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

MEMORANDUM OF UNDERSTANDING SIGNING CEREMONY
BETWEEN UNIVERSITI MALAYSIA PAHANG
AND MERCEDES-BENZ MALAYSIA

WEDNESDAY, 6 MARCH 2013, 10:00 AM
J.W. MARRIOT HOTEL, KUALA LUMPUR

SALUTATION

Mr. Ernest Röder-Messel,
Counsellor for Economics, Commercial and Environmental Affairs,
Embassy of the Federal Republic of Germany;

Mr. Roland S. Folger,
President and Chief Executive Officer, Mercedes-Benz Malaysia;

Mr. Sebastian Streuff,
Vice-President and Managing Director of Pekan Plant, Mercedes-Benz Malaysia;

My colleagues from Universiti Malaysia Pahang;
Yang Hormat Professor Dato’ Ir. Dr. Badhsrulhisham Abdul Aziz,
Deputy Vice-Chancellor (Academic & International);

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

Deans, Professors, Directors and Head of Departments;

Industry and media representatives;

Ladies and gentlemen;

Assalamualaikum warahmatullahi wabarakatuh,
Salam Sejahtera and a very good morning.

1. First and foremost, it is with great pleasure that I welcome all of
you to this auspicious occasion, especially to Mr. Ernest Röder-
Messel, who is representing His Excellency the Ambassador of the
Federal Republic of Germany.
2. Brief and simple though it is, yet this event marks another remarkable and momentous achievement for us in UMP in the context of expanding our global strategic partnership with top industrial players, both locally and internationally.

3. In this regard, we are truly proud and delighted that for the past few years, German institutions and industries have shown great interest to initiate strategic collaboration with UMP that contribute significantly to academic excellence and industrial partnership.

4. Our strong determination and commitment to execute UMP Strategic Plan 2011-2015 have resulted in concrete initiatives with German institutions, beginning with the first MoU with Karlsruhe University of Applied Sciences in May 2010, and just recently, on 21\textsuperscript{st} March 2013, another MoU with Reutlingen University.

5. And today, we are honoured to conclude another strategic collaboration with another German partner, namely Mercedes-Benz Malaysia. The name itself is self-explanatory to the excellent reputation that this German auto-maker has, thus giving a significant impact to this collaboration.
6. As a university that focuses on the fields of engineering and technology, UMP is also committed to consistently enhance the competency of her undergraduates, so that they would be able to stand competitively in the job market upon completing their studies.

7. It is my firm belief that UMP’s graduates could remain competitive if ample practical exposure with top industrial players was made available to them at undergraduate level. Hence, I am grateful that this MoU actually addresses that reality.

8. While we are preparing our undergraduates as competent and highly-qualified engineers that would meet the demand from Mercedes-Benz Malaysia, this MoU also outlines UMP’s commitment to provide relevant training for the Mercedes-Benz Malaysia’s staff members.

9. In this regard, UMP could surely benefit from the Mercedes-Benz’s engineering experience and expertise in enriching our students’ engineering and technological knowledge. This is the very purpose of the first Key Result Area in UMP Strategic Plan 2011-2015 namely *Enhancement of Academic Quality.*
10. With broad areas of collaboration, ranging from industrial attachment to joint-research activity, this Memorandum of Understanding is the instrument that would bring UMP to greater edge, and at the same time benefitting Mercedes-Benz Malaysia from its willingness to co-operate with this University, that is closely located to Mercedes-Benz's Pekan Plant.

11. We are also gratified that through this MoU, Mercedes-Benz Malaysia agrees to sponsor one UMP student bi-annually, which, to my understanding, a testimony of the company's recognition and support towards our strategic effort to make UMP, a world-class technological university.

12. Distinguished guest, ladies and gentlemen,

What matters now is the commitment of both parties to put the strategic initiatives that are specified in this MoU into constructive and practical actions afterwards.
13. This challenge is to be borne collectively by us, and I believe, with that consistent synergy, both UMP and Mercedes-Benz Malaysia could explore other potential areas of co-operation, thus enabling the expansion of our present perimeter of collaboration.

14. Honouring the effort to organize this event, I would like to extend my heartfelt gratitude to the German Academic & Career Centre (GACC) of UMP for facilitating this collaboration. I would also like to thank the Embassy of the Federal Republic Germany for its support, and to Mercedes-Benz Malaysia, we warmly welcome you as our newest strategic partner.

Thank you,

Wabillahi taufiq wal hidayah,

Assalamualaikum warahmatullahi wabaraktu.