A·P·U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

APU SUSTAINABLE DEVELOPMENT REPORT
2024

SUSTAINABLE DEVELOPMENT

TABLE OF
CONTENT

THE GLOBAL GOALS

FOREWORD

Chief Executive Officer

Datuk Parmjit Singh

CEO

Asia Pacific University of Technology and Innovation (APU)

I am delighted to introduce the Sustainable Development Goals (SDG) Report for the year 2024 by Asia Pacific University of Technology and Innovation (APU). As the CEO of APU, I am immensely proud of the strides we have made in integrating sustainability into our practices, aligning with global aspirations while navigating the dynamic business landscape in Malaysia and beyond.

In recent years, the business landscape in Malaysia has seen remarkable transformations, marked by technological advancements, evolving consumer preferences, and an increasing emphasis on sustainability. As the world moves towards a more interconnected global economy, businesses face new challenges and opportunities that demand innovative and sustainable approaches.

Amidst this changing landscape, the importance of the Sustainable Development Goals cannot be overstated. The SDGs provide a universal framework that guides businesses to operate responsibly, address societal needs, and create value not only for shareholders but for all stakeholders, including communities and the environment.

At APU, we recognize that businesses play a pivotal role in driving sustainable development. Our commitment to the SDGs is deeply ingrained in our business strategies, operations, and corporate culture. We believe that integrating sustainable practices not only enhances business resilience but also contributes positively to society and the planet.

The SDG Report 2024 reflects our concerted efforts in embedding sustainability across our operations, academic endeavors, and community engagements. It showcases our dedication to fostering innovation, responsible business practices, and impactful collaborations that advance the SDGs.

As a university deeply entrenched in preparing future leaders and professionals, we understand the significance of instilling the principles of sustainability in our students. Our goal is to nurture graduates who are not only academically proficient but also socially responsible and equipped to address the challenges of the evolving business landscape.

In this rapidly changing world, our commitment to sustainable development serves as the guiding principle that steers our decisions and actions. We recognize the interconnectedness of global challenges and believe that collective efforts are essential to achieving the SDGs.

I extend my gratitude to everyone who has contributed to our SDG initiatives and invite all stakeholders to explore this report. Let us together reaffirm our commitment to sustainability, leveraging our collective strengths to create a more prosperous, equitable, and sustainable future for generations to come.

FOREWORD

Professor Dr. Ho Chin Kuan

Vice-Chancellor

Asia Pacific University of Technology and Innovation (APU)

It is with great pleasure that I present the Sustainable Development Goals (SDG) Report for the year 2024 by Asia Pacific University of Technology and Innovation (APU). As the Vice Chancellor of APU, I am immensely proud to witness the significant strides we have made in advancing sustainable practices and embracing the global call to action outlined by the United Nations' Sustainable Development Goals.

The SDGs serve as a blueprint for a better and more sustainable future for all, addressing critical global challenges such as poverty, inequality, climate change, environmental degradation, peace, and justice. At APU, we have embedded these goals into our academic, research, and operational frameworks, fostering a culture of responsibility, innovation, and inclusivity among our students, faculty, and staff.

Throughout the year 2024, our university remained steadfast in its commitment to contributing meaningfully to the SDGs. Our collective efforts spanned various initiatives, from education and research to community engagement and operational practices, aligning with the goals and targets set forth by the UN.

Our academic programs continue to integrate sustainability across disciplines, empowering our graduates with the knowledge and skills needed to address complex societal challenges. The dedication of our faculty and students in conducting impactful research further reinforces our commitment to finding sustainable solutions to real-world problems.

Moreover, our community engagement initiatives aimed to raise awareness, promote social responsibility, and foster partnerships that advance the SDGs. We understand that collaboration is key to achieving these goals and have actively sought partnerships with local communities, industries, and NGOs to drive positive change.

As we navigate the challenges and uncertainties of a rapidly changing world, our unwavering commitment to sustainable development remains resolute. This report serves as a testament to our continuous efforts, achievements, and the collective commitment of the APU community towards a more sustainable future.

I extend my heartfelt gratitude to everyone who has contributed to the success of our SDG initiatives. Your dedication and passion have been instrumental in propelling us closer to our shared vision of a better world for current and future generations.

I encourage all stakeholders to delve into this report, reflect on our progress, and join us on this ongoing journey towards a more sustainable and equitable future.

INTRODUCTION

The Asia Pacific University of Technology & Innovation (APU) recognises that its economic, social and civic responsibilities are central to its activities and that the University's core business and teaching operations have the potential to affect the environment, health and prosperity of its employees, its students and the communities in which it operates. APU Ultra-Modern University Campus is strategically located in Technology Park Malaysia (TPM), Kuala Lumpur. APU's Campus blends technology, integration, innovation and creativity under one roof. University wishes to play a central role in protecting and enhancing sustainability locally, nationally and internationally, by ensuring that this principle underpins all its operations and activities.

ENVIRONMENT & CLIMATE ACTION POLICY

Sustainable Development – "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Report, 1987). We at APU are committed to sustainable development and operating practices through the responsible management of building design, construction, and renovation, landscape practices, energy use, water and waste management, emissions, transportation, and procurement, within a framework of regulatory compliance and fiscal prudence. Through bold leadership and, in alignment with Government and industry, we will put environmental issues at the forefront of our operations. We recognize the role we can play in driving policy, changing behaviors and providing new ideas and solutions to difficult global problems.

CLIMATE ACTION GOALS

To integrate environmental and carbon action into all University processes and to maximize the influence of the University in reducing its footprint through education research and its operations.

