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## **BREAKFAST WITH CEO@UNIVERSITY PROGRAMME SHARES EXPERIENCES WITH STUDENTS**

KANGAR, 23 May – The Universiti Malaysia Perlis (UniMAP) School of Business Innovation and Technopreneurship (PPIPT) with the cooperation of SME Corporation Malaysia (SME Corp) organised a Breakfast with CEO@University Programme allowing successful entrepreneurs to share their knowledge and experience in the field of business.

PPIPT Dean Assoc. Prof. Dr. Hazry Desa said that studies have proven that entrepreneurial education is capable of producing highly competitive students in the aspects of thought processes and behaviour.

“For this session, we invited the Chief Executive Officer (CEO) of Mega Padu Sdn. Bhd. and the product developer of SimplySiti, Dato’ Normaziah Sheikh Mohamed to share her knowledge and experiences.

“I have witnessed programmes like this help inspire students to delve into the field of business after listening to the talks and asking questions about difficulties CEOs faced before achieving success,” he said when met after the Breakfast With CEO@University Programme.

Also present was SME Corp Kedah/Perlis Director Syed Nahar Syed Harun.

At the programme, Dato’ Normaziah shared her experiences regarding her life's journey towards founding her business from a being beauty boutique to the establishment of Mega Padu Sdn. Bhd. which now has over four subsidiaries.

“To be involved in business, an entrepreneur must have passion and be constantly focused in everything that they do.

“A businessman must identify the needs of the market before deciding on a product to sell,” she said.

She further expressed that businessmen must not be timid and should have the courage to promote their products.

For the record, this was the second Breakfast With CEO@University Programme organised by UniMAP PPIPT with the first programme organised last January which featured Anna Maria Braun, President of B.Braun Asia Pacific Region as a speaker.

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