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BERITA UTAMA MOU

08/03/2024 / DR NUR AZIRAH ZAHIDA MOHAMAD AZHAR



KUALA LUMPUR, 7 March 2024 – A memorandum of understanding (MoU) was formalised between Universiti Teknologi MARA (UiTM) and Maxis to foster collaboration between academia and the industry by sharing information and skills. The partnership endeavours to boost students’ digital expertise and capabilities while exploring upcoming technologies. Additionally, the MoU is expected to promote UiTM’s environmental strategy by increasing e-waste awareness, facilitating knowledge exchange, and providing holistic student development opportunities.

The MoU will remain effective for three years, beginning with the inauguration on March 7, 2024, and ending on March 6, 2027. This memorandum entails various activities, mainly through the Faculty of Business and Management at the UiTM Selangor Branch, Puncak Alam Campus. Among the activities is sharing expertise through seminars, conferences, and student development programmes. It is worth mentioning that last year, Maxis held an expertise-sharing session with final-year students and senior Maxis management in conjunction with the “Growing Your Career” programme at the Faculty of Business and Management, Puncak Alam Campus.



This relationship represents a significant milestone in both universities' attempts to use technology to promote education. As part of this collaboration, UiTM and Maxis hope to develop a strategic relationship for the management of electronic waste (e-waste), increasing awareness of these akin critical issues through joint initiatives, campaigns, and ethical electronic disposal practices and helping the younger generation grow and become more aware of the industry's developments. The joint venture will feature skill development programmes, educational outreach, and engagement opportunities to increase expertise sharing with the industry and give students a holistic education that prepares them for life after graduation. Through this partnership, UiTM students will have the opportunity to gain hands-on experience with Maxis's cutting-edge technology, allowing them to build the skills required to succeed in today's digital world.

The MoU is a long-term effort under the UiTM 2025 Strategic Plan. One advantage of this collaboration is that it gives students a platform to develop talents beyond the regular classroom settings. A variety of events and initiatives will be planned and executed in tandem to promote co-curricular activities such as e-sports and music festivals. Notably, these events and initiatives can benefit students and organisations via collaborations with the industry, cultivating cooperation and mutual understanding, as well as academic, cultural, and scientific thought and personnel exchange.



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