

# UMP LAUNCHES ENGLISH BULLETIN, PROMOTES PEKAN NAME

In conjunction with Universiti Malaysia Pahang's (UMP) Cendekia Bitara Award night, the university did a soft launch of its first English Bulletin – *Pekan Review* – at the Bukit Gambang Resort City on May 3.

In its debut issue, the bulletin highlighted UMP's outstanding achievements and accomplishments in the fields of academic, research and development, innovation, collaboration and internationalization, at both national and global levels.

Published by the Publication & Graphics Unit of the Vice-Chancellor's Office (PNC) and launched by the Pahang Menteri Besar, Dato' Sri Adnan Yaakob, *Pekan Review* will see print twice a year.

According to the bulletin's Editor-in-Chief, Abdul Rahman Safie, *Pekan Review* not only wishes to share UMP's success stories with Malaysians, but more importantly, to fulfill the university's aspiration of "Bridging UMP to the world community" – so goes its tagline.

Abdul Rahman, who is also a Deputy Registrar at PNC, said the time is right for UMP to produce an English bulletin, after publishing its Malay version, *Create*, for the last six years.

"*Pekan Review* targets not only to enhance international awareness of UMP, but at the same time to help promote the town Pekan – where the university will be permanently relocated to," said the Chief Editor, adding that the bulletin will be circulated to the Malaysian embassies and foreign universities abroad.

"Two of UMP's faculties, namely the Faculty of Mechanical Engineering and the Faculty of Electrical & Electronics Engineering, have shifted to Pekan in July last year."

Earmarked as one of the main communication channels to disseminate information to the university's diverse international community, the publication is also seen as a continuous effort to foster a closer bond as well as a source of reference for UMP's trustholders and external agencies, explained Abdul Rahman.

