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FESTIVAL HARI KEUSAHAWANAN 2025: WHERE BUSINESS MEETS BUZZ!

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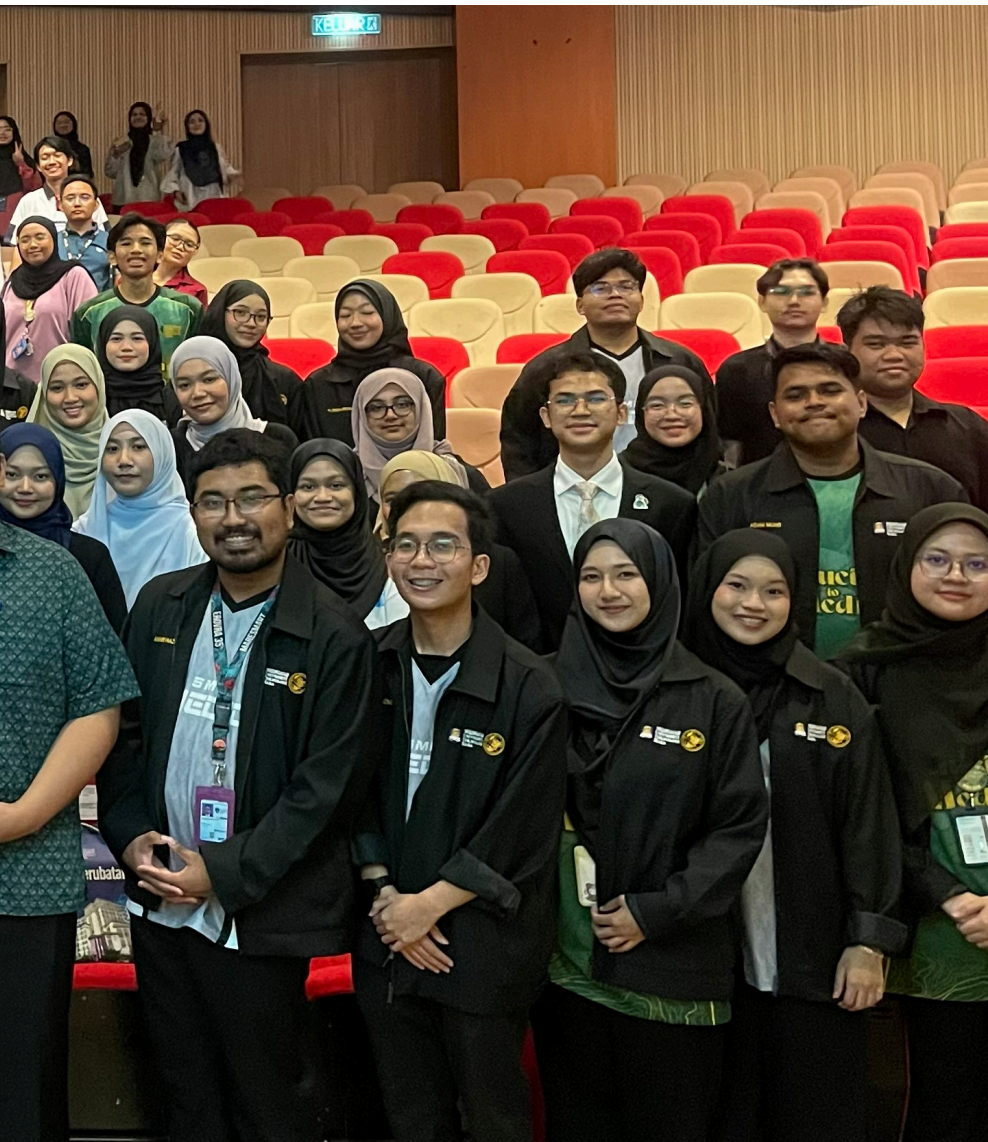
PARTICIPANTS and supporters for the Business Pitching Competition are seen with Assoc. Prof. Dr. Badrul Isa (5th from left) and Assoc. Prof. Dr. Aida Maria Ismail (4th from left).

The Faculty's annual Festival Hari Keusahawanan 2025 was anything but ordinary. It was a day when budding entrepreneurs swapped lab coats for

aprons and stethoscopes for spreadsheets and turned our usually quiet faculty into a buzzing bazaar of creativity, commerce, and community!



Well done to all the clubs and student societies for running their booths like pros. Students didn't just show up, they showcased their entrepreneurial skills by running sales booths that generated profits between RM200 and RM500.



The event was held on 27 May 2025, organised by Doctorpreneur, a task force for entrepreneurial

activities, and assisted by a student-led committee. The program kicked off at 8:30 a.m. at Auditorium

1, with a warm welcome from our Deputy Dean of Student Affairs, Assoc. Prof. Dr. Yuhaniza Shafinie Kamsani. The event was then officially launched by Assoc. Prof. Dr. Badrul Isa, Assistant Vice Chancellor of MASMED, UiTM. Assoc. Prof. Dr. Aida Maria Ismail, Director of the Centre for Entrepreneurial Development, MASMED was also present.

With the crowd buzzing with excitement, the morning continued with the much-anticipated Business Pitching Competition, where members of each club took the stage to impress our guest judges. The judges were Mr. Ikmal Hazlan Bin Ikmal Hisham, General Manager of Hajoon Capital, and Dr. Muhammad Fazreen Bin Ismail, Manager of Klinik Syifa (and alumni of our very own UiTM Faculty of Medicine).

The pitches were fiery, fun, and full of entrepreneurial flair! Before pitching their ideas to the judges, the students received a boost of confidence from two online training sessions. They also got golden career tips straight from our two guest judges, who shared insights into the business world.

The winners of the pitching competition were awarded a Touch and Go

**US\$** merchandise.**ROSES** for all occasions by Neocardia.

Reload Pin. MESTA won first place, while SMF and HEALX tied for second place with the same marks. The Best Booth award was given to MESTA in first place, SMF in second, and BobbaBears in third.

Later, the VIPs visited the student booths, getting a first-hand taste of the students' hard work and creativity. From scrumptious food to charming souvenirs and even thrilling

escape rooms, game zones, and henna art services, the variety was endless. Throughout the event, the audience was serenaded by not one but two live busking bands, the Cardinal Signs and Bandid, bringing in the perfect blend of chill vibes and musical magic.

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There were 23 booths at the festival, 12 of which were run by our very own medical students. The Faculty of Business also participated by sending two groups of students, and

**MEMBERS** of Doctorpreneur.



MASMED Deputy Vice Chancellor, Assoc. Prof. Dr. Badrul, is trying his luck driving a virtual car.



MEDICINE by SMF.

their participation, along with a team from the *Jawatankuasa Perwakilan Kolej*, added to the overall vibrancy of the sales area.

All in all, *Hari Keusahawanan 2025* was a



GUEST judges, Mr. Ikmal Hazlan and Dr. Muhammad Fazreen.

lively and meaningful showcase of student initiative, creativity, and entrepreneurial spirit. We look forward to seeing more inspiring efforts in the future!



CHILDREN participating in the fun games and adaptive sports.