Entrepreneurship

Asnaf Bakery Entrepreneurship Incubator Programme cultivates student entrepreneurs

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GAMBANG, 20 December 2024 – The Centre for Creative Entrepreneur Development (PUPUK), Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), in collaboration with Maybank Islamic Berhad, recently held the Launching Ceremony of the Asnaf Bakery Entrepreneurship Incubator Programme at the Multipurpose Hall of the UMPSA Holdings Building, UMPSA Gambang Campus.

The programme aims to support student entrepreneurs, particularly in bakeries, by providing the necessary resources, guidance, and networks to advance their business ideas.

The ceremony was officiated by the Acting Vice-Chancellor, Professor Ts. Dr Aida Mustapha.

Also present was the Regional Director of Maybank Pahang, Kelantan, and Terengganu (PKT), Dato' Ahmad Farid Qoureshmi Md Daud, as well as the Deputy Vice-Chancellor (Academic and International Affairs), Professor Dato' Ir. Ts. Dr Ahmad Ziad Sulaiman, and the Director of PUPUK, Ts. Dr Omar Jamaludin.

Professor Ts. Dr Aida Mustapha expressed her appreciation for the support provided by Maybank Islamic Berhad.
"This incubator programme is expected to contribute to the nation's economic development by accelerating the growth of start-up companies and creating job opportunities.

"In addition, the programme aims to empower students in the field of entrepreneurship, enabling them to produce innovative products and develop skills in business management.

"Through the collaboration between the university, industry, and community, this programme targets the establishment of 45 high-impact student companies by 2025," she said.

She further stated that with a holistic approach, UMPSA hopes to create a generation of competitive and innovative entrepreneurs, contributing to the development of national entrepreneurship.

"This incubator programme is also aligned with the UMP Strategic Plan 2021–2025, which aims to produce more entrepreneurs who can not only seek employment opportunities but also create jobs for others," she added.

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