



Geoffrey (third, left) and Liao (third, right) at the LoI signing ceremony between both parties at UMSKAL yesterday. — Bernama photo

UMS, Chin Wui Trading ink pact to boost retails

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LABUAN: Universiti Malaysia Sabah (UMS), via its Labuan Faculty of International Finance, has inked a letter of intent with Chin Wui Trading to work together to support and boost sales of local small businesses through innovative digital marketing.

The faculty's dean associate professor Dr Geoffrey Harvey Tanakinjal said that the signing marks the beginning of a collaborative effort designed to uplift and empower Chin Wui Trading.

"The faculty is committed to leveraging its extensive business and financial expertise to foster sustainable growth for the company.

"We will also utilise our knowledge and experience in various business and financial disciplines to assist micro and small companies like Chin Wui Trading.

"Our goal is to ensure their

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Dr Geoffrey Harvey Tanakinjal

sustainable income and growth," he said during the signing ceremony yesterday.

Geoffrey said that as part of this initiative, the faculty is spearheading a project aimed at expanding the recognition of Chin Wui Trading's products through diverse digital marketing tools.

"This project not only aims to increase the company's market reach but also provides an invaluable practical experience for students of the faculty.

"The collaboration between UMS and Chin Wui Trading signifies a meaningful contribution to the local economy, promoting the growth

and sustainability of micro and small enterprises through academic and business synergy," he said.

Chin Wui Trading's chief executive officer Liao Wui Jun expressed his gratitude for the university's support and guidance in developing his business.

"Chin Wui Trading is known for its diverse range of food products, especially our popular frying flours.

"We are committed to delivering high-quality products to our customers and are excited about the opportunity to expand our market reach," Liao added.

— Bernama