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**GESC 2016 : UniMAP Board of Director Share Success Secrets at Inspiring CEO Talk**

SUNGAI CHUCHUH, 11 August – “As an entrepreneur there will be many instances when your integrity will be tested for acquiring short term profit.

“Do not compromise your integrity and do not sell your soul to do something that would eventually haunt you. It is not worth it,” said University Malaysia Perlis (UniMAP) Board of Director Member Dato’ Dr. Mohd Sofi Osman to participants of the Global Entrepreneurship Summer Camp (GESC) 2016 here recently.

The former Managing Director and Vice President of Alterra Corporation (M) Sdn. Bhd said this during his slot at the Inspiring CEO Talk One which took place at Lecture Hall Two, UniCITI Campus.

Also present were UniMAP Assistance Vice Chancellor of Corporate Communications Datin Prof. Dr. Zuraidah Mohd Zain and UniMAP Assistance Vice Chancellor Entrepreneurship and Financial Sustainability Prof. Dato' Wira Dr. Mohd Salleh Din.

GESC 2016 is being held from 7 to 21 August and is attended by 103 participants from three countries namely Bangladesh, Thailand and Malaysia who is hosting the event for the first time.

The camp exposes participants to entrepreneurship experiences and knowledge with visits to factories, markets and business centres in Perlis.

This event is a great opportunity for participants to connect with fellow participants from different corners of the continent and among the approaches employed in GESC 2016 is the mentor-mentee concept.

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