SPEECH OF
YANG HORMAT PROFESSOR DATO' DR. DAING NASIR IBRAHIM
VICE-CHANCELLOR OF UNIVERSITI MALAYSIA PAHANG

PUBLIC LECTURE “THE CONVERGENCE: BUSINESS ENGINEERING”
IN CONJUNCTION WITH
THE MEMORANDUM OF UNDERSTANDING SIGNING CEREMONY
BETWEEN UNIVERSITI MALAYSIA PAHANG AND REUTLINGEN UNIVERSITY

THURSDAY, 21 FEBRUARY 2013; 11:45 A.M.; DEWAN ZA’ABA,
MINISTRY OF HIGHER EDUCATION MALAYSIA, PUTRAJAYA

SALUTATION

Yang Berbahagia Dato’ Abdul Rahim Mohd Nor,
Secretary-general of the Ministry of Higher Education Malaysia;

His Excellency Dr. Gunther Gruber,
The Ambassador of the Federal Republic of Germany;

Yang Hormat Dato’ Mohd Hilmey Mohd Taib,
Chairman of the Board of Directors, Universiti Malaysia Pahang;

Yang Berbahagia Tan Sri Dato’ Sri Abdul Aziz Abdul Rahman,
Member of the Board of Directors of UMP;

Professor Dr. Hendrik Brumme,
President of Reutlingen University;
Professor Dr. Baldur Veit,
Director of International Office, Reutlingen University;

Professor Dr. Andreas Taschner;

Professor Dr. Hazel Grünewald;

My colleagues from UMP:

Yang Hormat Professor Dato’ Ir. Dr. Badhrulhisham Abdul Aziz,
Deputy Vice-Chancellor (Academic & International);

Yang Hormat Profesor Dato’ Dr. Rosli Mohd Yunus,
Deputy Vice-Chancellor (Research & Innovation);

Assistant Vice-Chancellors and Senior University Officials;

Associate Professor Dr. Abdullah Ibrahim,
Dean, Faculty of Technology;

Industry and Corporate Representatives;
Distinguished guests, Ladies and Gentlemen;

Assalamualaikum Warhmatullahi Wabarakatuh,

Salam Sejahtera and Salam 1Malaysia.

1. First and foremost, it is with great pleasure that I welcome all of you to this auspicious occasion. I would also like to take this opportunity to extend my warmest greeting to our Guests of Honour, namely the Secretary-General of the Ministry of Higher Education Malaysia and the Ambassador of the Federal Republic of Germany.

2. This is indeed a momentous occasion for us in UMP, particularly to the members of the Faculty of Technology, who have been working very hard to bring this strategic collaboration to fruition since last year.

3. Our strategic collaboration with Reutlingen University will be formalised through this Memorandum of Understanding, thus strengthening UMP’s linkage with German higher education institutions.
4. Currently, UMP is working closely with the University of Applied Sciences (HsKA) for the Automotive and Mechatronic Engineering programmes.

5. Therefore, we are truly delighted to have Reutlingen University as a new strategic partner, thus enabling UMP to benefit from Reutlingen’s strong foundation in the field of Business Engineering.

6. After a decade of her existence as a Public University, UMP has decided to embark on a more challenging course in order to strategically position itself as an institution of high calibre and repute, both locally and internationally.

7. Serious attention is by the University’s management to this aspiration through the execution of UMP Strategic Plan 2011-2015 that places special emphasis on four Key Result Areas namely Enhancement of Academic Quality, Financial Sustainability, Socio-economic Development and Branding for Strategic Positioning.
8. Within that Strategic Plan’s framework, all Faculties and Departments in UMP are tasked to set their Key Performance Indicators (KPIs) that correspond to those four Key Result Areas.

9. As we have targeted UMP to become a first choice technological university by 2015, innovative and creative approaches that depart from the old-fashioned, conventional and traditional way of managing things are adopted to drive UMP forward.

10. Thus, we initiated idea to have a Business Engineering programme, the first of its kind in Malaysia, and we are really fortunate to have an international partner that is willing to work with us. In addition to that, we are grateful that this collaboration is also facilitated by the Embassy of the Federal Republic of Germany and the Ministry of Higher Education Malaysia.

11. With the formalization of this collaboration through the signing of this Memorandum of Understanding, UMP is also challenged to multiply her efforts to ensure that this Business Engineering programme is ready for its first intake in 2014.
12. **Ladies and gentlemen,**

In conjunction with auspicious occasion, a special public lecture was held earlier this morning where four speakers had shared their thoughts and perspectives on Business Engineering’s potentials and prospects.

13. The four speakers, namely Professor Dr. Hendrik Brumme, Professor Dr. Baldur Veit, Professor Dr. Hazel Grünwald and Professor Dr. Andreas Taschner had enlightened us through their informative and interesting presentations on the concept of Business Engineering and its relevance in this fast-changing world.

14. Therefore, I would like to take this opportunity to express my heartfelt appreciation and gratitude to our guest speakers for their time and thoughts.

15. **Ladies and gentlemen,**

Honouring the effort made to organize this event, I would like to congratulate the team from the Faculty of Technology, UMP for their relentless commitment and dedication.
16. Finally, I would also like extend my heartfelt appreciation to all of you for your kind support, thus making this event a success. To our international partners from Reutlingen University, I wish you a pleasant stay in Malaysia and enjoy our Malaysian hospitality.

Thank you,

_Wabillahi taufiq walhidayah,_

_Assalamualaikum warahmatullahi wabarakatuh._