

10th Convocation Ceremony

17th & 18th October 2015 (Saturday & Sunday)
Sports Complex Hall, Universiti Malaysia Pahang
Kuantan, Pahang Darul Makmur



A Memorandum of Collaboration is signed by BiotechCorp's Chief Operating Officer **Razwin Suluiree Hasnan Termizi**, GIP President **Philippe Masse** and UMP Vice-Chancellor **Professor Datuk Dr Daing Nasir Ibrahim**.

REINFORCING UMP AS DRIVER OF INNOVATION

TAILOR-MADE: UMP takes on Malaysia's 1st academic collaboration on flavour, fragrances with GIP

KUANTAN

WITH industry increasingly becoming the customer and partner of higher education, Universiti Malaysia Pahang (UMP) is deepening its partnership and pedagogy based on learning and internships.

The Bioaromatic Cluster of Flavour and Fragrances serves to increase the productivity in which Malaysia can compete globally in this sector. UMP is associated with the Bioaromatic Cluster in Pahang, an ecosystem of interconnected businesses, suppliers and associated institutions through a number of initiatives within Pahang and beyond.

An aroma compound is a chemical compound which imparts scent or odour, such as volatile ingredients or essential oils, usually derived from plant parts, plant exudates, herbs and spices. They play the essential roles in flavouring food and in the fragrances industry, increasing the appeal of a product.

The Bioaromatic Centre of Excellence comprises a team of researchers of various disciplines focused on developing and upscaling production of high-value aroma compounds using fermentation technology. This initiative is realised through collaboration with Swiss-based company Evolva Holdings SA and fa-



A three-party collaboration between the East Coast Economic Region Development Council (ECERDC), UMP and Swansea University was signed recently and witnessed by Prime Minister **Datuk Seri Najib Razak**. (From left) ECERDC Chief Executive Officer **Datuk Seri Jebasingam Issace John**, Professor **Andrew Barron**, who leads Swansea University's Energy Safety Research Institute (ESRI) and Professor **Datuk Dr Daing Nasir Ibrahim** during the exchange of documents.

cilitation by Malaysian Biotechnology Corporation (BiotechCorp).

The Pahang Bioaromatic Park is an agrobiotechnology initiative realised in collaboration with the East Coast Economic Development Corridor (ECERDC) and facilitated by BiotechCorp on a 72.8ha land in Maran (Pahang). This initiative focuses on research and commercialisation of essential oils and high-value herbs propagated within the park. The initiative targets research plots and contract farming of patchouli (nilam) as its inaugural high-value herb. This initiative is also expected to utilise abandoned agricultural land across the Pahang.

Grasse in France is regarded as the world's perfume capital. Grasse produces over two-thirds of France's natural aromas for the industry, worth over US\$65 million (RM268.8 million) annually. The 12 main industry leaders on flavour and fragrances generate over US\$20 million annually. UMP's

third initiative within the bioaromatic framework is the collaboration with the world-renowned Grasse Institute of Perfumery (GIP) and BiotechCorp.

Many noses, or les nez (French), are trained in Grasse to distinguish over 2,000 scents. GIP training requires developing the fundamental knowledge to create a perfume using traditional and modern techniques. Tailor-made academic and training programmes will be established in this collaboration, which will carry certification by both UMP and GIP, with UMP as the training centre outside France.

This is Malaysia's first academic collaboration on flavour and fragrances with GIP. The initiative is expected to produce local and regional talents to drive the flavour and fragrance industry. It is also expected to realise Malaysia's potential in becoming Asean's main hub in the formulation of signature fragrances, especially for the halal market, while boosting the bioeconomy of the country.

HOW EXCELLENCE BREEDS SUCCESS

UNIVERSITI Malaysia Pahang's (UMP) full-autonomy status has enabled it to be more competitive, allowing it to move efficiently to achieve its targets.

Four areas that received full-autonomy were the university's management, finance, human resource and academic domains.

EXCELLENT PUBLISHING

UMP has proven its excellence in domain of academic publications after its International Journal of Automotive and Mechanical Engineering was selected among 13 best journals to receive the Publishing Incentive Scheme for Science, Technology and Medicine.

Apart from the journal, its academic staff also excelled in high-impact journals, as reports by the Malaysia Research Assessment Instrument (MyRA) 2012-2014 prepared by the Higher Education Ministry last year, ranked UMP seventh of 20 universities.

As on the number of citation per academic staff, UMP was ranked at sixth after Universiti Malaya, Universiti Putra Malaysia, Universiti Sains Malaysia and Universiti Teknologi Malaysia, a great sign that the UMP was able to compete with other universities.

STUDENT INVOLVEMENT

The introduction of UMP's MyGift programme has helped inculcate the spirit of helping those in need among its students.

Nine types of endowments were introduced in its MyGift programme, namely the Kursi endowment, student scholarship, laboratory and facilities fund, endowment for Ramadan, mosque fund, disaster fund, wakaf fund, community endowment and fund for not complying to shariah.



Members of the UMP team after winning various medals at the Malaysia Technology Expo 2015 (MTE) at the Putra World Trade Centre in Kuala Lumpur.

Facts on UMP



14 countries for students industrial training placement namely **India, South Korea, Singapore, Australia, United Kingdom, Brunei, Ireland, China, Thailand, Saudi Arabia, Turkey, Yemen, Japan and Germany.**

UMP was selected alongside Universiti Kebangsaan Malaysia, Universiti Malaysia Kelantan, Universiti Teknologi Mara and Universiti Malaysia Terengganu to use the **Integrated Cumulative Grade Point Average (ICGPA)** system to assess the overall performance of its students.

UMP has become the ultimate choice for excellent students with **73.5 per cent of students enrolled in the university scoring at least a 3.0 of CGPA** in the Sijil Tinggi Pelajaran Malaysia (STPM), matriculation and pre-U.

87.5 per cent of UMP graduates gain employment after six months of graduation.

VOLUNTEERISM

Apart from encouraging campus volunteerism, UMP students get to learn about the importance of teamwork and build communication skills through volunteering. They also get to foster the spirit of patriotism and unity among the campus community.