KUALA LUMPUR INTERNATIONAL BOOK FEST: 
UMP PUBLISHER AMONG THE 10 BEST UNIVERSITY PUBLISHERS

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UMP Publisher made a new record sale at the Kuala Lumpur International Book Fest 2013 that was held from April 26 until May 4 at PWTC.

Sales were up 40% as compared to 2012 which made UMP Publisher among the 10 best Public University Publishers, in terms of sales made during the fest.

The achievement, in some ways, was a translation of UMP’s Sustainable Financial agenda under the KRA 2 that intended UMP Publisher to generate income for the university.

The recent official report from the MAPIM Academic Book Marketing Committee showed that UMP Publisher was at par as other well-known universities such as UKM, UITM, USM and UPM, in terms of incomes made from publications.

The high earnings generated from UMP Publisher book sales also reflected the level of quality and public acceptance on products by UMP Publisher all this while.

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