

# MyCenTHE holds outreach programme with UCSI

**KUCHING:** The Malaysian Centre for Tourism and Hospitality Education (MyCenTHE), launched under the Entry Point Project (EPP10) in August, held its first Corporate Social Responsibility (CSR) campaign at UCSI Sarawak campus on Friday.

The campaign, the next milestone for MyCenTHE, is an outreach programme for the community in the rural areas to bring quality education opportunities with special focus on areas such as Sabah and Sarawak.

It serves as the driving force behind the EPP10 within the government's Economic Transformation Programme (ETP) to transform Malaysia into

a high-income nation by 2020.

UCSI University is spearheading this project to drive its work-based learning programme aimed at developing the human capital for Malaysia's tourism and hospitality industry. It is headed by UCSI Group chairman Datuk Peter Ng along with Associate Professor Dr Wong Kong Yew as its chairman.

The CSR campaign is committed in extending affordable education, jobs and business opportunities in hospitality and tourism to underprivileged students and working adults who are seeking a change in profession.

Under the campaign, students will have the opportunity to study Diploma of Hotel Management

work-based learning modules in UCSI University's Sarawak or Kuala Lumpur campuses.

Students will not only get the chance to experience networking and working in a real-world setting but also earn an income while being trained.

MyCenTHE's members will also grant scholarships to applicable prospective students to ensure the concentrative flow of emergent professionals who can bring innovation to domestic tourism and empower themselves and others around them to reach their goals.

For more information, contact the course counsellors at UCSI University, Sarawak Campus, call 082-455255 or email [askswk@ucsi.edu.my](mailto:askswk@ucsi.edu.my).



**OFFICIAL LAUNCH:** UCSI Group chairman Datuk Peter Ng (left) at the launching of the initiative in Putrajaya.