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# Strengthening International Ties: SWFU-UiTM

## Inbound Program 2025 a Resounding Success

15<sup>th</sup> May 2025

Universiti Teknologi MARA (UiTM) Pahang Branch successfully hosted an Inbound Mobility Program in collaboration with Southwest Forestry University (SWFU), China, from 15 to 29 May 2025. The two-week program was aimed at fostering academic exchange, cultural immersion, and research collaboration among students and staff from both institutions.

UiTM Pahang welcomed a delegation of 60 students and 2 faculty members from SWFU to UiTM Jengka Campus, where they engaged in a wide range of academic and cultural activities. The program was conducted in two campuses, Jengka and Raub, of UiTM Pahang. In Jengka Campus (15-21 May 2025), the students enjoyed cultural exposure through traditional Malaysian music and craft workshops as well as

sharing sessions with the local student volunteers for some fun games. In Raub Campus (22-29 May 2025), the SWFU students enjoyed language exchange sessions, and excursions to iconic sites in Kuala Lumpur and Pahang, providing SWFU guests with a deeper understanding of Malaysia's rich biodiversity and multicultural heritage.

The program culminated with a closing ceremony where participants received certificates of completion, exchanged tokens of appreciation, and shared reflections on their transformative experiences. This initiative marks another milestone in UiTM's ongoing commitment to internationalization, aligning with its strategic vision to empower global-ready graduates through

Southwest Forestry University Students  
at UiTM Jengka





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