SALUTATION

Our guests from foreign diplomatic corps:

His Excellency Mr. Kamphan Anlavan,
Ambassador of the People’s Democratic Republic of Laos to Malaysia;

Mr. Alexander Gulko,
Director of Russian Centre of Science and Culture,
Embassy of the Russian Federation;

Mrs. Phongsamouth Anlavan,
Counselor of the Embassy of the People’s Democratic Republic of Laos;

Miss Elena Belozertseva,
Officer of the Embassy of the Russian Federation;
My colleagues from UMP:

Yang Hормat Professor Dato’ Dr. Yuserrie Zainuddin,
Deputy Vice-Chancellor (Student Affairs & Alumni);

Dr. Cheng Jack Kie,
Advisor of the Local Committee of AIESEC in UMP;

Mr. Jayson Sue Ji Qian,
President of the Local Committee of AIESEC in UMP;

Distinguished guests, ladies and gentlemen;

Assalamualaikum warahmatullahi wabarakatuh,

Salam 1Malaysia and a very good morning.

1. It gives me great pleasure that I have the honour of welcoming all of you to this auspicious occasion which marks another significant contribution by students of this University in globalizing the name and brand of UMP.
2. I am indeed proud, that this initiative has managed to attract the participation of UMP students and also external visitors, particularly our honoured guests from the Embassies of the Russian Federation and the People’s Democratic Republic of Laos.

3. Internationalization has always become one of our top priorities here in UMP, and this is expressly manifested through our prime agendas within the framework of UMP Strategic Plan 2011-2015.

4. In that regard, the management of this University has set up the International Office which is tasked to coordinate UMP’s strategic network with her international partners across the globe.

5. Through Strategic Plan 2011-2015, UMP aspires to become first choice technological university by the year 2015, and this requires a well-directed framework in order to effectively promote the brand of UMP locally, and internationally.
6. This is indeed an arduous task for the top management of UMP. But, as we truly believe in the strong cohesion of branding and promotional initiatives across all levels within the University’s community, including the students, those initiatives could come in various forms, and this Around the World Exchange Fair 2014 is one of it.

7. With its wide global linkages as an international youth organization, AIESEC is playing the right role in bringing the global community together in the spirit of mutual respect and understanding for a better and harmonious world.

8. The establishment of AIESEC’s Local Committee in UMP, under the supervision of our Student Affairs & Alumni Department is a wise move in bringing the University’s diverse student community closer with their colleagues around the world.
9. This is a challenge for UMP’s AIESEC Local Committee and I wish to reaffirm the commitment from the University’s top management to support any initiative of this kind, which is significant in making UMP’s campus vibrant with impactful student activism that provides healthy campus experience to our student community.

10. **Ladies and gentlemen,**

    Understanding is the very quality that would make a partnership a timeless and an everlasting one. Globalization and technological advancement have eliminated geo-political boundaries, thus easing human interaction, something that took hour, or even days fifty years ago to only minutes and seconds today.

11. This advancement has enabled mankind to reach out further, without the need of physical travel, and making new acquaintances, just by a click of mouse in that process. This is the reality that actually compels us to appreciate the value of understanding to the fullest, which requires a sound knowledge on inter-cultural relations.
12. We are all aware that information today could pass within seconds from one place to another, and a slight misunderstanding or misinterpretation on that information could severe diplomatic ties between countries.

13. Here is where the importance of cultural understanding between global communities lies. I believe that the Local Committee of AIECEC in UMP has taken a wise initiative in organizing this event which aims at exposing our students to the cultural diversity across the globe, something that will certainly enhance their experience and knowledge.

14. With various activities organized throughout this event, and with positive response from our student community, I am confident that this could be held annually, with extended scope and participation.

15. This is what UMP’s top management expects from our student leadership – the ability to dynamically organize themselves in value-adding initiative like this, transcending ethnical, religious and political barriers.
16. This is actually one of important dimensions in the notion of transformational student leadership which I talked about in my Annual Message for 2014 a month ago. So, to the Local Committee of AIESEC in UMP, congratulations, and keep on the good job!

17. **Ladies and gentlemen,**

In conclusion, I would like to thank the Russian and Laotian Embassies for your support to this event and we look forward to having more constructive engagements, in any potential avenue in future.

18. **To UMP students,** you have me and my colleagues in top management proud of you with your commitment and participation in this event and it is most sincere hope that we could maintain that spirit and enthusiasm to bring out more beneficial activities like this in future.
19. With that ladies and gentlemen, it is with great pleasure and honour that I hereby declare “Around the World Exchange Fair” officially open.

Thank you, Assalamualaikum warahmatullahi wabarakatuh.