APU has committed to achieving net zero greenhouse gas emissions by 2050. This is not a simple journey but it is necessary and important. Reaching net zero emissions will require collective effort and support from all our staff, students, and external stakeholders. To achieve this, we must ensure that we integrate climate action into all that we do.

RESPONSIBILITY

The Environment and Climate Action Board (attendees from Research, University, Professional Services and Students) is accountable for ensuring the Policy is implemented. Implementation will be embedded in all new decisions/operations and activities. All employees have a responsibility to ensure that the aims and objectives of the policy are met.

APU APPROACH:

1. We will seek to create a culture on campus that supports and encourages staff and students to recognize that we all have an element of personal responsibility for the environment and to act on that.

2. We will strive to integrate and balance economic, social, and environmental responsibilities within all its activities. We are committed to operate as a responsible University, addressing the challenges of sustainable development.

3. We will continually improve, and to meet environmental legislative and regulatory requirements as they relate to all our activities.

4. We will continuously review our performance against the sustainability strategy using a quantitative and qualitative performance measurement approach. A report will be circulated to all APU Board members for review.

APU will embrace the Environment and Climate Action Agenda both strategically and globally through its development of footprint reduction initiatives, Climate Action plans and staff, student, and community engagement. We will strive to minimize negative impacts and optimize positive opportunities by delivering our Climate action targets and goals through our strategies, recognizing our global and local reach, through the divers operations, partnership and programs. Asia Pacific University (APU) is a member of various networks, organsiations and have commitment and pledges to bring positive actions for the future of our environment, through education and research, as well as facility and resource management in line with sustainability goals.

BUILDING A BRIGHTER TOMORROW BY EMPOWERING YOUTH TO LEAD *Thursday 08 February 2024, 09:58 am*

Hearts over hustle, beyond the booths of Venture Day; APU students inspired hope for underprivileged children by investing in their dreams and building bridges of kindness.

Two from left, Ustaz Muhammad Hafiz Tajudin, Principal of Selangor Dar Asnaf Al-Fateeh Al-Idrisiah, received a mock cheque worth RM10,000 from Prof. Dr. Angelina Yee, APU Director of Research and Enterprise/Club's Lead Advisor, and Ms. Aida Zamnah Zainal Abidin, APU's Senior Lecturer/APU Malay Cultural Society (AMCS) Advisor.

Asia Pacific University of Technology & Innovation (APU) incorporates **Venture Day** not only to promote an entrepreneurial culture in its student community but also to provide a platform for students to give back to charity.

This noble gesture exemplifies the community-driven nature of APU Venture Day's positive impact and its dedication to giving back to society.

Six APU Club and Society members — Enterprise Club (e-Club), Operation Smile Club (OSC), Blockchain & Cryptocurrency Club (APUBCC), Integrated Sustainability and Urban Creativity Centre (ISUC Student Chapter), Music Club, and Institute of Electrical and Electronics Engineers (IEEE) — pledged to donate RM10,000 to a charitable cause last year in June 2023, spearheaded by the e-Club.

As part of their commitment to turn profits into purpose, they were able to collect the funds and donate to **Selangor Dar Asnaf Al-Fateeh Al-Idrisiah**, a non-governmental organisation (NGO) in charge of administering and supervising the Orphanage and Asnaf Ulu Yam, Selangor homes.

Their homes are welfare homes with the concept of an agricultural Tahfiz Madrasah that provides free housing to orphans and asnaf children aged 7 to 18 years old.

Among the donated items for the Dar Asnaf Al-Fateeh Al-Idrisiah Tahfiz Madrasah's ICT centre were PCs and printers.

They made a powerful decision to support others in need via the kindness of APU student-led initiatives, and they chose Dar Asnaf Al-Fateeh Al-Idrisiah as the recipient.

The donation is delivered to **Ustaz Muhammad Hafiz Tajudin, Principal of Selangor Dar Asnaf Al-Fateeh Al-Idrisiah, by Prof. Dr. Angelina Yee, APU Director of Research and Enterprise/Club's Lead Advisor, and Ms. Aida Zamnah Zainal Abidin, APU Senior Lecturer/APU Malay Cultural Society (AMCS) Advisor.**

According to Ustaz Muhammad Hafiz, APU entered the orphanage not only with a cheque but also with an open heart and a shared vision.

"APU students not only empower their peers but also reach out to those in need to foster the dreams of children facing adversity and hope in the eyes of every child present.

"This was not just a one-time act of charity; it was an investment in the future, a bridge built between two worlds through the shared language of technology and compassion," he said.

Prof. Dr. Angelina added that the RM10,000 they donated was more than simply a donation, it represented a promise and the boundless opportunities that only digital literacy can unlock.

"This goodwill gesture, rooted in APU's philosophy of giving back to the community, was greatly appreciated by the orphanage.

"The donation is expected to make a significant impact, particularly in technological education for children, aligning well with APU's vision of empowering young minds with knowledge and skills," she said.

APU is entering a new chapter where education meets social responsibility, becoming a beacon for its students and any institution that dares to dream of a future where success is measured not only in profits but in the smiles, it leaves behind.

APU & KL SPE CHAPTERS BRING JOY TO RAUDHATUL AL-FAEEZ ORPHANAGE
Thursday 30 May 2024, 11:28 am

The Asia Pacific University of Technology & Innovation (APU) Society of Petroleum Engineers Student Chapter (APU SPE SC), under the guidance of **Dr Wong Siew Fan** (Lecturer, School of Engineering at APU), joined the Society of Petroleum Engineers Kuala Lumpur Section (SPE KL) for a heartwarming Hari Raya celebration at Raudhatul Al-Faeez orphanage on 3rd May 2024.

This meaningful occasion saw participation from SPE student chapters from many other local universities, further enhancing the spirit of community and collaboration.

