General

UMPSA receives courtesy visit from Proton, Geely, and AHTV Alliance delegation

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PEKAN, 21 November 2024 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) recently welcomed a courtesy visit from delegations representing Proton, Geely Holding Group, and the AHTV Alliance.

The event, held at the Banquet Hall, Tun Abdul Razak Chancellery, included an industry lecture session aimed at strengthening ties between higher education institutions and the automotive industry.

The delegation was led by Dr Wei Mei, Senior Vice President of Geely Holding Group and Chief Executive Officer of Geely Holdings (Malaysia); Amran Mohd Tomin, Vice President of Human Resources at Proton Holdings; Dr Lu Xi, Head of the AHTV Alliance Talent Program; and Shafinaz Jamaludin, Head of Talent Management at Proton Holdings.

The ceremony was also attended by Professor Datin Ts. Dr Mimi Sakinah Abdul Munaim, Assistant Vice-Chancellor of UMPSA's Centre for Industryand Community Linkages, along with UMPSA directors, deans, and lecturers.

A total of 25 UMPSA students participated in the event, which provided them with direct exposure to industry leaders' perspectives on the skills required for the future of the automotive sector.

The event also allowed UMPSA to showcase its significant contributions to automotive industry research and development, while students benefited from in-depth discussions led by industry experts.

In her keynote address, Professor Datin Ts. Dr Mimi Sakinah Abdul Munaim highlighted the collaborative potential of this engagement, stating, "This collaboration opens vast opportunities for innovation and human capital development, positioning UMPSA as a key hub in producing exceptional talent for the automotive industry's future."

The lecture session commenced with a presentation by UMPSA representatives titled 'Malaysia Ministry of Higher Education Research Industry Infused Incubator (MRI3) for Automotive Sector: A Triple Helix Collaborative Model for Talent Development.'

The presentation detailed a collaborative approach involving universities, industries, and the government to establish a robust talent development ecosystem for Malaysia's automotive sector.

Following this, the AHTV Alliance delivered a lecture titled 'Automotive High-Tech Valley (AHTV) to Up-Skill the Malaysian Workforce for Global Talent Competitiveness.' The session emphasised AHTV's role as a platform to enhance the global competitiveness of Malaysia's workforce through

the development of cutting-edge skills.



The ceremony concluded with a visit to the UMPSA Faculty of Mechanical and Automotive Engineering Technology (FTKMA) laboratory, showcasing the latest facilities and innovations in automotive technology.

This initiative further strengthens the strategic relationship between UMPSA and major players in the automotive sector, enhancing the global competitiveness of its graduates.

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