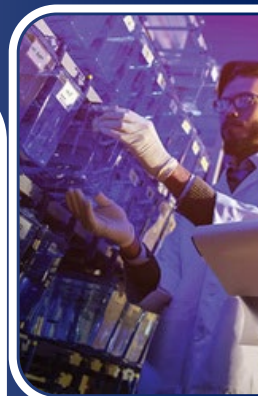


1st EDITION UiTM GLOBAL PENANG Newsletter

GLOBAL INSIGHTS: NAVIGATING UNIVERSALITY WITH UiTM PULAU PINANG



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UiTM Global @ Office of International Affairs,
Academic Affairs Division,
Universiti Teknologi MARA, Pulau Pinang Branch,
Pulau Pinang,
Malaysia.

THE INTERNATIONAL SUMMER CAMP ON PENANG'S CULTURAL HERITAGE AND SUSTAINABLE TECHNOLOGY (i-PCHST) 2023

***Nor Khadijah Mohd Azhari, Sitti Aminah Baharuddin, Roslizawati Ahmad,
Noor Ashikin Basarudin**

The International Summer Camp on Penang's Culture, Heritage and Sustainable Technology (i-PCHST) 2023 was held from 25th September to 7th October 2023. This two-week event, hosted by Universiti Teknologi MARA (UiTM) Pulau Pinang Branch, brought together 60 students from five universities across **Malaysia, Indonesia, Bangladesh, and Türkiye.**

The camp was conducted in two phases: one week online and one week in person. It was designed to provide participants with a comprehensive experience in cross-cultural exchange, cultural performances, and insights into various global and technological issues. The Rector of UiTM Pulau Pinang Branch, Prof. Dato' Ir. Dr. Haji Ahmad Rashidy Razali, officiated the opening ceremony on the first day of the programme.

i-PCHST 2023 aimed to foster understanding and collaboration among students from diverse cultural backgrounds through interactive activities and discussions. In addition, the camp provided students with insights from experts on critical topics such as artificial intelligence (AI), food security, English communication, the halal industry, and global challenges in the labour market. The expert sessions, which included a series of workshops and lectures, offered students a deeper understanding of the latest developments in AI and its implications for various industries. These sessions also explored food security, with discussions focusing on global challenges and potential solutions.



Opening ceremony officiated by the Rector of UiTM Pulau Pinang Branch, Prof. Dato' Ir. Dr. Haji Ahmad Rashidy Razali

In addition, the summer camp included a lecture on English communication, focusing on enhancing participants' communication skills for international settings. This was followed by a lecture on the halal industry, exploring the global halal market and its significance across various sectors. Finally, the programme examined the global labour market, discussing current trends and challenges.

The main activities of the summer camp programme were cultural immersion experiences, where participants explored Penang's rich heritage through guided tours, historical site visits, and engaging with local cultural practices.

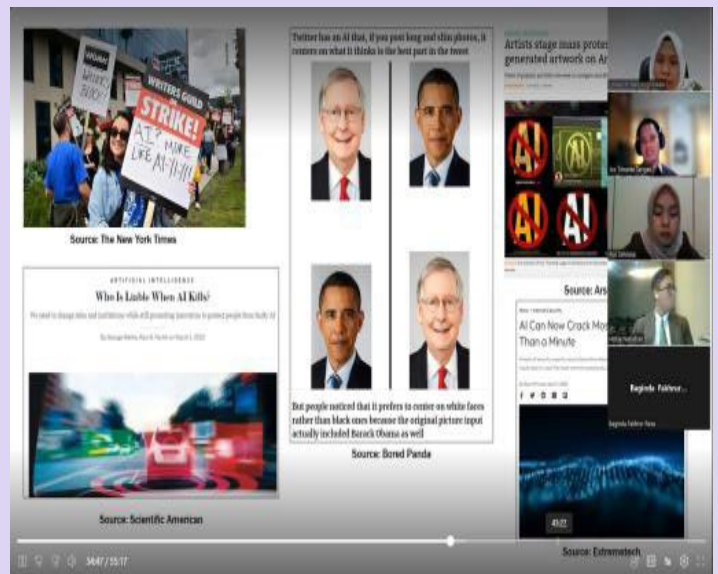
Activities included visits to Penang's historical landmarks, museums, and traditional markets. Penang is home to two state heritage treasures: George Town, recognised as a UNESCO World Heritage Site for its cultural heritage, and Penang Hill, designated as a biosphere reserve under the category of natural heritage. The programme concluded with cultural performances and dances by the students, representing their respective regions. These performances showcased and celebrated the diverse cultural backgrounds of the participating students.



Lecture on World Economic Disruption by Prof. Dr. Abdullah Yalaman, Professor at **Eskisehir Osmangazi University, Türkiye**



UNESCO Heritage walk led by Mr. Faisal, Senior Lecturer, Tourism Department, Faculty of Hotel Management and Tourism, **UiTM Pulau Pinang Branch**



Expert Series on Halal by Prof. Dr. Faridah Haji Hassan, Director of **iHALAL Management and Science**

The International Summer Camp on Penang's Culture, Heritage and Sustainable Technology (i-PCHST) 2023 was a successful initiative that fostered cross-cultural understanding and showcased cultural diversity. In addition to promoting cultural exchange, the programme offered valuable insights into pressing global and technological issues. The collaborative effort between **Universiti Teknologi MARA Pulau Pinang Branch** and its partner universities had a significant impact on the participating students, laying a strong foundation for future academic and cultural collaborations.



Closing ceremony and traditional performance by participants, officiated by Deputy Rector of the Academic Division and Internationalisation, Assoc. Prof. Ts. Ir. Dr. Siti Noraini Sulaiman

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