Celebrating Raya with the children (Raudhatul Al-Faeez orphanage), the event fostered joy, festivity, and meaningful connections that transcended cultural and social barriers.

It created a platform for interaction, fostering understanding, empathy, and mutual respect among the volunteers (SPE student chapters and SPE KL) and children.

Dr Wong expressed that through shared experiences and moments of camaraderie, the event bridged divides and cultivated a sense of unity and belonging within the orphanage community.

"Additionally, it offered volunteers a deeper understanding of the challenges faced by the children, highlighting the importance of compassion, kindness, and giving back to society."

Ts Anwarudin Saidu Mohamed (President, SPE KL) emphasised the significance of giving back to the community, highlighting the positive impact the oil and gas sector can have on education, healthcare, and environmental protection.

"By organising events like this, SPE student chapters can collaboratively exchange knowledge, share insights, and learn from each other's experiences, fostering a strong sense of community and growth.

"This not only enriches the student chapters with collective knowledge but also strengthens the bonds of camaraderie and unity within the SPE community," he said.

EMPOWERING REFUGEE STUDENTS AND INSPIRING TRANSFORMATIVE GROWTH IN VOLUNTEERS
Thursday 30 May 2024, 11:28 am

APU's 11-Month Workshop Series Shapes Futures

On 22nd November 2024, the School of Foundation (SoF) at the Asia Pacific University of Technology & Innovation (APU) concluded an inspiring 11-month workshop series for the learners at Elshaddai Refugee School.

Elshaddai Refugee School, the educational wing of the **ElShaddai Centre**, operates as a humanitarian NGO endorsed by the United Nations High Commissioner for Refugees (UNHCR) Malaysia. With a mission to uplift displaced and marginalised communities across various nationalities, the Centre stands as a beacon of compassion and social service.

Between January and November 2024, SoF lecturers and 98 dedicated student volunteers made monthly visits to Elshaddai Refugee School, conducting workshops in English, Science, Digital Literacy, and STEM. This initiative offered the refugee students invaluable learning opportunities, nurturing both academic and personal growth.

The programme concluded on an uplifting note, with students enthusiastically participating in a STEM-based team challenge to build the tallest balloon tower. The activity reflected the creativity, teamwork, and enthusiasm of the refugee students, bringing the series to a memorable close.

Over the past year, these workshops not only equipped the students with knowledge and skills but also forged meaningful connections between the refugee learners, SoF staff, and APU volunteers, creating a shared journey of growth and learning.

While this chapter with Elshaddai Refugee School comes to an end, SoF's outreach mission continues. In 2025, SoF will expand its monthly workshop series to collaborate with the **Suriana Welfare Society Malaysia**, a child-focused NGO committed to the protection and well-being of children in crisis.

Established in 2010, Suriana focuses on key areas such as:

· Education for children in underprivileged communities
· Protection of women and children
· Food aid for urban poor families
· Support for single mothers
· Assistance for teenage pregnancies

Starting February 2025, SoF's workshops will run monthly through December, ensuring continuous support for children and families in need, aligning with the shared mission of education and empowerment.

Reflecting on the initiative, **Datin Dr Sarvinder Kaur Sandhu, Head of the School of Foundation**, shared: "Balancing community outreach with academic commitments teaches our students invaluable time management skills while cultivating empathy and a profound sense of responsibility. These experiences will shape their personal and professional journeys, empowering them to make meaningful contributions to society."

SoF remains unwavering in its commitment to creating positive change, using education as a catalyst to uplift and empower marginalised communities.

KEY ENGAGEMENTS UNDER SDG 1 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	APU fostering Active Environment & Social Consciousness	https://new.apu.edu.my/news/apu-fostering-active-environment-social-consciousness
2	APU & KL SPE Chapters Bring Joy to Raudhatul Al-faeez Orphanage	https://new.apu.edu.my/news/apu-kl-spe-chapters-bring-joy-raudhatul-al-faeez-orphanage
3	APU School of Foundation's Transformative ESG Initiative at Elshaddai Refugee School	https://new.apu.edu.my/news/apu-school-foundations-transformative-esg-initiative-elshaddai-refugee-school
4	APU SoF Students Fired Up by ASB-UNHCR Conference Links SDGs to Refugee Solutions	https://new.apu.edu.my/news/apu-sof-students-fired-asb-unhcr-conference-links-sdgs-refugee-solutions
5	APU's School of Foundation and Elshaddai Refugee School Collaborate for 5th CSR Project	https://new.apu.edu.my/news/apus-school-foundation-and-elshaddai-refugee-school-collaborate-5th-csr-project
6	APU's School of Foundation Empowers Refugee Students Through Inspiring Campus Visit and Skill-Building Workshops	https://new.apu.edu.my/news/apus-school-foundation-empowers-refugee-students-through-inspiring-campus-visit-and-skill-building-workshops
7	Building a Brighter Tomorrow by Empowering Youth to Lead	https://new.apu.edu.my/news/building-brighter-tomorrow-empowering-youth-lead
8	Building Resilient Communities with Sustainable Future Fusion's Drive for Food Security and Digital Empowerment	https://new.apu.edu.my/news/building-resilient-communities-sustainable-future-fusions-drive-food-security-and-digital
9	Celebrating APU's CSR Endeavors by Empowering Refugee Students Through Public Speaking	https://new.apu.edu.my/news/celebrating-apus-csr-endeavors-by-empowering-refugee-students-through-public-speaking
10	Empowering Refugee Students and Inspiring Transformative Growth in Volunteers	https://new.apu.edu.my/news/empowering-refugee-students-and-inspiring-transformative-growth-volunteers
11	A Transformative Journey Empowering Refugee Students Through Digital Literacy	https://new.apu.edu.my/news/transformative-journey-empowering-refugee-students-through-digital-literacy
12	APU SoF Successfully Completes Second Monthly Routine of Year-long CSR Project for Refugee Children	https://new.apu.edu.my/news/apu-sof-successfully-completes-second-monthly-routine-of-year-long-csr-project-for-refugee-children

