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

OPENING CEREMONY OF CAREER FAIR 2018
SATURDAY, 21 APRIL 2018, 3:00 PM;
ASTAKA, UMP GAMBANG CAMPUS

SALUTATION

Dr Jan Peter Bredehoeft,
Operations Director, BASF PETRONAS Chemicals Sdn Bhd;

My colleagues from UMP:

Yang HORMAT Professor Dato’ Dr. Rosli Mohd Yunus,
Deputy Vice-Chancellor (Academic & International Affairs);

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

Yang HORMAT Professor Dato’ Dr. Mashitah Mohd Yusoff,
Deputy Vice-Chancellor (Research & Innovation);
Assistant Vice-Chancellors, Senior Officers,  
Deans, Directors and Heads of Departments;

Ir. Ts. Dr. Siti Zubaidah Sulaiman,  
Director, Career Placement & Development Centre  
and the members of Career Fair 2018’s Organizing Committee;

Mr. Muhammad Amrun Aniq Mohamed Saidi,  
President of Student Representative Council;

Representatives of participating companies;

Ladies and gentlemen;

_Assalamualaikum warahmatullahi wabarakatuh,_
_Salam Sejahtera, Salam 1Negaraku Sehati Sejiwa_
and a very good afternoon.
1. It is with great pleasure that I have the honour of welcoming you all to this auspicious occasion that marks the commencement of the Universiti Malaysia Pahang’s Career Fair 2018 here at UMP Gambang Campus.

2. I am also very much delighted to welcome and receive the Operations Director of BASF PETRONAS Chemicals Sdn Bhd, Dr. Jan Peter Bredehoeft as our guest-of-honour this afternoon. Thank you Dr. Bredehoeft for kindly accepting UMP’s invitation to officiate our Career Fair 2018.

3. With the theme *University to Industries*, Career Fair 2018 is another important initiative by UMP to connect our students and graduates to the industry, it is an avenue where participating companies could find suitable talents amongst UMP’s students and graduates to fill job and internship vacancies which are available for them.
4. In that regard, we always acknowledge the importance and significance of industrial linkage and partnership as one of the critical factors for the University’s visibility and sustainability.

5. Thus, the University’s Department of Industrial & Community Linkage (JJIM) and Career Placement & Development Centre (CPDC) have been tasked to coordinate and oversee the strategic aspects and prospects of our desired collaboration with potential industries particularly in term of its competitive advantage to UMP.

6. As an annual event which is organized by CPDC, this Career Fair seeks to prepare our students and graduates with intellectual, mental and physical readiness for their future career.

7. This is in fact a great challenge for us. UMP records 94% graduate employability in 2017 which is among the highest in Malaysia. We look forward to increasing the percentage this year and this certainly require a concerted effort from the related segments in this University especially the Faculties.
8. The effort is strategized through various programmes and initiatives under our Strategic Plan 2016-2020 with special emphasis on the first Strategic Leap, namely Academic Prominence. Graduate Employability is one of the key aspects that receives particular attention from us for it reflects UMP’s capability in producing high-quality graduates who could meet the job market’s demands and expectations.

9. Hence, Career Fair 2018 is one of the key projects in our year-long strategic planning for graduate employability and I am very pleased that CPDC is able to get more companies to participate this year and more importantly, having the East Coast Economic Region Development Council (ECERDC) as the event’s collaborative partner.
10. **Ladies and gentlemen,**

Career Fair 2018 that takes place today and tomorrow is the climax of UMP’s Career Month which started on March 21. Throughout the month, many career-related activities for our students and graduates have been organized by CPDC with the collaboration of our Student Representative Council, faculty-based student societies and the Faculties.

11. We are aware of the need to expose our students to the present reality and challenges of the job market and this can only be effectively dealt with by having the representatives from the industries to come to us to share and to interact with our students.

12. Therefore, a series of career talks have been organized throughout the Career Month and I am grateful with the commitment shown by our industrial partners such as Kaneka (Malaysia), TT Electronics, Prinx Chenssan Tire (Malaysia), Gamuda Berhad and Eastman Chemical (Malaysia) in sending their senior executives to interact with our undergraduates.
13. A Boot Camp was also organized for our final year students recently to evaluate their level of preparedness for the job market. The Boot Camp also aimed at boosting the motivation as well as polishing their self-confidence to face the stiff competition in the job market and the professional and emotional skills to remain competitive and resilient therein.

14. I strongly believe that the marketability and employability of our graduates also depend on their professional presentability. The sophisticated nature of Industry 4.0 is not only impacting industrial systems and production processes but also affecting the size of the job market, for manual labour is being replaced by technology.

15. Without proper knowledge of this reality, our graduates might easily lose the battle in the shrinking job market where I am very much sure that only those who are outstanding with individual maturity, towering personality, intellectual capacity, global mobility, agility and creativity would highly be sought after by the industry.
16. Therefore, activities and initiatives such as mock interview and One Page Resume (OPR) during this Career Fair seek to address the marketability, employability and presentability issues that I just pointed out. What matters is the response from our students towards these initiatives and the feedback from our industrial partners upon their preliminary assessment on our students’ capacity.

17. Ladies and gentlemen,

In conclusion, I would like to extend my heartfelt appreciation and gratitude to all participating industries, companies, agencies and institutions for their support and commitment towards making Career Fair 2018 a success. It is my hope that the warmth and cordiality of this collaboration could be maintained for the purpose of exploring new constructive opportunities in the future.
18. Honouring the efforts made by the members of organizing committee, I would also like to record my heartiest congratulations to the teams from our Career Placement & Development Centre, Department of Industrial & Community Linkage, Student Affairs & Alumni Department, the Faculties and Centres of Excellence and the Student Representative Council for their unwavering commitment and dedication.

19. May Allah Ta'ala continue to shower us with His love, mercy and blessings and keep us the on the path of success and righteousness, Ameen.

Thank you,

Wabillahi taufiq walhidayah,

Assalamualaikum warahmatullahi wabarakatuh.