Experts

Global Collaboration Kicks Off 2026 with Cross-Border Innovation Lab

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The Cross-Border Innovation Lab: Business Plan Strategy & Pitching for Venture Success marked an exciting start to 2026, uniting students from Universiti Malaysia Pahang Al?Sultan Abdullah (UMPSA) and Universitas Muhammadiyah Sumatera Utara (UMSU) in a dynamic international entrepreneurship programme. This collaboration under the UMPSA–UMSU Global Classroom initiative strengthened global learning and equipped students with practical business skills early in the year.

The online event featured strategic sessions on venture planning, market opportunity evaluation, and effective pitching techniques, delivered by distinguished academics from both universities. Dr. Mutia Arda (UMSU) guided participants through business plan development, while Datin Dr. Mazita Mokhtar from the Faculty of Industrial Management and Amy Zulaikha Mohd Ali from the Centre for Modern Languages, both of UMPSA, shared business pitching frameworks and demonstrated high?impact techniques for effective presentations. The session was moderated by Ts. Dr. Muhammad Farhan Haji Azmir, ensuring lively cross?border engagement.

Key academic leaders also contributed to the collaborative effort, including Ts. Dr. Syed Radzi Rahamaddulla, who initiated the cross-border collaboration between UMPSA and UMSU; Dr. Rusnifaezah Musa, Head of the Entrepreneurship Programme, UMPSA; Dr. Agus Sani, Head of the Department of Management, FEB UMSU; and Associate Profesor Dewi Andriany. Their leadership strengthened the synergy between the two institutions and reinforced the programme’s international outlook.

The programme attracted strong participation, with over 400 students actively engaging in discussions that bridged cultures and business perspectives. Through this authentic global collaboration, students gained insights beyond the classroom and developed competencies essential for today’s competitive international business environment.

Highlighting the real impact on participants, Nur Aida Liyana Azizan, a third?year student from the Faculty of Mechanical and Automotive Engineering Technology at UMPSA who is taking the UGE2002 Technopreneurship course, shared, “This programme opened my eyes to real?world entrepreneurship beyond Malaysia. I learned how to structure a solid business plan and pitch confidently to a wider audience. Hearing views from Indonesian peers broadened my understanding and inspired me to think globally.”

The Cross?Border Innovation Lab exemplifies how international academic collaboration benefits students from both institutions-building practical skills, expanding professional networks, and fostering innovative mindsets ready for the global stage.



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