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# UMP going greener MoU with Greentech Malaysia

26 October 2018

A Memorandum of Understanding (MoU) between Universiti Malaysia Pahang (UMP) and Malaysian Green Technology Corporation (GreenTech Malaysia) was inked currently, to collaborate and promote effort in research cooperation in the development of green technology policy, management and the industry 4.0.

Sustainable development and reducing carbon footprint are important to the world and also the Malaysian government as one of its critical agenda where Green Technology Master Plan 2017-2030 was developed to achieve these objectives.

This strategic collaboration between UMP and GreenTech Malaysia will officialise and strengthen this commitment while broadening the research areas in green technology and also to enhance the capability of eco-product research for commercialization.

“UMP is very much committed towards strengthening its research capacity through constructive and impactful collaborations with credible strategic partners amongst government agencies, universities, research institutions and companies, both locally and globally.

“Such collaborations are not only vital for UMP’s strategic positioning as a 5-star rated university, but also significant in accomplishing the University’s mission to become a constructive partner for socio-economic development through research activities which are impactful and beneficial for the society.” Professor Dato’ Dr. Mashitah Mohd Yussof said during the signing ceremony on October 18, 2018 at Kuala Lumpur.

“That commitment is reflected on UMP’s 2016-2020 Strategic Plan which places particular emphasis on what we describe as the “Communitising Technology” agenda, a social obligation that is borne by all UMPians, both staff and students across all faculties, departments and research centres,” she said, adding that the UMP and GreenTech Malaysia are very enthusiastic about this collaboration and are hopeful that the upcoming projects and activities to be successfully executed.

Representing the university was its Deputy Vice-Chancellor (Research & Innovation), Professor Dato’ Dr. Mashitah Mohd Yussof while Chief Executive Officer of GreenTech Malaysia, Dr. Mohd Azman Zainul Abidin signed on behalf of the organization.

Also present was Dean of Faculty of Industrial Management, UMP, Associate Professor Dr. Mohd Ridzuan Darun.

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