General

# UMP Holdings Group introduces new logo and brand identity

Tue, 11/02/2021 - 12:30

KUANTAN, 23 October 2021 - UMP Holdings Group has introduced a new, more modern logo in order to become a university company that continues to thrive in business and remain competitive in the Malaysian market and later penetrate the world market.

The company's corporate identity in the UMP Holdings Group saw a more modern introduction, thus symbolising the organisation's image as far-sighted and more progressive.

Coinciding with the efforts of UMP Holdings and Universiti Malaysia Pahang (UMP) to become leaders in their respective industries, it is seen as capable of upholding sustainable economic growth and at the same time planning more collaboration with other parties.

According to the Chairman of the UMP Board of Directors, Tan Sri Dato' Sri Dr. Abdul Aziz Abdul Rahman, although we have all been affected by COVID-19 for almost two years, he is confident that UMP Holdings will remain committed in ensuring that the business always generates profits.

"I am also always informed about their efforts with the introduction of Crisis Mitigation Plan which leads to governance streamlining and emphasis on environmental, social and governance (ESG) concept in daily work," he said when officiating the Inauguration Ceremony of the new UMP Holdings Group Logo with the theme One Lantern, A Thousand Lights.

He said brands play an important role in this highly competitive market; therefore, new long-term plans need to be devised to increase the relevance level and competitiveness to customers.

"This concept will help the company achieve sustainability and recognition from outside parties for a long period.

"This intention is also further streamlined with the introduction of UMP Holdings Group's corporate image and logo consolidation, which focuses on the 'unity and strength' strategy of each business branch under the group.

The outcome of this plan is expected to be the lifeblood in making UMP Holdings Group more intact in its business direction planning.

According to the Chief Executive Officer of UMP Holdings Group, Ir. Dr. Syed Mohamad Hamzah Al Junid, they are grateful for being given the opportunity to join the New Logo Inauguration Ceremony of UMP Holdings Group as 'A New Beginning' today.

To ensure the success of the hard work and undivided collaboration between the entire staff of UMP Holdings and the university, they were called to introduce the latest corporate image, in line with the unity policy and thus continue to generate more sources of income for the university.

The UMP Holdings Group consists of UMP Services Sdn. Bhd., UMP Technology Sdn. Bhd., UCT Solutions Sdn. Bhd., Imani Agro Industries Sdn. Bhd., UMP Energy Sdn. Bhd. and UMP Entrepreneur Sdn. Bhd.

In addition, UMP Holdings Group also has five spin-off companies, UMP Green Technology Sdn. Bhd., UMP Keraglow Sdn. Bhd., UMP Renal Care Sdn. Bhd., UMP Ecopest Sdn. Bhd. and Synbion Sdn. Bhd.

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