

## SCB cements collaboration with local university on tourism initiatives

**KUCHING:** A group from Sarawak Convention Bureau (SCB) led by its Director of Industry Development Dylan Redas Noel recently gave an educational talk on 'The roles and commitment of Sarawak Convention Bureau' at the Learning Haus, UCSI University Sarawak Campus.

About 80 students and staff of the university attended the talk. This event was organised by the university and Malaysian Centre for Tourism and Hospitality Education (MyCenThe).

MyCenTHE is a government initiative under the National Transformation Programme (NTP) aimed at providing Malaysia's expanding tourism and hospitality industries with quality human capital. UCSI University Sarawak was appointed as a cluster leader in the Sarawak region and has been collaborating with MyCenThe since November 28, 2011.

"As a cluster leader, UCSI Sarawak and MyCenThe aim to improve the quality of tourism and hospitality education through collaborative partnerships between the domestic public and private sectors or clusters. Besides learning in the classroom, this educational talk amplifies the students' knowledge concerning the roles and commitment of the Sarawak Convention Bureau as well as highlighting SCB's contributions to the state. Furthermore, this educational talk also puts the students in good standing for a potential career path with the MICE (Meetings, Incentives, Conferences and Exhibitions) industry. As a praxis university we have to be dynamic and effective in delivering knowledge to our students," said MyCenThe Cluster Leader Bernard

Jussem.

Among the topics deliberated were: SCB's background in the MICE industry, its diverse roles and departments, as well as the various areas of support that Sarawak Convention Bureau can offer.

UCSI University Sarawak Campus Chief Operating Officer Mukvinder Kaur Sandhu remarked that the educational talk had paved the way for a better understanding of the roles and existence of the SCB.

"With intentional synergy, we hope to build with SCB. Through collaborations between SCB, UCSI University and other educational institutions here in Sarawak we can indeed contribute to promoting Sarawak as an exceptional venue for business events.

"UCSI University will constantly engage with the SCB to make our business events, be it international conferences or events with our international educational partners, unforgettable experiences."

For course enquiries, call UCSI University Sarawak Campus at 082-596 965 or log-on to [www.ucsiuniversity.edu.my](http://www.ucsiuniversity.edu.my) <http://www.ucsiuniversity.edu.my>. UCSI University Sarawak Campus houses the Faculty of Hospitality and Tourism Management (FHTM), Faculty of Business and Information Systems (FOBIS) and Centre for Pre U Studies (CPU).

FHTM offers three degree programmes – BA (Hons) in Commerce, BA (Hons) in Event and Tourism Management, and BA (Hons) in Hospitality Management. Diploma programmes are also available such as Diploma in Hotel Management, Diploma in Culinary Arts and Diploma

in Leisure Management. FOBIS offers Diploma in International Business, BCom (Hons) in Accounting & Finance, and BCom (Hons) in Marketing. CPU offers Foundation Studies in both Arts and Science, an excellent pathway to furthering one's studies in Medicine and Health Sciences, Pharmacy, Architecture, Engineering, Social Sciences and Applied Science programmes.



Mukvinder (right) presents a token of appreciation to Dylan at the end of the event.