BUILDING RESILIENT COMMUNITIES WITH SUSTAINABLE FUTURE FUSION'S DRIVE FOR FOOD SECURITY AND DIGITAL EMPOWERMENT

Friday 08 November 2024, 10:25 am

Student club dedicated to promoting sustainable practices – **Sustainable Future Fusion (SFF) at Asia Pacific University of Technology & Innovation (APU)** – is actively shaping communities through two inspiring initiatives focused on sustainability and digital skill development.

As part of their mission to drive positive change, SFF recently organised events that align with key United Nations Sustainable Development Goals (SDGs), including Quality Education (SDG 4), Sustainable Cities and Communities (SDG 11), Responsible Consumption (SDG 12), Climate Action (SDG 13), and Partnerships for the Goals (SDG 17).

On October 23, SFF brought together over 20 students to tackle food waste and promote sustainability at The Lost Food Centre, where they volunteered with **The Lost Food Project (TLFP).**

Participants engaged in sorting fresh produce for distribution to under-resourced communities, gaining hands-on insights into waste reduction and the value of quality food recovery. **Khoo Lay Yang,**

President of SFF @APU, described the event as "an eye-opening experience that motivates us to take small, impactful steps in supporting those in need".

The event underscored the Memorandum of Agreement (MOA) between APU and TLFP, reinforcing their shared dedication to community welfare. Volunteers like **Jameel Essa Chuupa and Kimy Mauro Ismael de Sousa** expressed gratitude for the chance to make a difference, with Jameel noting, "I'm glad my experience with TLFP opened my eyes to how much food can be saved and used to combat hunger."

Complementing this initiative, on October 5, SFF hosted a **Creative Design and Presentation Skills** workshop for 25 refugees and B40 youth aged 11-17, along with teachers from KL Krash Pad (Yayasan Chow Kit).

The session introduced participants to PowerPoint and Canva, equipping them with valuable digital literacy skills to enhance their academic, personal, and future professional pursuits. The session was delivered in Bahasa Malaysia, ensuring accessibility for all participants.

Through this interactive workshop, SFF volunteers, led by Advisor **Ms Cynthia Mala Paul Dorairaj,** fostered creativity, confidence, and self-expression among young learners.

Participants shared enthusiastic feedback, with **Nur Shamirah** saying, "I love this programme; it's so helpful and teaches us things we didn't know." Another attendee, **Shahrul Sahada**, reflected on the skills gained, stating, "This programme is really good because I learned a lot about using PowerPoint and Canva."

Together, these events showcase SFF and APU's commitment to impactful social engagement, whether by addressing food security or building digital skills among underserved communities. As it continues to expand its reach, Sustainable Future Fusion remains dedicated to empowering individuals and promoting sustainable practices that contribute to a brighter, more equitable future for all.

CULTIVATING A CLEANER FUTURE: APU FARMING CLUB'S ZERO LITTERING CHALLENGE ADDRESSING SDG-2 & SDG-11

Wednesday 03 July 2024, 04:37 pm

On June 5th, 2024, the APU Farming Club hosted the "Zero Littering Challenge" to commemorate World Environment Day. Spearheaded by **Ryuta Motomura**, an international student from Japan pursuing a Bachelor of Computer Science (Hons) (Artificial Intelligence) at Asia Pacific University of Technology & Innovation (APU), this initiative aimed to tackle the persistent issue of littering at the common area beyond the campus buildings.

Cleaning up for Farming Island

The APU Farming Club, under Ryuta's leadership, has transformed borrowed land and plant pots from APU into a flourishing "Farming Island". Here, club members participate in every step of the agricultural process, from sowing seeds to harvesting crops, gaining invaluable agricultural knowledge and practical experience. Ryuta envisions this project as a step towards self-sufficiency and environmental stewardship, with the harvested crops either sold on campus or used for community activities.

"We affectionately name this area 'Farming Island' where we plan to grow vegetables for self-sufficiency," said Ryuta. However, the accumulation of litter such as plastic bottles, bags, and aluminium cans in non-pedestrian areas posed a threat to their vision.

To address this issue, the club organised the Zero Littering Challenge. With guidance from **Mr David Tan**, Senior Lecturer at the School of Technology (SoT), and **Ms Hashanna Abdul Halim,** Assistant Manager of Student Affairs, the event aimed to raise environmental awareness and maintain a clean area around APU, fostering a conducive environment for plant growth.

"I believe that the farming project can have a positive impact on humanity, and keeping the farming space clean is an integral part of this," Ryuta emphasised. This project was co-initiated by Miyu Hiruta, the vice president of the club, who shares a strong belief in environmental protection.

Aligned with the United Nations Sustainable Development Goals (SDGs), the club aims to address "SDG-2: Zero Hunger" by demonstrating how agriculture can contribute to solving food issues and "SDG-11: Sustainable Cities and Communities" by highlighting the importance of sustainable food sources for thriving communities.

Rolling Up Their Sleeves

The event, held from 6 p.m. to 8 p.m., saw around 40 participants, including 20 club members and students from diverse countries such as Indonesia, Pakistan, Bangladesh, Japan, India, UAE, Brunei, and Myanmar. This diverse turnout underscored the success of their promotional campaign, fostering international exchange and collaboration.

