students to introduce their products to the public during the Siswapreneur Showcase.

"Among the four products featured by UUM student entrepreneurs are innovative products in the form of Japanese food-based products namely sushi but with a local twist, breads of different varieties, corn as well as clothing products.

"In fact, our students, Ms. Nuraida Amira Baharuddin managed to attain the fourth place when her sales earnings was amongst the highest collection made through sales and exhibition," he said.

Meanwhile, Ms. Siti Norliana Noordin, also a budding entrepreneur from UUM said the programme which provided her with the second experience was excited by both the prospects and the response she received from visitors who loved the local sushi product she produced.

Amongst the activities which took place during the programme were stage performances from the Brass Band from UiTM, USM Buskers, dances performed by dancers from the Bidasari Dance Troupe, UUM Cultural Centre. Kindergarten Convocation Ceremony and DU-IT Wise, Millionaire Challenge organised by UniMAP also took place during the programme.

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