General

UMPSA and Media collaborate to promote healthy lifestyles through ‘Santai Boling’

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KUANTAN, 22 October 2024 – A total of 80 media practitioners, representatives from local media agencies, and members of the university management participated in the Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) Friendly Programme with the Media, held at Premium Lanes, Kuantan Plaza.

The Registrar, Dato' Saiful Bahri Ahmad Bakarim, who represented the Vice-Chancellor of UMPSA, Professor Dato' Ts. Dr. Yuserrie Zainuddin, stated that the event aimed to strengthen relationships and recognise the contribution of the media in disseminating information about UMPSA.

“This activity with the media was organised to foster a culture of promoting personal health and to create a community that embraces a healthy lifestyle among colleagues and media practitioners.

“Thank you to everyone who took the time to join us today,” he said during the prize presentation ceremony.

“Tonight's programme is an opportunity to strengthen our relationships while enjoying a fun and healthy activity. It also allows for meaningful interactions in support of the healthy lifestyle initiative.

“UMPSA is always keen to organise activities that bring the university management closer to the media,” he added.

Dato' Saiful also highlighted that, thanks to the extensive publicity and coverage provided by media agencies, UMPSA is now widely recognised as the Best Technical University in Malaysia.

“UMPSA is deeply grateful for the unwavering cooperation of media agencies in communicating the university’s achievements and development to the public,” he said.

Also present were the Assistant Vice-Chancellor for Academic Development, Professor Dr. Kamal Yusoh; Treasurer, Dato’ Zainuddin Othman; Dean of the Faculty of Electrical and Electronic Engineering Technology (FTKEE), Professor Ts. Dr. Hamdan Daniyal; Dean of the Faculty of Manufacturing and Mechatronics Engineering Technology (FTKPM), Associate Professor Ir. Ts. Dr. Faiz Mohd Turan; and Director of the Corporate Communications Centre (PKK), Mimi Rabita Abdul Wahit.

Media representatives from organisations including Berita Harian (BH), TV3, Harian Metro, New Straits Times, TV Alhijrah, BERNAMA, Pahang Media, Kesultanan Pahang, Sin Chew, China Press, The Star, and others participated in the event.

The highlight of the "Santai Boling UMPSA-Media" programme was the relaxed atmosphere, with

participants embracing the leisure theme by dressing in traditional or batik attire.

This event was also part of the Convocation Expo (ExpoConvo 2024), held with the theme "Our Heritage" in anticipation of the 19th UMPSA Convocation Ceremony, scheduled from 26 to 29 October 2024 at the UMPSA Sports Complex Hall, Gambang Campus.



Dato' Saiful also invited members of the media to attend the Media Conference programme, chaired by Vice-Chancellor Professor Dato' Ts. Dr. Yuserrie Zainuddin, on Friday, 25 October 2024, from 10.30 am to 12.30 pm at the UMPSA Gambang Sports Complex Hall.

This event will showcase the university’s outstanding graduates.

“We warmly welcome journalists and media practitioners to share the success stories of our graduates and recipients of excellence awards,” he said.

He expressed his appreciation for the dedication of media representatives who consistently support the university’s activities and programmes.

“UMPSA remains committed to fostering collaborations that will benefit both parties,” he concluded.

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