Volunteers spent the evening removing decayed plastic waste from the soil, clearing bulky items dumped by the roadside, and picking up drinking containers in the grass. The timing of the event was strategic, as Ryuta explained, "Classes for everyone ended after 6 p.m. To maximise participation, we scheduled the event in the evening. The cooler temperature also made it a more comfortable time for the activity."

In just one hour, the team collected approximately 20 bags of trash, showcasing the effectiveness of their efforts. To sustain this momentum, the club suggested several measures to combat littering, including:

Measures to Combat Littering

- Regularly Organising Litter Cleanup Events: Keeping areas clean deters further littering.
- Increasing Participation in Litter Pickup Events: Encouraging involvement raises awareness and discourages littering.
- Installing More Trash Cans: Providing adequate disposal options reduces littering.

Participants' Sharing

"I think everyone should be more aware of their surroundings, especially in the sense of environmental cleanliness. Not only should we all play a part in volunteering for these types of events, but we should also promote the importance of environmental awareness at any given chance so that we can raise the public's awareness about such issues." — **Miyu Hiruta**, Foundation in Business student, Japanese.

"I hope everyone else feels the same way I do about helping the Earth become a better and cleaner place. I was filled with ecstasy and had a lot of fun participating in the event. I was a bit upset when the time was up. I would like to show my peers the benefits of cleaning up trash around APU and how it can make them better people." — David Joshua Edulan, Bachelor in Banking and Finance (Hons) with a specialism in Financial Technology student, Filipino.

Club's Commitment

Looking ahead, Ryuta emphasised the club's commitment to maintaining a clean environment for farming. "Farming in a clean environment promotes the healthy growth of crops and efficiency. We also plan to maintain a sustainable agricultural environment through regular cleaning activities."

He concluded, "Through continuous cleanup activities and extensive promotion, I want to spread environmental awareness among my peers. By showing concrete actions, I believe more people will be encouraged to participate in environmental protection."

The Zero Littering Challenge not only highlighted the APU Farming Club's dedication to environmental sustainability but also showcased the power of collective action in creating a cleaner, greener future.

APU SECURES ERASMUS+ GRANT FOR TRANSFORMATIVE AGRICULTURAL PROJECT

Tuesday 20 August 2024, 10:24 am

In early 2024, the Asia Pacific Centre of Robotics Engineering (APCoRE) at the School of Engineering (SoE), Asia Pacific University of Technology & Innovation (APU), achieved a significant milestone by securing the prestigious Erasmus+ grant for the project Agricultural Revitalisation in Higher Education Institutions of Asian Countries (AGRHI). This landmark project, managed by APCoRE, received an impressive €800,000 for the entire project through a collaborative effort with 11 local and international partners.

Faculty members at APU for the AGRHI project working together to revitalise curricula and introduce state-of-the-art technologies to drive agricultural growth. From left to right: Mr Danish, Dr Adeline, Ms Fatin, Ts Suresh, Prof Vinesh, Ts Vickneswari, Ms Shamini, Dr Arun, Mr Syahmi and Dr Maythem.

These 11 local and international partners formed the AGRHI consortium that included APU, Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) from Malaysia, the University of West Attica (UNIWA) from Greece, Middle East Technical University from Türkiye, and coordinated by the Vellore Institute of Technology Chennai (VITC) in India, aims to enhance agricultural education and innovation across Asia.

Erasmus+, or Erasmus Plus, is the European Community Action Scheme for the Mobility of University Students, integrating various EU schemes for education, training, youth, and sport since its inception in January 2014.

Securing this grant underscores the dedication of Ts Suresh Gobee, Senior Lecturer at SoE and Head of APCoRE at APU. Alongside Ts Vickneswari Durairajah, a lecturer at SoE, they spent 1.5 years preparing for this successful outcome. Their efforts were bolstered by the unwavering support of Professor Dr Vinesh Thiruchelvam, APU's Chief Innovation & Enterprise Officer (CIEO), since APCoRE's establishment in 2013.

Esteemed faculty members of the AGRHI project – (from left) Dr Maythem, Dr Arun, Ms Shamini, Dr Adeline, Ts Vickneswari, Prof Vinesh, Ts Suresh, Ms Fatin, Mr Danish, and Mr Syahmi.

Following the grant approval, several esteemed faculty members joined the project: Asst Prof Ts Dr Arun Seeralan, Asst Prof Ts Dr Maythem Kamal Abbas Al-Adile, Dr Adeline Sneha John Chrisastum, Ms Shamini Patpanavan @ Pathmanathan, Mr Muhammad Syahmi Afif Mokhtar Yazid, Mr Muhammad Danish Mohd Johari, and Ms Fatin Ayuni Mohd Suhaimi.

The AGRHI project is a transformative initiative that unites higher education institutions from Malaysia, India, and Sri Lanka with European counterparts to enhance agricultural education and innovation across Asia. With support from the European Union, AGRHI is revitalising curricula and introducing state-of-the-art technologies to drive agricultural growth.

Through AGRHI technology hub, educational institutions across countries foster collaboration, share knowledge, and develop new solutions to revolutionise farming practices. A digital platform provides free resources and tools, ensuring inclusive education for rural and underprivileged young farmers. The AGRHI app offers decision support for regional farmers, boosting productivity and sustainability.

APU leads the establishment of the technology hub, which will serve as a centre of excellence with state-of-the-art facilities and resources for research, development, and testing of agricultural technologies. "This hub will foster a collaborative environment for scientists, engineers, farmers, and entrepreneurs to innovate and experiment with new solutions," said Ts Suresh Gobee. According to him, participating institutions will focus on areas such as precision farming, farming automation using robots, and digital farming using AI, vision systems, IoT solutions for inspection, monitoring, and control, as well as drone technology.

