General

UMPSA hosts media and strategic partners at ‘The Beauty of Ramadan’ Iftar Ceremony

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KUANTAN, 5 March 2026 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) continues to strengthen its strategic relationship with media practitioners and collaborative partners through the organisation of the UMPSA Iftar Ceremony with Media and Collaborative Partners themed ‘The Beauty of Ramadan’, held at the Swiss-Belhotel, Kuantan.

The ceremony, held in the spirit of Ramadan al-Mubarak, successfully brought together more than 60 media practitioners from print media agencies, television, radio, online news portals, as well as creative and digital agencies in the state.

Present at the ceremony was the Vice-Chancellor of UMPSA, Professor Ts. Dr. Yatimah Alias.

Also present were the Chairman of Pahang Press and representative of Media Prima, Fazli Ahmad, and the Director of RTM Pahang, Ts. Khairuddin Haji Osman.

Also in attendance were the Deputy Vice-Chancellor (Academic and International Affairs), Professor Dato’ Ir. Ts. Dr. Ahmad Ziad Sulaiman, the Registrar, Dato’ Saiful Bahri Ahmad Bakarim, together with the university’s top management team, media representatives, and strategic collaborative partners.

According to Professor Ts. Dr. Yatimah, this annual programme serves as a platform for the university to express its appreciation for the role of the media as a strategic partner in conveying UMPSA’s achievements and developments to the community.

“The close relationship between UMPSA and the media is crucial in ensuring that the dissemination of university information can be carried out accurately and with meaningful impact on society.

“The media is the university’s strategic partner in highlighting UMPSA’s achievements, expertise, and contributions to national and community development.

“Today’s programme also reflects the spirit of togetherness and the value of ukhuwah in conjunction with the blessed month of Ramadan,” she said.

The organisation of this The Beauty of Ramadan programme reflects UMPSA’s continued commitment to appreciating its existing collaborative network while further strengthening strategic synergy between the university, media, and industry for the sustainability of institutional excellence.

The ceremony was also enlivened by the launch of a Hari Raya drama produced by the Centre for Corporate Communications (PKK) in collaboration with the UMPSA Culture Centre, titled Kelip-kelip Raya, which will be broadcast on UMPSA TV’s YouTube channel.

Guests also had the opportunity to attend a Ramadan tazkirah delivered by the Director of the Islamic and Human Development Centre (PIMPIN), Dr. Ahmad Irfan Ikmal Hisham.

During the same event, a press conference session was also held, during which Professor Ts. Dr. Yatimah shared the university's current developments, including its latest achievements.

Other matters discussed included the university's strategic direction and initiatives to strengthen academic excellence, research, and graduate employability in line with UMPSA's transformation aspirations as a leading technological university.

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