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# UG UITM GLOBAL NEWS

ENGAGING THE WORLD



## UiTM Networking

Visit & Collaboration Meeting  
in Australia.

# Sharpening the University's Structures for Collaboration with Industry

The Faculty of Business and Management decided to send our representative to engage with industry partners at the MarkPlus Industrial Conference 2024, which was held in Jakarta on December 7, 2023. Although deploying this strategy is not always easy, we recognize the importance of collaborating with high-quality partners to shape the faculty's international entrepreneurial ecosystem. While our partners might expect a streamlined process, collaboration often remains siloed, requiring partners to interact with different parts of the institution.



FBM UTM Negeri Sembilan Delegates Attending MarkPlus Asean Conference 2024 in Jakarta, 7 December 2023

Nurturing a culture of industry collaboration is an institutional priority for the Faculty of Business and Management (FBM). We recognize that faculties can improve collaboration by creating a transparent framework for industry partnerships. This includes appointing a dedicated partnership facilitator to help business leaders understand the processes and sequences of collaboration within the university and navigate transitions. Such a counterpart allows the university to take the lead on the collaboration in a structured way.



FBM UTM Negeri Sembilan Delegates Attending MarkPlus Asean Conference 2024 in Jakarta, 7 December 2023

With more focused funding allocated to support collaborative programs, the Innovative Manufacturing Initiative has led to a host of new research-industry collaborations. However, these endeavours have also exposed the need for greater industry capacity to absorb leading research results.



Programmed in MarkPlus Asean Conference 2024 in Jakarta 7 December 2023



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