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TOP 450  
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# FBM Highlights

- **AWARDS & ACHIEVEMENTS**
  - **EVENTS & ACTIVITIES**
- 

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# Awards & Achievements



# AWARDS

## BEST UNIVERSITY FOR INTERNATIONALIZATION 'BEST PRACTICES' AWARD



Dubai, UAE, 22 February 2023 – Universiti Teknologi MARA (UiTM) scored a win at the EUMMAS Academe2Society (A2S) Conference, Dubai 2023 when it was awarded the **BEST UNIVERSITY FOR INTERNATIONALIZATION 'BEST PRACTICES' AWARD**. Held at Metropolitan Hotel, Dubai, the award ceremony was organized by Skyline University College (SUC), UAE and European Marketing and Management Association (EUMMAS), an association connecting leaders in businesses and educational institutions of the same interest. The Best University for Internationalization 'Best Practices' Awards celebrates public and private institutions and NGOs who strive for good governance, visibility, and sustainability as part of the institution's strategic thrusts.



Professor Dr. Firdaus Abdullah, the Dean of FBM, representing Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor, the Vice Chancellor of UiTM, received the award and was highly pleased and stated that UiTM, as the largest university in Malaysia, will continuously strive to provide quality education to the underprivileged communities in Malaysia and constantly produce marketable and visible students to the world. He also expressed his gratitude and thanked SUC and UEMMAS for this recognition of UiTM.

# ACHIEVEMENTS

## FBM IS APPOINTED AS THE REGIONAL CENTER FOR EUMMAS IN ASIA

On May 10, 2023, the Faculty of Business and Management (FBM) had a productive discussion with the European Marketing and Management Association (EUMMAS). As a result, FBM was admitted to the EUMMAS Academic Consortium, which is a significant achievement.

Additionally, FBM was designated as the Regional Center for EUMMAS in Asia, opening up numerous opportunities for collaboration in research, conferences, summer programs, training, professional certification initiatives, and networking.

FBM eagerly anticipates the active participation of its faculty members and students to fully benefit from this prestigious EUMMAS membership.





# ACHIEVEMENTS

## FBM IS APPOINTED AS THE ASIA PACIFIC INSTITUTE OF EVENTS MANAGEMENT (APIEM) REGIONAL CENTRE FOR ASIA PACIFIC



The Faculty of Business and Management (FBM), Universiti Teknologi MARA was appointed the Asia Pacific Institute of Events Management (APIEM) Regional Centre for Asia Pacific on May 17th, 2023. This appointment was made by Professor David Hind, President of APIEM, and the letter of appointment was received by Professor Datuk Dr. Roziah Mohd Janor, Vice Chancellor of UiTM, in the presence of Professor Dr. Firdaus Abdullah, Dean of FBM.

APIEM, a UK Event Industry Academy Ltd subsidiary, is registered in England and Wales to provide educational services. The UK Event Industry Academy Ltd (UKEIA) governs APIEM and authorizes it to conduct activities and services in the Asia Region. The APIEM Regional Centre for Asia Pacific at FBM UiTM will assist and support event professionals, educators, and students seeking knowledge and understanding of designing, planning, and managing events to international standards.

Moreover, the Regional Centre will serve as a networking platform for researchers, academicians, and students in event management on an international level. UiTM students can obtain accreditation through the APIEM-Certified Event Organiser Qualification upon completing their Bachelor of Event Management (Hons). This certification enhances employability prospects internationally, and students from FBM UiTM, recognized as an APIEM International Centre of Excellence, will automatically qualify. Additionally, Associate Professor Dr. Norol Hamiza Zamzuri has been appointed the APIEM Vice President for Research and Innovation for 2023-2027.

Congratulations to FBM on this achievement!





Thank You

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