



UMP now known as Universiti Malaysia Pahang

Al-Sultan Abdullah

By **MCI Eng** - 2023-07-30



KUANTAN, July 30 — After 21 years of its inception, Universiti Malaysia Pahang (UMP) is now rebranded as Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), said its vice-chancellor Professor Datuk Dr Yuserrie Zainuddin.

He said the Yang di-Pertuan Agong Al-Sultan Abdullah Riayatuddin Al-Mustafa Billah Shah had consented to the use of the UMPSA logo and name according to the Federal Government gazette which came into effect on April 14.

He said the rebranding of the university to UMPSA when it was at the peak of its success coincided with the university's vision of a leading technological university.

Although the name has changed, he said the university's main focus areas, study programmes and enrollment have remained according to the goals of its establishment.

"This branding will continue to realise the aspirations of excellence through academic empowerment, internationalisation and impactful research results as well as produce a quality human capital in driving national development," he said in a statement today.

Before this, the university was known as Kolej Universiti Kejuruteraan dan Teknologi Malaysia (KUKTEM) which was gazetted on Feb 16, 2002, before the government announced the name change to UMP effective Feb 1, 2007.

According to Yuserrie, the marketability of UMP graduates is impressive which is around 98.67 per cent and is among the highest in Malaysia and this rebranding exercise will build the university's visibility, reputation and capabilities in line with its world-recognised development and achievements.

In addition, the university offers a variety of technical programmes based on Engineering and Technology that are capable of enriching the high-level Technical and Vocational Education and Training (TVET) ecosystem in the country, he said.

He added that UMPSA always strives to introduce technology and sustainability practices to the community, educate and more importantly become role models regarding the principles of sustainability.

As the top university in the Malaysian Technical University Network (MTUN), UMPSA will continue to demonstrate its commitment to the Sustainable Development Goals (SDG) as well as evaluate the university's efforts in addressing global environmental, social and governance (ESG) issues, he said.