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UiTM Sarawak Strengthens Global Ties Through SUCCESS25 Programme in China

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QUANZHOU, FUJIAN PROVINCE, CHINA, 28 November 2025 — Universiti Teknologi MARA (UiTM) Sarawak Branch has marked another significant milestone in international engagement and cultural diplomacy through its participation in the **Sarawak Unites Cultures: Youth-Led Cultural Exchange (SUCCESS25)** programme hosted at **Quanzhou Vocational and Technical University (QVTU)**. Held from 20 to 24 October 2025, the programme brought together UiTM Sarawak staff and

students for a week-long initiative aimed at enhancing global learning, cross-cultural appreciation, and creative collaboration between Malaysia and China. Organised by **UiTM Global Sarawak** with support from the **UiTM Global Ambassadors (UGLAM)**, SUCCESS25 aligns with UiTM's vision of nurturing globally competent and culturally responsive graduates.

The programme commenced with an official opening ceremony featuring captivating cultural performances by UiTM Sarawak students, including a solo **Silat** demonstration and the **Iban Ngajat** dance—showcasing the richness of Sarawak's diverse cultural heritage. The event was officiated by **Mr. Fu Zhixiong**, Secretary of the CPC Committee of QVTU, together with **Associate Professor Ts. ChM. Dr. Mohammad Isa Mohamadin**, Deputy Rector (Academic and International Affairs), UiTM Sarawak Branch. A major highlight was the signing of a **Memorandum of Agreement (MoA)** between UiTM Sarawak and QVTU, marking a new chapter in academic, cultural, and research cooperation. The MoA is expected to pave the way for expanded joint initiatives, including student mobility, collaborative research and cultural projects.

Throughout the programme, participants engaged in a series of immersive learning experiences designed to deepen cross-cultural understanding. These included **Taiji exercise sessions**, **Chinese language and calligraphy workshops**, and cultural appreciation activities. UiTM Sarawak students **Amanda Brigitte** and **Diana Ling** conducted a Peer Learning Session titled "*English is Fun!*", which encouraged QVTU students to practise English communication in an interactive and culturally enriching environment. The session showcased UiTM's innovative, student-led approach to peer education and multilingual engagement.



SUCCESS25 also provided UiTM Sarawak participants with the opportunity to promote Sarawak's cultural identity on an international platform. During the **International Food Festival**, the delegation introduced iconic Malaysian flavours—**Sarawak Laksa** and **Kek Lapis Sarawak**—which were well received by visitors. Traditional Malaysian games such as **Congkak**, **Batu Seremban**, and **Sepak Raga** added a lively and interactive dimension to the festival, allowing participants from China to experience Malaysian cultural traditions firsthand.

In addition to cultural exchanges, the delegation participated in a series of **industrial and educational visits**, which included **Lilanz Creative Park**, the corporate headquarters of a leading Chinese menswear brand; the **Panpan Factory**, known for its advancements in green technology and AI-driven manufacturing; and the **Minnan Culture Preservation and Inheritance Centre**. Visits to the **Qinjing Mosque** and **Quanzhou Shaolin Monastery** further enriched participants' understanding of China's multicultural and religious heritage.

The programme culminated with the **Sarawak–China Art Fusion Workshop**, conducted by **Dr. Wan Juliana Wan Emeih Wahed** and prominent Sarawak artist **Mr. Marzuki Jamilah**. Students from both institutions collaborated to produce art pieces inspired by Sarawakian motifs, including the hornbill, Rafflesia, and Orang Ulu designs. These artworks will be featured in an international exhibition to be held in Kuching, symbolising cultural harmony and artistic innovation.

Overall, SUCCESS25 successfully achieved its mission of **connecting minds, bridging cultures, and nurturing global citizens**. The programme strengthened UiTM Sarawak's international partnerships, showcased Malaysia's cultural richness, and reinforced UiTM's role as a leader in global education, cultural diplomacy, and international collaboration. SUCCESS25 stands as a testament to UiTM Sarawak's dedication to equipping students with global perspectives, cultural empathy, and leadership skills for an increasingly interconnected world.

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Tags: [Quanzhou Vocational and Technical University \(QVTU\)](#), [UiTM Cawangan Sarawak](#), [UiTM Global Ambassadors \(UGLAM\)](#), [Universiti Teknologi MARA \(UiTM\)](#)



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