

# INNOVATION IS THE FOCUS IN UMP'S BUSINESS ENGINEERING COURSE



Universiti Malaysia Pahang (UMP) was one of the project partners involved in organising the International Business Engineering Conference (IBEC 2016) on September 26, 2016 recently.

It reflected the recognition and trust the university continued to get of its academic programmes from a network of various international partners.

UMP offers dual degree engineering programme established with universities from Germany as well as masters' degree programmes of international standard.

The university has the support of German Academic Exchange Service (DAAD) and works together with four other partners in organising IBEC 2016. They are Reutlingen University(Germany), Institut Teknologi Bandung (Indonesia), Ho Chi

Minh International University (Vietnam) and WIHA Werkzeuge GmbH (Germany).

IBEC is held on September 26 dan 27 at J.W Marriot Hotel, Kuala Lumpur.

The conference aims to provide an international platform where participants and speakers can share and exchange the latest development about business engineering in the fields of business, technology, logistics and

supply networking.

The conference attracted more than 100 participants comprising academicians, major industry players and university students who came to share ideas and explore opportunities in the field, and eventually, help increase interests in business engineering and growth of the nation's economy.

Among the guests present at the official opening were UMP Vice-Chancellor Professor Dato' Dr. Daing Nasir Ibrahim, Reutlingen University President, Professor Dr. Hendrik Brummell and Bosch Malaysia Managing Director, Simon Song, who is also one of the speakers in the conference.

Also present were Faculty of Industrial Management Dean, Dr. Mohd Ridzuan Darun, PT Toyota Motor Manufacturing Indonesia Director, Ir. I Made Dana M. Tangas and Ho Chi Minh International University Rector, Associate Professor Ho Thanh Phong.

Professor Dato' Dr. Daing Nasir Ibrahim said good relationship had been forged following the establishment of the business engineering dual degree programme with Reutlingen University about a year ago.

"Under this programme, undergraduates are taught and trained to become competent technocrats in the business and technical aspects, abilities that will meet demands of the industries," he said.

He added that the dual degree programme was the first of such programme in South East Asia, offered by Faculty of Industrial Management (FIM) and Reutlingen Business School (ESB).

He also hoped that the conference would help to further enhance academic ties among the participants as well as create awareness on the existence and importance of business engineering and the premier dual degree programme offered.



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