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The presentation also touched on the state's diversity of untapped bio-resources as well as the fiscal and non-fiscal investment in Pahang. It was an eye-opener for the European audience who was enlightened on the promising business ventures in Pahang.

The trade mission was deemed successful with UMP fittingly concluding its assignment, judging from the encouraging response received from potential partners. It showed that UMP was on the right track in strengthening its presence in the global technology commercialisation arena. ◆



*Joint discussion between UMP potential partner and representative from Pahang State Economic Division*

## UMP EXPLORING POSSIBLE COLLABORATION WITH PROTON



*UMP visit to Proton*

“A partnership with Proton would be a favourable venture since Proton planned to introduce its electric car next year”

**BY: LAILI ZULKEPELI**

Selangor, June 9, 2015 – Universiti Malaysia Pahang (UMP) Vice Chancellor Prof. Dato' Dr. Daing Nasir Ibrahim led a group of senior faculty members consisting of faculty deans to a visit to Proton Centre of Excellence here recently.

They were met at the centre by Proton Chief Technical Officer (CTO) Tn. Hj. Rashid Musa and the centre's managers and engineers.

The visit was aimed at fostering closer ties between the academia and industry and exploring the possibilities of forming collaboration in research which could help maximise production.

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