

## **OPENING SPEECH**

Yang Berbahagia  
Prof. Datuk Dr Hajah Roziah Mohd Janor  
Vice-Chancellor  
Universiti Teknologi MARA

**Opening Ceremony  
Penang Signature Gold, Gems, & Jewellery Fair  
(PSG) 2023**

**SETIA Spice Convention Centre, Penang**

18 – 20 August 2023

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**Yang Amat Berhormat  
Tuan Chow Kon Yeow**  
Chief Minister of Pulau Pinang

**Yang Berbahagia  
Datuk Johnson Lim**  
CEO of Elite Expo Sdn Bhd

**Yang Berbahagia  
Mr George Lo Siew Cheong**  
President of Penang Goldsmiths and Jewellers  
Association (PGJA)

**Yang Berbahagia  
Dato' Chiah Hock Yew**

President of the Federation of Goldsmiths and Jewellers  
Association of Malaysia (FGJAM)

**UiTM representatives, distinguished guests, ladies,  
and gentlemen.**

**Salutations**

**(To be confirmed by the organiser on the day of the  
event)**

***Assalamualaikum Warahmatullahi Wabarakatuh and  
greetings to all. Salam Malaysia Madani.***

1. *Alhamdulillah*, praise be to Allah S.W.T. for His blessings which enable us to gather on this momentous occasion.
2. It is both an honour and a great pleasure for me to be here at the Opening Ceremony of the **Penang Signature Gold, Gems, and Jewellery Fair (PSG) 2023**.

3. My sincerest appreciation to all of you who made this event successful, especially to the **College of Creative Arts, UiTM**, for the **Memorandum of Understanding (MoU) signing ceremony** between **Universiti Teknologi MARA (UiTM)** and the **Penang Goldsmith and Jewellers Association (PGJA)**.
  
4. I believe that this ceremony stands as another meaningful and important initiative in strengthening the collaboration between UiTM and the industry, specifically the jewellery industry.

**Ladies and Gentlemen,**

5. The collaboration between educational institutions and industries is a must and needs to be reviewed from time to time.

6. Institutions of higher learning, especially art and design academicians, should provide solutions through research, academic discourses, and collaborations with industries, as well as prepare themselves with related contemporary knowledge to meet future challenges in the field.
7. To become a **Globally Renowned University by 2025**, UiTM needs to adapt and reconsider the role of academicians by looking into what needs to be changed and how that change can take shape.
8. We could perhaps promote more artists and designers to ensure that all collaborations are more engaging and viable to the needs of the twenty-first century.
9. Hence, we must train the mindsets of potential artists and designers to be more collaborative in a global context.

10. I also hope that these collaborations not only boost creativities but also promote effective teamwork skills among the students and faculty members which will subsequently aid in making them **globally marketable**.

**Ladies and Gentlemen,**

11. In ensuring continuous collaborations and commitment to the development of jewellery design, the teaching and learning communities and higher education stakeholders are compelled to innovate and join forces more effectively across borders and regions to mitigate the impact of this crisis on education, society, culture, attitudes, and practices.

12. Thus, UiTM will continue to ascertain that its education, engagements, and initiatives with the industry and other establishments remain steadfast along the principles of sustainable development and benefit the nation and communities.

13. Once again, I would like to express my sincere gratitude to everyone whose dedication and efforts have contributed to the finalisation of the MoU with the **Penang Goldsmith and Jewellers Association (PGJA)**.
14. My heartfelt thanks to the association for partnering with UiTM. I sincerely hope that this partnership will continue in the years to come.
15. I am confident that through our relentless efforts and commitment, we will be able to achieve more and continue to develop even stronger collaborative relationships between **UiTM and PGJA**.
16. On that note, my best wishes to everyone and have a fantastic experience at the **Penang Signature Gold, Gems, and Jewellery Fair 2023**.

**Thank you.**

**Wabillahi Taufiq Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.**