

**SPEECH BY
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VICE CHANCELLOR OF UniMAP
FOR OPENING AND CLOSING CEREMONY
INTERNATIONAL CONFERENCE ON BUSINESS INNOVATION,
ENTREPRENEURSHIP AND ENGINEERING (ICOBIEE) 2013
ON 7th DECEMBER 2013 AT BAYVIEW BEACH RESORT, PENANG**

Salutation

Y.Bhg. Prof. Dato' Dr. Zul Azhar Zahid Jamal, Deputy Vice Chancellor
(Academic & International) of UniMAP,

Y.Bhg. Prof. Madya Dr. Mohd. Fo'ad Sakdan, Deputy Vice Chancellor
(Students' Affair & Alumni) of UniMAP

Y.Bhg. Prof Dr Abdul Hamid Adom, Deputy Vice Chancellor (Research and
Innovation) of UniMAP

Distinguished Keynote Speakers,

Senior Officers of Universiti Malaysia Perlis.

Deans & Head of Departments Of Universiti Malaysia Perlis.

Y.Bhg. Associate Prof Dr. Hazry Desa, Dean of School of Business,
Innovation and Technopreneurship, UniMAP Cum Chairman of the Organizing
Committee.

Distinguished Guests.

Participants of the the International Conference of Business Innovation,
Entrepreneurship and Engineering (ICOBIEE 2013),

Ladies & Gentlemen.

Assalamualaikum Warahmatullahi Wabarakatuh, Salam Ilmu, Keikhlasan dan Kemerlangan UniMAP,

Introduction

1. I would like to express my deepest appreciation to the School of Business, Innovation and Technopreneurship (UniMAP), the organizer of this conference for their continuous dedication in organizing this prestigious event. Congratulations to the organizing committee who had worked hard to make this event a success. I would like to convey my sincere gratitude to the international partners who are willing to cooperate in organizing this event.

Ladies and gentlemen,

ICOBIEE 2013

2. Alhamdulillah, thanks to Allah S.W.T for giving us the opportunity to gather here this evening in conjunction with the **International Conference of Business Innovation, Entrepreneurship and Engineering (ICOBIEE 2013)**. It is indeed a great pleasure and honour for me to welcome all local and international participants of ICOBIEE 2013.

I bid all “Selamat Datang” which means “Welcome”. To our international participants have a pleasant stay and do take time to visit our beautiful country Malaysia.

3. The quest for knowledge has become one of the main agenda of the government of Malaysia. In line with the country's aspiration to enhance research and development in our country, UniMAP is proactively initiating programs and events that would encourage high impact research encompassing various field of expertise.
4. The initiative taken by School of Business Innovation and Technopreneurship UniMAP in organizing this conference is a platform for exchange of ideas and knowledge between researchers, entrepreneurs and academicians, local and international. I strongly believe that this conference will widen the scope of academicians on entrepreneurship from entrepreneurs involved in the business world.

Ladies and Gentlemen,

5. Steve Jobs, a world recognized innovator and entrepreneur once said that *"Innovation distinguishes between a leader and a follower"*. This illustrates the pivotal role of innovation in ensuring the emergence of leading business and entrepreneur in the current competitive world. In line with the theme of the conference today which is *"Creating a Sustainable Future: The Role of Business Innovation, Entrepreneurship and Engineering"*, it appears that, the question of sustainability is very much dependent on the creativity and innovation of those who are directly involved in their respective disciplines.
6. The rapid development of engineering products and technologies across the globe is a healthy phenomenon. However, in the long run, in creating a sustainable future, a strong fundamental of business, entrepreneurship, and technology is needed for the global market.

7. The competitiveness of the world today demand for highly developed products and highest quality services. This requires highly skilled designers, entrepreneurs, engineers and technologists to assemble their competencies to transform brilliant ideas into first-to-market innovative products and services. This requires long term planning coupled with strong base of research and development in order to sustain the business competitiveness and acumen.

Closing

Ladies and Gentlemen,

8. I am very pleased and highly appreciative for the encouraging support from the members of the industry, entrepreneurs, and academicians. I strongly believe that the guidance and ideas of the experienced, coupled with the aggressiveness and creativity of the young researchers, have been and will be an effective recipe in flourishing a better R&D for the future.
9. Finally, I would like to congratulate again the ICOBIEE committee for their commitment and superb efforts in organizing this conference. I am positive that this conference will spark the necessary thrust in collaborative research and development of new ideas in future. I wish all participants, especially from those from abroad, have a pleasant stay here in Penang, the Pearl Island of Malaysia.

With Bismillahirrahmanirrahim, I officially launched **The International Conference of Business Innovation, Entrepreneurship and Engineering (ICOBIEE 2013)**.

Thank you.