General

UMPSA celebrates media practitioners and strategic partners in Iftar Ceremony

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KUANTAN, 19 March 2025 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) today held a Collaboration Programme and Iftar Ceremony with media practitioners and strategic partners at Hotel Mega View, Kuantan, as an initiative to strengthen good relations and appreciation for the role of the media in disseminating information and supporting the university's development.

The Vice-Chancellor of UMPSA, Professor Dr. Yatimah Alias, attended the event.

In her speech, she expressed her appreciation to the media for their crucial role in publicising the university's achievements and initiatives to the community.

"We truly value the media's involvement in delivering information and sharing UMPSA's developments.

"With the coverage provided, UMPSA is increasingly recognised as a technological university that produces competitive engineers and technologists.

"As an institution of higher learning committed to sustainability, UMPSA continues to excel as the most sustainable technological university in Malaysia, currently ranked 62nd in the UI GreenMetric World University Rankings (UIGWUR) 2024," she shared.

She added that this success also sees UMPSA ranked first among the Malaysian Technical University Network (MTUN) and fourth in Malaysia out of 60 listed higher education institutions (HEIs).

"UMPSA has also achieved its carbon reduction targets and received a 4 Diamond rating in the Low Carbon City 2030 Challenge for the Pekan Campus and 2 Diamond for the Gambang Campus.

"In the academic context, UMPSA continues to make international strides, with seven of its subjects listed in the QS World University Rankings by Subject 2025.

"This achievement reflects UMPSA's ongoing efforts in academic excellence, research, and innovation," she said.



UMPSA aspires to become a regional centre of excellence in Technical and Vocational Education and Training (TVET) or the ASEAN Advanced TVET Hub by expanding strategic collaborations with universities in Indonesia and Thailand and increasing student and staff exchange programmes.

Professor Dr. Yatimah also announced a special offer to media personnel interested in pursuing further studies at the university.

Flexible academic programmes in the fields of technology and industrial management are available to provide media practitioners the opportunity to enhance their skills and knowledge.

In addition to the iftar event, UMPSA held various Ramadan activities such as Moh Sahur with RTM Pahang, Singgah Sahur@Pekan, bubur lambuk cooking, Khatam al-Quran Ceremony, and Qiamullail, aimed at strengthening the value of unity among the university community and local society.

This programme is an annual event organised by the Centre for Corporate Communications (PKK) to honour and appreciate media personnel who work hard to deliver current news to the public while also nurturing strong bonds of friendship.

She expressed her hope that the ties established over the past 23 years will continue to be strengthened between UMPSA and media partners and collaborators, especially in delivering news and sharing information regularly for the benefit of society, particularly in enhancing the standard of higher education in the country.



“May this Ramadan provide a space for us to increase good deeds and strengthen our bonds.

“Thank you to all media partners for your continued support of UMPSA,” she said.

Also present were the Chief Executive Officer of UMPSA Advanced, Dr. Ahmad Johari Mohamad, Registrar, Dato’ Saiful Ahmad Bakarim, and Director of PKK, Mimi Rabita Abdul Wahit.

Also in attendance were the Deputy Director of the Pahang State Broadcasting Department, Muhammad Khairunizam Abdul Salam, Chief Bureau of New Straits Times, Alagesh a/l Theruvarul Nathan, Chief Bureau of Bernama, Sakini Mohd Said, and others.

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