

Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
Sent: Selasa, 1 Disember 2020 3:03 ptg
To: UUM - All Staff; UUM - All Students
Subject: EMGS Set To Promote UUM At International Level



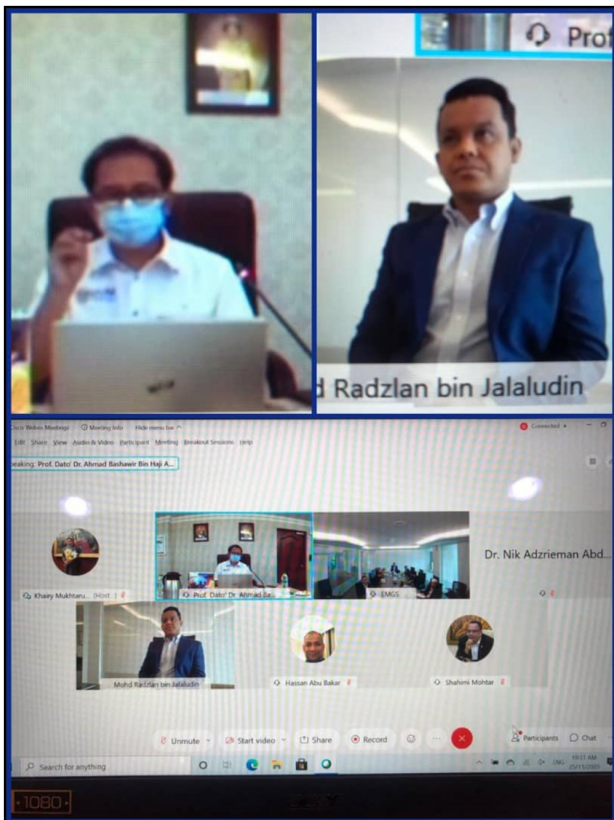
UUM Corporate Comm.
Universiti Utara Malaysia

1 DECEMBER 2020 / 15 RABIULAKHIR 1442H
=====

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

Translated by Mahaliza Mahahdir (mahaliza@uum.edu.my)
Pictures by CIAC and Shamsaimi Ezil

EMGS SET TO PROMOTE UUM AT INTERNATIONAL LEVEL



UUM ONLINE: To strengthen the UUM brand internationally, Education Malaysia Global Services (EMGS) recently held discussion on UUM-EMGS collaboration strategy with the Vice-Chancellor, Prof. Dato' Dr. Ahmad Bashawir Abdul Ghani.

The Vice-Chancellor and together with Mr Mohd Radzlan Jalaludin, the Chief Executive Officer of EMGS discussed various comprehensive promotion strategies through a strategic partnership between UUM and EMGS.

Prof. Dato' Dr. Ahmad Bashawir expressed hopes that EMGS could assist UUM more actively in promoting the University in three main regions namely China, Indonesia and the Middle East.

"I also hope that EMGS can draw up a proposal to the Ministry of Higher Education to allow new international students from low-risk countries to come to Malaysia to study at our University.

"With the move, it will indirectly be able to boost the country's economy through education," he said in the meeting with EMGS held through Webex.

Meanwhile, according to Mr Mohd Radzlan, as one of the leading universities in Malaysia, UUM had become international students' University of choice to pursue their higher education.

According to him, based on EMGS data, UUM was ranked 6th among the public universities in Malaysia with the largest number of international students.

He said EMGS would also help to intensify the promotion of UUM abroad through special segments of focused marketing either conventionally or digitally.

The CEO of EMGS also thanked UUM for being very active in contributing materials such as videos and promotional kits, as well as participating in the programmes managed by EMGS.

Also in attendance at the discussion were the Deputy Vice- Chancellor (Academic and International), Prof. Dr. Yusnidah Ibrahim; Director of CIAC, Assoc. Prof Dr Badariah Hj. Din and senior university officials.



 Please consider the environment before printing this e-mail



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.