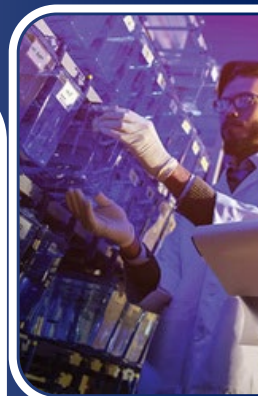


# 1<sup>st</sup> EDITION UiTM GLOBAL PENANG Newsletter

## GLOBAL INSIGHTS: NAVIGATING UNIVERSALITY WITH UiTM PULAU PINANG



UNIVERSITI  
TEKNOLOGI  
MARA

UiTM Global @ Office of International Affairs,  
Academic Affairs Division,  
Universiti Teknologi MARA, Pulau Pinang Branch,  
Pulau Pinang,  
Malaysia.

## GUEST LECTURE AND INTERNATIONAL COMMUNITY SERVICE AT THE FACULTY OF VOCATIONAL UNIVERSITAS SUMATERA UTARA, INDONESIA 6 – 7 September 2023

\*Ahmad Fauzan Badiuzaman, Mohd Syafiq Othman, Azila Azmi, Suria Sulaiman, and Putri Dahlia Ab Rashid



Poster of guest speaker and sessions

Medan, Indonesia - **The Faculty of Vocational, Universitas Sumatera Utara (USU)** recently played host to a collaborative initiative aimed at advancing knowledge exchange and community development in the fields of gastronomy tourism, business marketing, and food innovation. From September 6 to 7 September 2023, esteemed guests from the Faculty of Hotel and Tourism Management at Universiti Teknologi MARA (UiTM) Pulau Pinang Branch, participated in a guest lecture and community service program. This program took place in conjunction with the **'Academic Nexus Programme (ANP): Catalysing Research Collaboration through USU-UiTM,'** which was held from 4 to 10 September 2023 that targeted to fulfilled PI 084 through a number of international activities for the active status of MoU/ MOA.

Led by Associate Professor Dr. Azila Azmi, Dr. Suria Sulaiman, Mr. Ahmad Fauzan Badiuzaman, and Mr. Mohd Syafiq Othman, the UiTM team engaged in a series of forum-type engagements and discussions, sharing their

expertise to support community-based tourism initiatives and foster future business excellence. Among the targeted focus group was chrysanthemum plantation community which engaged with the **Faculty of Vocational, USU** in the previous year. This corporate social responsibility for industrial community was aims to completed PI 075 in which UiTM team was present to assist and support in providing resolutions.

The program commenced with a warm welcome from Professor Dr. Isfenti Sadalia, Dean of the Faculty of Vocational at USU, followed by captivating cultural arts performances, setting the stage for two enlightening forum sessions. Throughout the day, the UiTM lecturers presented on various topics including Local Produce as Gastronomic Tourism, Food Processing and Innovation, Sensory Marketing, and the Academic and University Role in Sustainable Development Goals (SDGs) related to Cultural Tourism.

Attended by 80 participants including students, faculty members, and representatives from local small and medium enterprises. Among others were business owners of tourism destinations who run projects with the local authority. The forum sparked engaging discussions and inquiries. Attendees were particularly interested in learning about policy implementation and management strategies observed in Malaysia, as well as exploring avenues for healthy food processing and digital marketing concepts.





Following the forum sessions, a fruitful discussion ensued between representatives from both institutions, led by Associate Professor Dr. Azila Azmi and Drs. Gustanto, Vice Dean III of the Faculty of Vocational USU. The dialogue focused on developing future mobility programs, including summer courses that incorporate joint classroom activities, field trips, and cultural tours, aimed at enriching students' learning experiences during semester breaks. This discussion also aimed to fulfil PI23 that extended the number of collaborations among both institutions and secured opportunities in the coming years.

The programme concluded with an official dinner at Budaya Resto Indonesia, an Indonesian restaurant specialising in regional cuisine. The dinner was attended by Prof. Dato' Ir. Dr. Haji Ahmad Rashidy Razali, Rector of Universiti Teknologi Mara (UiTM) Pulau Pinang branch, and Professor Dr. Hashim Fadzil, Head of the Study Center, Faculty of Hotel and Tourism Management. The evening provided an opportunity for dialogue on international affairs and the formulation of policies to support ongoing collaboration between the two institutions. Delegates were also offered street delicacy “satay Padang” dishes that are significant to the City of Medan followed by a night city tour on the way back to the hotel.

Reflecting on the impactful gastronomic tourism journey facilitated by USU, the UiTM delegates expressed gratitude for the enriching experience and the insights gained, particularly in the realm of food and tourism industries. They highlighted the potential for future collaboration and knowledge sharing to further enhance expertise and capabilities within their respective faculties.

The collaborative endeavour between the **Faculty of Vocational at USU** and the Faculty of Hotel and Tourism Management at UiTM exemplifies the power of international partnerships in advancing education, research, and community development. As both institutions look to the future, they remain committed to fostering meaningful exchanges and driving positive change within their communities and beyond.



Opening remarks of appreciation by Professor Dr. Isfenti Sadalia to Associate Professor Dr. Azila Azmi



Speaker presentations and forum discussions



Participant with delegate members and dancers

**Copyright @ 2024 by UiTM Global @ Office of International Affairs,  
Academic Affairs Division,  
Universiti Teknologi MARA, Pulau Pinang Branch.**

All rights reserved. No part of this Newsletter may be reproduced or used in any form without explicit written permission from the publisher, except for brief quotations in a Newsletter review.

eISSN: 3083-8355



**Printed by:** UiTM Printing Centre

**Publication Date of the First Newsletter:** 15 November 2024

**Published by:**

UiTM Global @ Office of International Affairs,  
Academic Affairs Division,  
Universiti Teknologi MARA, Pulau Pinang Branch,  
Malaysia

**Website**

:<https://penang.uitm.edu.my/index.php/en/component/sppagebuilder?view=page&id=382>

**Facebook :** <https://www.facebook.com/profile.php?id=100080677634769>

**Email:** [uitmglobalcpp@uitm.edu.my](mailto:uitmglobalcpp@uitm.edu.my)

