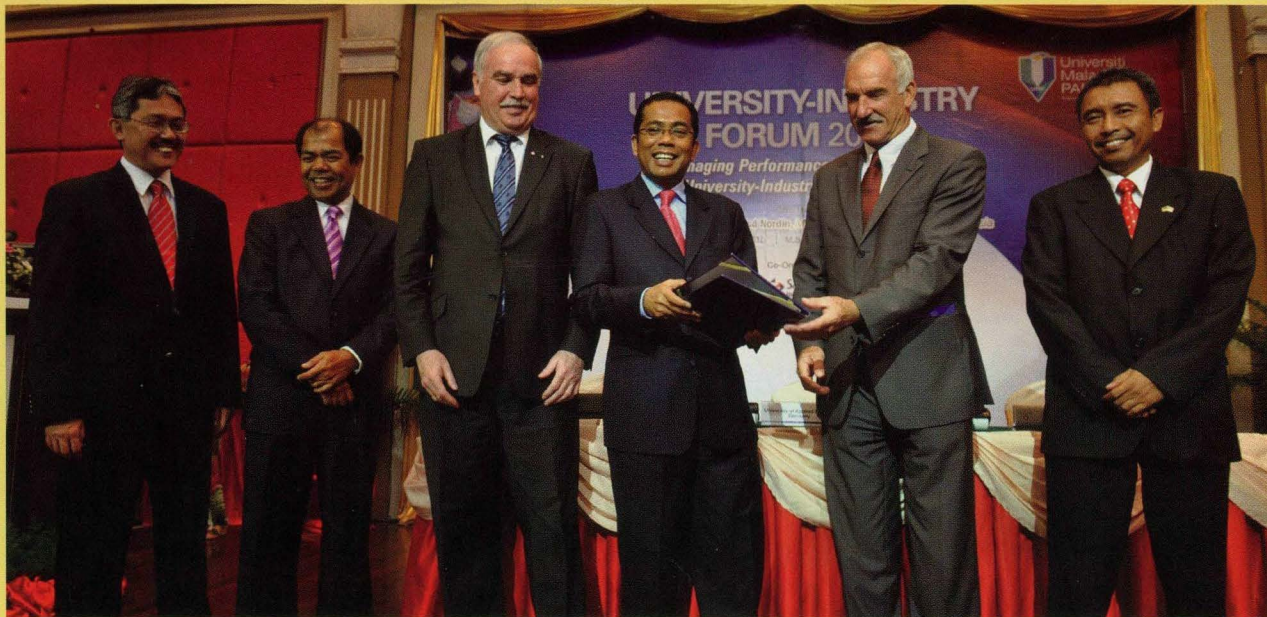


UNIVERSITY-INDUSTRY FORUM 2010



This year's Universiti Malaysia Pahang's (UMP) University-Industry Forum, themed "Managing Performance for Productive University-Industry Collaborations", was held on May 27 at the MS Garden Hotel in Kuantan, Pahang.

The forum attracted a record 350 academicians and industry specialists, from both private and public sectors, as well as domestic and international representations.

At its official opening, the forum was graced by the Malaysian Minister of Higher Education, Dato' Seri Mohamed Khaled Nordin, and the Federal Republic of German Ambassador, **Dr Guenter Gruber**.

According to Dato' Seri Mohamed Khaled, the importance of establishing an impactful collaboration between universities and industries should be given stronger emphasis, and not be restricted to just an academic Key Performance Index.

At the forum, Dato' Seri Mohamed Khaled had the opportunity to witness the signing of a Memorandum of Understanding (MoU) between UMP and Germany's Hochschule Karlsruhe Technik Und Wirtschaft (HsKA) Karlsruhe University of Applied Science and the German-Malaysian Institute. Through this MoU, UMP is at the forefront of local public institutions of higher learning in offering high quality engineering undergraduate programme – with the latest modelled after Germany's tertiary curriculum.

The forum also saw two more MoUs signed by UMP – one with IBM Malaysia Bhd and the other with HeiTech Padu Bhd. These two MoUs will see the facilitation of information communication technology network services, training programmes and internships, to both students and lecturers alike.

In the morning session of the forum, a keynote address was delivered by UMP Vice-Chancellor, Professor Dato' Dr Daing Mohd Nasir Daing Ibrahim. Professor Dato' Dr Daing Nasir elaborated on the subjects of university-industry relationship, in its pursuit to fulfill various industrial requirements, such as work culture, discipline and motivation.

Meanwhile, the afternoon saw two sessions of discourse – the first on the "The Way Forward", moderated by the Deputy Secretary (Science) from the Ministry of Science, Technology & Innovation, Datin Paduka Professor Dr Khatijah Mohd Yusoff; while the second on "International Success Stories", moderated by the Vice-President for Malaysia's Science Academy, Datuk Ir (Dr) Ahmad Zaidee Laidin.

A forum of this nature is an effective catalyst for the establishment of a National Working Group to identify the Key Result Areas in order to achieve a productive university-industry relationship.

