

## Sports Industry Career Seminar Well Received

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**TUESDAY, 07 JANUARY** – Sports Industry Division, Youth and Sports Ministry (KBS) and Residential College Cemerlang Dinamik (Kolej CD) Universiti Malaysia Sabah (UMS) recently organised a Career Guidance Seminar in the Sports Industry. The event was held at the Main Lecture Halls (DKP) 4 and was supported by the Youth and Sports Department Sabah, UMS Residential College Heads (MAPEK) and the Student Affairs and Alumni Department UMS.

The talk started with an introduction of the sports industry by the KBS Sports Industry Divisional Secretary, Ibrahim Mohd Yusof. At the session, participants were exposed to the sports industry world statistics and career opportunities.

The following session was conducted by the Sports Marketing Consultant, Zulkifli Shahari. He was the Assistant General Manager Sports Marketing Telekom Malaysia Berhad and shared his experience in soliciting for sponsors and the rules of private companies in making decision on sponsorship for sports.

The final session was conducted by sports marketing icon, Muhamed Shafique Mohamad Iqbal. He was in the process of bidding for the speed boat racing competition in Malaysia and had touched on business opportunities in sports.

Meanwhile, Head of Kolej CD, Dr. Mohamad Nizam Hj. Nazarudin hoped that the course would be a platform for students to know more about career opportunities and potential towards the development and advancement the sporting industry. He was confident that the participants would be able to grasp the explanation given and knowledge especially the career prospects in sports.

The official closing ceremony was done by the Director of Youth and Sports Department Sabah, Datuk Haji Mohd Dahali Haji Matsin. In his speech, he said that emphasis was given to the opportunities in the sports industry especially in Sabah.

He added that his department would continue to cooperate with Kolej CD UMS in organising courses such as this in future. Datuk Haji Mohd Dahali presented certificate of attendance to the 110 participants who had participated in the seminar. – SS (FL)

Source: Kolej CD

Media Division