MoU/MoA

UMP, MBK seal collaboration in innovation development and environmental sustainability

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KUANTAN, 5 July 2023 - Universiti Malaysia Pahang (UMP) has entered into collaboration with Kuantan City Council (MBK) to improve services and boost the productivity of Kuantan city development and commercialisation of product innovation that can benefit both parties.

UMP with expertise in various fields will also contribute to collaboration in improving the development of Kuantan city towards greening and environmental sustainability.

The event witnessed the Deputy Vice-Chancellor (Research & Innovation), Professor Ts. Dr. Kamal Zuhairi Zamli represent the UMP Vice-Chancellor in signing a memorandum of understanding (MoU) with Kuantan Mayor, Dato' Razihan Adzharuddin in a programme that took place at the Main Lobby of MBK Complex, Pahang.



According to Professor Ts. Dr. Kamal Zuhairi, this collaboration would also involve sharing information and expertise in human capital development, research and community.

"UMP is ready to open the door for various collaborations that can add value to the community in line

with the UMP Strategic Plan 2021-2025 themed ‘Technology for Society’.

“This signed MoU will also explore collaboration in expanding product innovation development, commercialisation and activities that contribute towards achieving sustainable development with impactful programmes.

“This pioneered collaboration is a very effective matching platform to implement collaborative initiatives with agencies that benefit the local community,” he said.



Also present were Kuantan City Council Secretary Yusoff Husain and Assistant Vice-Chancellor of Industry and Community Collaboration Division, Associate Professor Ir. Dr. Nurul Hazlina Noordin.

The ceremony was also joined by UMP Senior Officers, MBK Department Directors and Section Heads.

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