General

ITKAS spearheads Bera District Branding Research

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BANGI, 14 October 2021 - The Institute of Civilisation and Strategic Studies (ITKAS), Universiti Malaysia Pahang (UMP), in collaboration with the Pahang State Government, will lead the Bera District Branding Research through a consultancy project under the supervision of UMP Holdings Sdn. Bhd. starting at the end of this month.

A meeting between ITKAS with representatives of the State Government, Bera District Office, Bera District Council, Pahang Cultural-Aesthete activists and UMP researchers was held recently.

Present to chair the meeting was the Chairman of Pahang State Public Works, Transport and Health Committee Dato' Sri Norolazali Sulaiman, who is also the State Assembly Representative for Guai, Pahang.

According to Dato' Sri Norolazali, this study will look at three main factors, namely socioeconomics, tourism and history, in determining the research direction.

"This study also focuses on the Bera District Local Plan and several other implications involving legislation.

"The Pahang State Government have high hopes that this study can be implemented as best as possible," he said.

The study will be led by Senior Lecturer, Faculty of Industrial Management (FIM), Datuk Associate Professor Dr. Wan Ahmad Fauzi Wan Husain.

The consulting team will also be joined by other researchers, Associate Professor Dr. Yudi Fernando as the Deputy Head of Consultancy, Dean of FIM, Dr. Hanafiah Ahmad, Nurhaizan Mohd Zainudin and Dr. Muhammad Shabir Shaharudin.

According to the ITKAS Coordinator, who is also a research consultant for the tourism sector in Bera district, Mohd Zaki Ahmad, such a study coincides with the objective of ITKAS establishment to become a credible think tank to the Pahang State Government as well as other stakeholders.

"The conception of ITKAS establishment is the result of the idea of the Chairman of the UMP Board of Directors, Tan Sri Dato' Sri Dr. Abdul Aziz Abdul Rahman, to optimise the existence of UMP in Pahang.

The meeting was also attended by Bera District Officer, Dato' Zaman Azam, Dato' Mustaffa Mat Yasin, Dato' Aripin Said, Dato' Dr. Roselan Baki and Datuk Dr. Mohammed Anwar Omar Din.

Also present were Tuan Haji Shamsul from Bera District Council, Fahmi Mohd Fikri from Bera District & Land Office and Faizal Abu Bakar from the State Economic Planning Division (BPEN), Pahang

State Secretary Office and Lokman Che Jusoh from UMP Holdings Sdn. Bhd.

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