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BERITA UTAMA GRU2025

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On September 8, 2023, the 4th ASEAN PR Excellence Awards ceremony was held at the Saigon Exhibition and Convention Center (SECC) in District 7, Ho Chi Minh City. The event aimed to recognize and celebrate exceptional achievements in the field of Public Relations across the ASEAN region. Among the distinguished recipients was Universiti Teknologi MARA (UiTM), which was honored with the bronze award in the Outstanding University / Institution in Public Relations category. The award was accepted by Prof Dr Hajah Norhayati binti Saad on behalf of UiTM's Vice-Chancellor and the university.

The ASEAN PR Excellence Awards ceremony featured 12 categories, each focusing on various aspects of PR excellence. Ranging from the Best PR Programme to the Lifetime Achievement Award, these categories recognized individuals and organizations for their outstanding contributions to the field. The Outstanding University / Institution in Public Relations award stood as a prestigious distinction, acknowledging institutions that have demonstrated exceptional performance and commitment to the PR industry. UiTM's achievement of the bronze award serves as a testament to the university's dedication to maintaining high standards in the field.

The winners in this category were chosen based on their remarkable achievements and contributions to the PR industry. Alongside UiTM, LSPR Institute of Communication and Business (Indonesia) was awarded the Diamond, Monash University (Malaysia) received the Gold, and De La Salle – Dasmaringas (Philippines) attained the Silver. UiTM's success in securing the bronze award further fortifies its reputation in Public Relations within the ASEAN region, serving as a benchmark for other institutions to strive for excellence.

This recognition at the ASEAN PR Excellence Awards will undoubtedly enhance UiTM’s credibility and reputation in the PR field. It showcases the unwavering commitment and hard work of UiTM’s faculty, staff, and students, who consistently exhibit excellence in Public Relations.

In conclusion, UiTM’s bronze award in the Outstanding University / Institution in Public Relations category at the 4th ASEAN PR Excellence Awards 2023 is a well-deserved acknowledgment that underscores the university’s exceptional performance in the field. This achievement solidifies UiTM’s standing as a leading institution within the ASEAN region, while also motivating other organizations in the field of PR to strive for excellence.



Tags: [4th ASEAN PR Excellence Awards](#), [Universiti Teknologi MARA \(UiTM\)](#)

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