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From: Unit Komunikasi Korporat
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To: UUM - All Staff; UUM - All Students
Subject: UUM Stays At The Forefront Of Groundbreaking Collaboration Between Public Universities In Malaysia And Alibaba Business School



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia



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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"

(THE EMINENT MANAGEMENT UNIVERSITY)

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UUM STAYS AT THE FOREFRONT OF GROUNDBREAKING COLLABORATION BETWEEN PUBLIC UNIVERSITIES IN MALAYSIA AND ALIBABA BUSINESS SCHOOL



UUM ONLINE: Kuala Lumpur – Universiti Utara Malaysia (UUM) has entered into a Memorandum of Understanding (MoU) with the Alibaba Business School at the Plenary Theater Auditorium, Kuala Lumpur Convention Centre (KLCC), in conjunction with the Malaysia Higher Education Forum 2017.

The signing of the MoU was the outcome following the visit to the Headquarters of Alibaba Group Limited and preliminary discussion between the Secretary General of the Ministry of Higher Education

Malaysia and the Alibaba Group representatives recently. Among others, the Mou aimed at promoting and strengthening collaborative efforts in pertinent areas of interests.

The MoU was signed by the Vice-Chancellor of UUM, Prof. Dato' Seri Dr. Mohamed Mustafa Ishak, who represented UUM; while Alibaba Business School was represented by Mr. Brian Wong, the Vice-President of Alibaba Group Limited.

The signing of the MoU was witnessed by the Minister of Higher Education, Dato' Seri Idris Jusoh; Deputy Minister of Higher Education, Dato' Dr. Mary Yap Kain Ching and the Secretary-General of the Ministry of Higher Education, Tan Sri Dr. Noorul Ainur Mohd Nur.

UUM Vice-Chancellor, Prof. Dato' Seri Dr. Mohamed Mustafa Ishak stated that, UUM will coordinate the collaborative efforts between both parties and these ventures will draw in all public universities including the Polytechnics in Malaysia.

"Under this agreement, UUM and Alibaba Business School will work together to offer several programmes including entrepreneurship training, global e-Commerce programmes as well as other areas of cooperation that will be agreed upon from time to time.

"UUM and Alibaba Business School will also work to strengthen, encourage and develop the bilateral cooperation between both parties in other areas of mutual benefits," added Prof. Dato' Seri.

Prof. Dato' Seri Mohamed Mustafa Ishak also expressed his sincere appreciation to the Ministry of Higher Education for placing the trust and confidence in UUM to undertake the collaborative ventures with Alibaba Business School.

Meanwhile, Mr. Brian Wong said, Alibaba Group would do their utmost to ensure that the cooperation between Alibaba Business School and the public universities involved in these efforts will be productive and both parties will stand to gain more from this collaboration.

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