

# UMS second university with its name on aircraft

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By Fiqah Roslan

**KOTA KINABALU:** Universiti Malaysia Sabah (UMS) has signed a memorandum of understanding (MoU) with regional airline MASwings Sdn Bhd, to strengthen cooperative and two-way relationships.

Vice Chancellor Professor Datuk Dr D Kamarudin D Mudin said history would be made in university-industry cooperation, where UMS livery would be displayed on a MASwings aircraft.

“After University Putra Malaysia (UPM), UMS will be the second university with its name on an aircraft which will feature the corporate image, motif and colours of UMS from the official university logo, along with our motto, ‘Strive to Excel.’”

“This is a way for us to strengthen UMS branding on a global level, which should be the pride of the university,” he said in his welcoming address at the MoU signing ceremony yesterday.

Furthermore, Kamarudin said the MoU would pave the way for strategic synergy in student mobility for internships, publicity and corporate image, training and development, research, art and culture, education, tourism, community service, graduate marketability, sports and recreation as well as flight services.

Meanwhile, MASwings chief executive officer Aminuddin Zakaria said the airlines was eager to accept the MoU proposal from the university, to solidify its



UMS board of directors chairman Tun Zaki Tun Azmi (second left) unveiling the UMS livery and motto design on a MASwings aircraft.

presence as a community flight brand in this region.

“As with UMS, MASwings also wishes to be synonymous with a reliable brand to communities in Sabah, Sarawak and Labuan, through consistent delivery of service which connects major cities to rural areas for the convenience of the people, especially in small towns in Sarawak.

“Moreover, we have a lot of experience collected from the last 10 years and it is about time we share those experiences. At the same time, we wish to progress to the next level.

“We recognise there are a lot

of very talented people and we at MASwings want to give them the opportunity to enrich their level of education and to further develop the talent they possess. This synergy with UMS is a great way to explore and see what areas we need to work in together.

“We hope our shared aspiration with the university to become leaders in strategic relationships in various fields will launch the name and image of both parties,” he said.

Aminuddin added that the UMS logo for the aircraft had already been finalised and was currently awaiting the availability of an aircraft in maintenance.