"The development of the AGRHI app and strategic collaborations with local and overseas higher education institutions will further amplify the project's impact and outreach efforts. With APU's core strength in technology expertise among its faculty members and researchers, we are proud to be the driving force behind the agricultural economy across the Asia Pacific region," he concluded.

APU STUDENTS LEADING THE CHARGE ON FOOD SECURITY & SUSTAINABILITY

Thursday 18 July 2024, 05:46 pm

In a remarkable display of community spirit and environmental stewardship, Asia Pacific University of Technology & Innovation (APU) students joined hands with The Lost Food Project to tackle the pressing issue of food waste through the "Sustainable Future Fusion" initiative on 29th May 2024.

Aligned with Sustainable Development Goal 12 (SDG 12) on ensuring sustainable consumption and production patterns, APU students enthusiastically volunteered their time to sort surplus food items, aiming to prevent edible food from being wasted in landfills by redirecting it to support B40 communities in need, thus fostering a sustainable and equitable approach to food distribution.

Throughout the day, students collaborated tirelessly with Dr Poon and the dedicated volunteers from The Lost Food Project, showcasing a unified dedication to effecting positive change.

Under the guidance of **Dr Stephen Poon Tai Fook** (Senior Lecturer, School of Business at APU), students enthusiastically sorted through diverse food items, from fresh produce to packaged goods, showcasing the impactful results of collective action in combating food waste.

Reflecting on their contributions, students expressed profound satisfaction in knowing they had made a meaningful difference, underscoring the power of collaboration and goodwill in fostering a brighter, more compassionate community.

Dr Poon commended the students for their unwavering dedication and exceptional commitment to forging a sustainable future, a sentiment echoed throughout the "Sustainable Future Fusion" initiative.

"Initiatives like this underscore the transformative impact of education and community engagement in addressing pressing global issues like food security and environmental sustainability.

"By empowering individuals and fostering collaborative solutions, these efforts pave the way for a more resilient and sustainable future for generations to come," he said.

Through their collective action, APU students and the volunteers from The Lost Food Project have not only reduced food waste but also strengthened community bonds and advanced sustainable development goals.

As they look towards the future, their efforts stand as a testament to the power of collective responsibility and the transformative potential of education in building a more sustainable and equitable world.

KEY ENGAGEMENTS UNDER SDG 2 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	**Building Resilient Communities with Sustainable Future Fusion's Drive for Food Security and Digital Empowerment**	https://new.apu.edu.my/news/building-resilient-communities-sustainable-future-fusions-drive-food-security-and-digital
2	**APU & Insanas Enterprise Robotics Research Revolutionising Food Processing Automation**	https://new.apu.edu.my/news/apu-insanas-enterprise-robotics-research-revolutionising-food-processing-automation
3	**APU Secures Erasmus+ Grant for Transformative Agricultural Project**	https://new.apu.edu.my/news/apu-secures-erasmus-grant-transformative-agricultural-project
4	**APU Students Leading the Charge on Food Security & Sustainability**	https://new.apu.edu.my/news/apu-students-leading-the-charge-on-food-security-and-sustainability
5	**Cultivating a Cleaner Future: APU Farming Club's Zero Littering Challenge Addressing SDG-2 & SDG-11**	https://new.apu.edu.my/news/cultivating-cleaner-future-apu-farming-clubs-zero-littering-challenge-addressing-sdg-2-sdg-11

REDEFINING WELLNESS IN MODERN MEN

Wednesday 18 December 2024, 01:01 pm

APU School of Psychology hosts its first-ever student-led forum to explore modern masculinity.

In celebration of International Men's Day, observed annually in mid-November to recognise the positive contributions of men worldwide, the School of Psychology (SoP) at the Asia Pacific University of Technology & Innovation (APU) hosted its first-ever student-led forum titled **"Redefining Wellness in Modern Men"** on 25th November 2024.

Students from the School of Psychology (SoP), Ahmad Syahir Bin Azali (left) and Ameerul Haziq Bin Azizi, moderated and emceed the forum with professionalism, energising the audience with their lively stage presence.

The forum sought to challenge traditional notions of masculinity by spotlighting the importance of physical, emotional, and mental health in the fast-paced modern world. Through open dialogues and expert perspectives, the event aimed to redefine wellness for today's men and encourage a more balanced approach to life.

Breaking the Stigma Around Mental Health

One of the primary objectives of the forum was to shatter the stigma surrounding men's mental health. Open discussions tackled key topics such as emotional regulation, stress management, societal expectations, and the balance between career progression and personal well-being. Participants were encouraged to embrace vulnerability as a strength, fostering a supportive environment for honest conversations.

(From left) Ahmad Syahir moderated the "Redefining Wellness in Modern Men" forum, which featured Mr Robin Cheah Wen Kit, Mr Kar Hui Cheong, and Dr Glorian Paul Bosco.

Expert Insights on Wellness

The distinguished panel of speakers shared valuable insights on various aspects of men's wellness:

Dr Glorian Paul Bosco, a Medical Doctor from Hospital Tuanku Ampuan Najihah, highlighted the importance of preventive care in addressing physical and mental health challenges, particularly within high-stress professions like healthcare.

Mr Robin Cheah Wen Kit, a Lecturer from APU's School of Marketing & Management (SoMM), emphasised the role of workplaces in promoting wellness, advocating for supportive environments and sustainable work-life balance.

Mr Kar Hui Cheong, a Mental Health and Well-being Advisor from MiCare Sdn. Bhd., explored the societal pressures men face and provided practical strategies for resilience, emotional regulation, and seeking help without fear of judgment.

