MoU/MoA

UMP and industry collaboration in ICT and digital economy

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PEKAN, 22 February 2021- The rapidly growing Industrial Revolution (IR) 4.0 is now the main factor of the changes towards the working world.

The Industry-Academia Collaboration (IAC) is able to encourage a close partnership between the two in developing the curriculum syllabus, industrial placement, training and expertise.

Research and development and being resource persons towards creating human capital are also a focus of this effort to fulfil the industrial needs, especially in pioneering information and communication technology (ICT) and the digital technology-based economy.

The signing of the memorandum of understanding (MoU) between Universiti Malaysia Pahang (UMP) and Roadcare (M) Sdn. Bhd., Edustats Solution and Blockworq Sdn. Bhd. will open up opportunities for students to improve their ability and competitiveness in work, research, education and service.

The MoU was signed by the Deputy Vice-Chancellor (Research & Innovation), Professor Ts. Dr. Kamal Zuhairi Zamli and Deputy Director of the Centre for Industry & Community Network, Associate Professor Dr. Saiful Anwar Che Ghani.

Meanwhile Roadcare (M) Sdn. Bhd. Was represented by their Chief Executive Officer, Dato' Wan Imran Wan Omar, Edustats Solution was represented by their Manager, Ooi Hao Lee and Blockworq Sdn. Bhd. Was represented by their Chief Executive Officer, Affendy Zulkifli.

The event that was performed online was also attended by the Dean of the Faculty of Industrial Management, Dr. Fazeeda Mohamad.

According to Professor Ts. Dr. Kamal Zuhairi Zamli, with this win-win collaboration, the industries can benefit by gaining access to research and innovation, networking, resources, technology and knowledge.

"This situation allows the collaboration partners to increase value, improve competency and spearhead innovation that will ultimately improve their image, generate profit, and maintain their own businesses' sustainability.

"Meanwhile, companies need to strive to be more competitive in the current ever-changing business environment.

"Companies must also incorporate strategies to identify employees who have high potential and performance which is the important factor in determining the company's operation sustainability especially for knowledge-based industries," he said.

He also hoped that this collaboration will continue with the co-organisation of programmes that will

strengthen this bond and create a continuous positive impact for both parties.

As for Dato' Wan Imran, his team appreciates the cooperation that will also benefit academia, research, sharing of expertise, and personal development.

"Roadcare (M) Sdn. Bhd. also agrees to provide locations and aid in implementing the Industrial Learning Mode in the relevant fields to UMP staff and students on our premise.

"This includes activities for the purposes of studying and highway maintenance as well as project management," he said.

Meanwhile, Affendy Zulkifli said that Blockworq is a system integrator company that focuses on developing digital technology alongside future technological advancements.

"Our activities involve collaboration in the fields of training and research related to Digital Education on Big Data, Blockchain and IR 4.0 Modules for university students and staff," he said.

At the same time, Ooi Hao Lee hoped that this collaboration involving Edustats Solutions will benefit UMP students in developing and implementing the 3u1i Learning Mode for students from Bachelor of Project Management with Honours in the relevant fields in line with the goals of the Ministry of Higher Education (MoHE) Strategic Plan.

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