General

UMPSA achieves outstanding success at DICE 3.0, sets records in Malaysia Book of Records

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JOHOR BAHRU, 3 September 2025 - Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) was once again elevated at the international level when two teams from the Faculty of Computing achieved outstanding success in the Digital Innovation Creativepreneur Programme 3.0 (DICE 3.0) held at Persada Johor International Convention Centre, Johor Bahru.

The programme organised by the Ministry of Higher Education (MOHE) in collaboration with Universiti Sultan Zainal Abidin (UniSZA) concluded with a new record in the Malaysia Book of Records (MBOR) under the category Most Digital Start-up Projects by Students In An International Programme.

UMPSA's success was indeed a proud achievement when the team guided by FK lecturer, Ts. Dr. Nor Saradatul Akmar Zulkifli, comprising Muhammad Izzuddin Mohmed Rejab, Iyad Hakimi Syukur, Muhamad Harith Zulhairi, and Muhammad Anazhakimi Mohammad, was crowned the winner of three main awards in the Digital Games Application category.

They secured the Main Award second place, the Gold Award, and the Special Award (Outstanding Booth Experience).



Equally impressive, another team guided by FK lecturer, Noraniza Samat, represented by Ahmad

Suhaib Zulfikri, Nur Adeela Mohammad Aris, Wardah Wafin Yacob, and Amar Razin Hamidon, also added to the brilliance of success by winning the Silver Award in the Augmented Reality/VR category.

The closing ceremony was officiated by the Minister of Higher Education, Yang Berhormat Dato' Seri Diraja Dr. Zambry Abd Kadir.

Also present were the MOHE top management, Vice-Chancellors, and Directors of Entrepreneurship Centres of public universities nationwide.



UMPSA was represented by the Director of the Centre for Creative Entrepreneur Development (PUPUK), Dr. Nurul Ashykin Abd Aziz.

According to Dr. Nurul Ashykin, this achievement proves UMPSA students' determination in exploring the field of digital entrepreneurship in line with the university's aspiration to produce competitive graduates.

"DICE 3.0 has become an integrated platform not only to challenge creativity but also to encourage students to go further in realising products based on digital and new technology," she said.

The competition, which gathered 320 participants from Malaysia, Indonesia, Thailand, and Brunei, at the same time opened wider opportunities for students to build start-up companies and expand the potential of products to the global level.

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