The forum was lively and engaging, guided by faculty leaders, including Ms Dhevaania, and actively supported by enthusiastic audience participation.

Empowered by Student Leadership

Under the guidance of faculty leaders Ms Dhevaania C. Gendsen and Ms Amirah Husna, APU students played a pivotal role in organising and facilitating the forum. Ahmad Syahir Bin Azali, a second-year psychology student, moderated the event with professionalism, ensuring diverse perspectives were heard, while Ameerul Haziq Bin Azizi energised the audience as the event emcee. Ms Vinorra Shaker, Head of the School, provided leadership and guidance to ensure the success of this project.

Aligning Wellness with Global Goals

The forum aligned with the United Nations Sustainable Development Goals (SDGs), particularly SDG 3: Good Health and Well-being and SDG 8: Decent Work and Economic Growth. It underscored the importance of integrating wellness into both personal and professional lives, fostering environments that support long-term health and happiness.

The finale of the first student-led forum of its kind concluded with a group photo, highlighting APU's commitment to nurturing future leaders ready to address critical societal issues with confidence.

A Milestone for APU Psychology Society

This groundbreaking initiative marked a significant milestone for the School of Psychology and the APU Psychology Society. It not only raised awareness about men's health but also sparked meaningful conversations about reimagining masculinity in today's society.

By encouraging men to prioritise their mental health and redefine strength as embracing wellness, the forum empowered participants to lead healthier, more balanced lives.

As the first student-led forum of its kind, "Redefining Wellness in Modern Men" showcased APU's commitment to nurturing future leaders who are unafraid to tackle critical societal issues.

APU HOSTS MENTAL HEALTH SCREENING PROGRAMME IN COLLABORATION WITH THE PILLARS MALAYSIA
Thursday 12 September 2024, 11:45 am

The School of Psychology (SoP) at Asia Pacific University of Technology & Innovation (APU), in collaboration with The Pillars Malaysia, held a successful mental health screening programme from 9th July 2024 to 10th July 2024.

Led by **Ms Vinorra Shaker** (Associate Head, SoP at APU) and supported by **Ms Dhevaania C Gendsen** (Lecturer, SoP at APU) and **Ms Amirah Husna Mohamad Hata Abdullah** (Psychology Lab Technician, SoP at APU), the programme aimed to raise mental health awareness, reduce stigma, and provide valuable insights to students and staff, aligning with Sustainable Development Goal 4 and 17 (SDG 4 and SDG 17).

Ms Vinorra and **Ms Dhevaania** are also part of APU DIGITAL under the GROW (Girls in Resilience and Overall Wellbeing) pillar.

The screenings were conducted by a team of qualified clinical psychologists from The Pillars Malaysia, who ensured a professional, confidential, and safe environment for all participants.

Additionally, the programme featured comprehensive and confidential questionnaires designed to assess various aspects of mental health, followed by in-depth, one-on-one discussions where psychologists provided personalised feedback.

This approach allowed participants to gain a clear understanding of their mental health status, receive tailored recommendations, and explore potential steps for improvement in a supportive and judgement-free setting.

The initiative drew a strong turnout from both APU students and staff, highlighting the growing recognition of mental well-being as a critical component of a thriving academic community.

APU's dedicated support services, together with SoP, will remain committed to championing mental well-being, actively fostering a campus culture that prioritises the overall health, success, and resilience of its diverse community.

DYMM TENGKU PERMAISURI SELANGOR LAUNCHES APU SMILE FEST: EUPHORIA

Friday 04 October 2024, 12:55 pm

Expedition Championing Mental Health, Fitness, and Sustainability

DYMM Tengku Permaisuri Selangor, Tengku Permaisuri Hajah Norashikin (centre) officiated the APU Smile Fest: Euphoria Expedition, accompanied by (from left to right) Mr Wan Hafiz Hamzah bin Wan Hussien, Director of APU; Mr Mohd Helmy bin Norman, Chief Financial Officer of APU; Datuk Parmjit Singh, CEO of APU; Ms Christine Chin, Chairman of SPCA Selangor; Datin Dr Sarvinder Kaur Sandhu, Head of the School of Foundation, APU; Ms Jeskiran Kaur Bhat, Chairman of Furrykids; and Ms Abbhirami Sivarajan, Lecturer of APU.

The Asia Pacific University of Technology & Innovation (APU) proudly launched the **APU Smile Fest: Euphoria Expedition,** a 3-day, student-led community programme, officiated by **DYMM Tengku Permaisuri Selangor, Tengku Permaisuri Hajah Norashikin.**

Held at APU's campus in Technology Park Malaysia, Bukit Jalil, the festival runs from 3 October to 5 October 2024, focusing on mental well-being, physical fitness, and advocating for animal welfare and sustainability.

The initiative aligns with Sustainable Development Goal 3 (SDG3): Good Health and Well-being, featuring a series of activities aimed at promoting mental health and physical fitness. The programme includes an on-campus bazaar over the first two days, offering a variety of booths and interactive activities. The event culminates with a night run on the final day, encouraging participants to engage in physical exercise while supporting mental health awareness.

DYMM Tengku Permaisuri Selangor, Tengku Permaisuri Hajah Norashikin (centre), listening to the event introduction by Ho See Hui (right), President of the Operation Smile Club, while hosting a Bazaar Parade featuring a variety of booths and interactive activities on the APU campus. Tengku Permaisuri Selangor was accompanied by Datuk Parmjit Singh (left), CEO of APU.

Ho See Hui (right), President of the Operation Smile Club, explains the concept of APU Smile Fest: Euphoria Expedition, a 3-day student-led community programme, to DYMM Tengku Permaisuri Selangor, Tengku Permaisuri Hajah Norashikin (left), while Datuk Parmjit Singh (centre) looks on.

