

**OFFICIATING SPEECH
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**ON BEHALF OF
PROF. DR AHMAD TAUFEEK ABDUL RAHMAN
RECTOR
UNIVERSITI TEKNOLOGI MARA SELANGOR**

**TEACHING COLLABORATION DAY BETWEEN
THE FACULTY OF HOTEL AND TOURISM
MANAGEMENT, UITM PUNCAK ALAM AND
UNIVERSITAS ASA INDONESIA (ASAINDO), AND
THE SIGNING CEREMONY OF A MEMORANDUM
OF UNDERSTANDING (MOU)**

21 JUNE 2025 | SATURDAY | 8.00 AM

**DEWAN SERI ALAM
FACULTY OF HOTEL AND TOURISM
MANAGEMENT**

Thank you.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

[SALUTATION]

**Assalamualaikum Warahmatullahi Wabarakatuh,
Salam Sejahtera, Salam Malaysia Madani and
Salam UiTM di Hatiku. Greetings, everyone.**

1. *Alhamdulillah.* With profound gratitude, we acknowledge Allah's grace and blessings that have made this auspicious event possible.
2. On behalf of the **UiTM Selangor Rector, Professor Dr Ahmad Taufek Abdul Rahman**, it gives me great pleasure to be here today and welcome all of you to the **Teaching Collaboration Day, co-hosted by the Faculty of Hotel and Tourism Management, UiTM Puncak Alam and Universitas ASA Indonesia (ASAINDO).**

3. Today is especially meaningful because we are not merely convening as academic collaborators, but as a united *serumpun* family, deeply connected through our shared history, language, values, and cultural heritage.

4. To our distinguished guests from **ASAINDO**, led by **Dr. Meylani Tuti, Vice Rector for Academic Affairs**, along with the accompanying lecturers and students, welcome to Malaysia and to your extended home here at UiTM; we are truly honoured by your presence.

5. I'm genuinely proud to be here this morning, as this programme reflects not only our institutional aspirations but also the care, creativity, and commitment of everyone involved, with special congratulations to the **Faculty of Hotel and Tourism Management, UiTM** for their outstanding leadership and vision.

6. As a representative of university management, I commend the faculty for taking bold and strategic steps to internationalise our academic efforts and foster meaningful regional collaboration, efforts that not only elevate UiTM's profile but also strengthen the wider academic community we proudly belong to.

7. Today is not just about teaching or ceremony, but a celebration of *serumpun* kinship that reflects our shared roots as people of the Nusantara and our collective responsibility to support the next generation, as our countries, though separated by borders, remain united by common hopes to preserve culture, promote knowledge, and grow together in a changing world.

8. As educators and professionals in hospitality, tourism, and culinary arts, you are responsible for connecting tradition with innovation and guiding

students to master their skills while valuing and representing our shared heritage globally.

Friends, fellow educators, and young scholars,

9. In 2024, over 4.1 million Indonesians visited Malaysia, making Indonesia our second-largest tourist source, while more than 2.2 million Malaysians travelled to Indonesia, showing that these numbers reflect more than tourism as they show a deep bond between neighbours, and today's collaboration reflects that connection.

10. Our connection is deeply rooted in food, one of the most heartfelt expressions of culture, as Malaysia and Indonesia share rich flavours, traditions, and ingredients like coconut milk, galangal, chili, and lemongrass, with each dish telling shared stories of heritage while reflecting the unique touch of every community.

11. Today's live culinary demonstrations are more than performances, as they express identity and tradition, show love passed down through generations, and remind us to grow without losing what makes us unique while honouring the past and guiding our students toward the future.

Ladies and gentleman,

12. This morning, we formalised our collaboration through a **Memorandum of Understanding between UiTM and ASAINDO**, outlining key areas such as staff and faculty exchange, student mobility, collaborative research, joint events, courses and publications, as well as co-promotion of academic materials.

13. This MoU signifies our commitment to support and learn from each other, and with over 200 students from UiTM and ASAINDO involved today,

it reflects a space where learning meets real experience, and students gain not only knowledge but also lessons in empathy, friendship, and pride in identity.

14. Let us build on this momentum and grow this partnership into something greater, such as a **Nusantara Heritage Food Hub**, collaborative research on intangible cultural heritage, and an academic network that connects tradition with forward-thinking innovation.

Ladies and gentlemen,

15. Before I end, I warmly thank the Faculty of Hotel and Tourism Management, the organisers, lecturers, and students from UiTM and ASAINDO for making this event meaningful, and I hope today's programme strengthens our understanding, celebrates our shared identity, and

leads to more collaboration in the future.

16. Though we come from different campuses, wear different batik, and spell some words differently, today reminds us of a powerful truth that kita serumpun, sharing one root, one heart, and one future, and with that, I warmly say:

Selamat Datang Dan Selamat Bekerjasama.

Thank you.

Wabillahi taufiq wal hidayah, wassalamualaikum warahmatullahi wabarakatuh.