

UMS holds Harmony Exchange Beyond Academic Tour

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KOTA KINABALU: In fostering international collaboration and cultural exchange, University Malaysia Sabah's (UMS) Faculty of Business, Economics, and Accountancy (FBEA) successfully hosted the Universiti Malaysia Sabah Harmony Exchange Beyond Academic Tour (UMS HEBAT) on January 29.

This significant event welcomed Jiang Xi, a distinguished entrepreneur and career counselor, along with his delegate, to explore the academic prowess and unique offerings of UMS.

Jiang Xi, a graduate of Shanghai Normal University in 2021, is a prominent youth in Shanghai, China, currently holding key positions such as Founder & CEO of Shanghai Yufan Culture Communication Co., and General Manager of Shanghai Lestar Cultural Communication Co., Ltd.

His multifaceted career also includes roles as an Innovation and Entrepreneurship Career Counselor at Shanghai Normal University, China, director of the Academy of Fine Arts Alumni Association, director of the SCO "Belt and Road" Young

Leaders Alliance, and an expert of the China Yangtze River Delta Cultural and Creative Design Competition Special Committee.

In addition to Jiang Xi, this visit was also joined by Roger Guo, an entrepreneur who wishes to foster a program of love between parents and children. He has successfully implemented several such programs in China, after the pandemic. He found that loving relationships between parents can be nurtured through various methods.

As a person who likes to dive and loves the sea, he stated that the conservation program carried out by parents and children is beneficial.

In addition, cultural activities that involve direct involvement will give meaning to parents and



(From left) Datu Razali Datu Eranza, Roger Guo, Andy Lee Chen Hiung, Jiang Xi.

children. After the pandemic, Roger who is involved in the field of real estate and tourism in the Asean region, stated that he would also like to contribute to the young people, the youth in his country of origin, so that they get good educational opportunities apart from fostering love between parents and children, especially children the youth of this new generation.

The UMS HEBAT program is a testament to the commitment of FBEA to promote international mobility and cross-cultural experiences.

Joel Emmanuel Lee, the Operations Director of GM Holidays Sdn Bhd, played a crucial role in supporting this

initiative.

During the visit, Jiang Xi explored various facilities at FBEA, including smart classrooms, teaching facilities, hotel labs, MBA seminar rooms, and Hotelab.

He expressed particular fascination with the state-of-the-art Smart Classroom and Hotelab, highlighting the innovative learning environment provided by the faculty.

Associate Professor Dr Abd Rahimie Abd Karim, the Dean of FBEA, extended a warm welcome to the esteemed guest and emphasized that UMS offers an ideal environment for international students and their families.

Dr Sharifah Milda Amirul seized the opportunity to promote the undergraduate

program to Jiang Xi, encouraging him to share the UMS HEBAT program with various stakeholders.

Dr Noor Fzilda Fbeil, Deputy Dean of Student Affairs, praised the potential of the program to bring numerous benefits and new experiences to the student council at FBEA.

Datu Razali Datuk Datu Hj. Eranza echoing this sentiment, expressed hopes of receiving students for the mobility program in the first half of the year, reinforcing the faculty's commitment to excellence, as recognized by the Centre for Internationalization and Global Engagement UMS for six consecutive years.

He expressed gratitude to GM Holidays for their continuous support over time.

Andy Lee Chen Hiung, the director of the Accounting Centre at UMS, led the visitors on a comprehensive tour, showcasing the facilities and opportunities for collaboration, especially in the field of accounting systems and practices in Malaysia and China.

The UMS HEBAT program serves as a bridge between cultures and promises to enrich the academic and cultural experiences of both local and international students at Universiti Malaysia Sabah. The faculty remains committed to nurturing global citizens and fostering international understanding through initiatives like UMS HEBAT.