A special focus of APU Smile Fest is its support for animal welfare and sustainability, reflecting APU's long-standing commitment to these causes. Notably, APU students have been active volunteers for the Society for the Prevention of Cruelty to Animals (SPCA) Selangor, where DYMM Tengku Permaisuri Selangor serves as the Royal Patron.

Datuk Parmjit Singh (left), CEO of APU, presented a mock cheque for RM30,000 to support SPCA and related initiatives, received by Ms Christine Chin, Chairman of SPCA Selangor (right), and witnessed by DYMM Tengku Permaisuri Selangor, Tengku Permaisuri Hajah Norashikin.

During the launch, a mock cheque of RM30,000 was presented to support SPCA and other related initiatives, witnessed by DYMM Tengku Permaisuri Selangor.

Since 2016, approximately 700 APU students have volunteered at SPCA Selangor, where they engage in activities such as animal care, cleaning, and public outreach to promote awareness about stray animal rescue. Over the years,

APU students have raised and donated RM50,000 in cash and animal food to support the shelter through various fundraising efforts.

For the past decade, APU's student community has also spearheaded multiple charitable initiatives that align with the Sustainable Development Goals (SDGs). These initiatives have included working with the Malaysian Conservation Alliance for Tigers (MYCAT) to protect wild tigers, launching quick relief efforts during flood disasters, and outreach to Indigenous and underprivileged communities. Additionally, students have raised charity funds for the FurryKids Safe Haven animal shelter, participated in beach clean-ups, and collaborated with Greenpeace Malaysia to advocate for forest conservation and climate action.

Datuk Parmjit Singh, Chief Executive Officer of APU, delivered the welcome speech at the launch of APU Smile Fest: Euphoria Expedition.

Reflecting on the success of the APU Smile Fest, Datuk Parmjit Singh, Chief Executive Officer of APU, remarked, "At APU, we believe in creating impactful experiences that go beyond academics. Our students' active involvement in initiatives like APU Smile Fest exemplifies their commitment to not only personal growth but also making meaningful contributions to society. This programme showcases the spirit of service and sustainability, which are core to our university's values. The entire APU Community of students and staff are immensely grateful to DYMM Tengku Permaisuri Selangor for gracing the launch of this very meaningful programme. DYMM Tengku's passion for championing such important initiatives is an inspiration to all of us."

Also attending the ceremony were – **Ms Christine Chin**, Chairman of SPCA Selangor; **Ms Jeskiran Kaur Bhat**, Chairman of Furrykids; **Datin Dr Sarvinder Kaur Sandhu,** Head of the School of

A wide-angle group photo of the APU community with DYMM Tengku Permaisuri Selangor, Tengku Permaisuri Hajah Norashikin, and other VIPs following the official launch of APU Smile Fest: Euphoria Expedition.

Foundation, APU; **Mr Mohd Helmy bin Norman**, Chief Financial Officer of APU; **Mr Wan Hafiz Hamzah bin Wan Hussien**, Director of APU; and **Ms Abbhirami Sivarajan**, Lecturer of APU.

The APU Smile Fest: Euphoria Expedition continues until 5 October 2024, with its final day featuring the much-anticipated night run.

ENLIGHTENING SESSION EXPLORES NEURO-DRAMATIC-PLAY AND ITS THERAPEUTIC POTENTIAL
Thursday 25 April 2024, 09:39 am

The School of Psychology (SoP) at Asia Pacific University of Technology & Innovation (APU) recently hosted an insightful event titled "Introduction to Neuro-Dramatic-Play (NDP)" on 4th April 2024. Led by Mr Jaff Choong Gian Yong, Lecturer, SoP, the event featured distinguished speaker Prof Dr Sue Jennings, a leading figure in Play Therapy and Dramatherapy in the United Kingdom.

With nearly 40 attendees, the event provided a deep dive into the origins, principles, and therapeutic applications of NDP.

Prof Jennings shed light on the roots of NDP and its profound connection to attachment theory, stressing that attachment processes commence as early as six months before birth.

NDP, an attachment-based play methodology, aims to enhance sensory development, rhythm, embodied experiences, and social interaction among participants.

The presentation by Prof Jennings outlined three fundamental developmental frameworks of NDP:

1. Cognitive Development: The crucial role of play in the development of the brain.
2. Embodiment-Projection-Role: The dynamic interaction among physical movements, imagination, and engaging in roles.
3. Theatre of Resilience: The capacity of NDP to enhance resilience and coping abilities.

A highlight of the event was the discussion on the therapeutic use of literature, with Prof Jennings referencing Shakespeare's "A Midsummer Night's Dream" as a powerful therapeutic story.

Attendees gained practical insights into NDP's application in therapeutic settings through a compelling case study, illustrating its effectiveness in facilitating emotional expression and psychological healing.

Reflecting on the event, Mr Jaff Choong expressed enthusiasm about exploring NDP's transformative potential further, emphasising the importance of innovative approaches in mental health promotion.

A SPLASH OF COLOUR, A LIFETIME OF MEMORIES

Friday 25 October 2024, 09:40 am

APU hosts many runs throughout the year, but none have been as colourful as the APU Colour Run.

Nearly 450 people signed up for the 21st September 2024 Colour Run that had runners covered from head to toe in all kinds of colours. Many students described the experience as the highlight of their semester.

"I didn't have any expectation when I joined but wow it was amazing! Definitely one of the highlights of my uni life" shared by one of the participants, Fong Wan Yee, who is in her final year.

The run kicked off at 5:00pm with an enthusiastic crowd at the starting line, ready to be splashed with vibrant hues of blue, pink, yellow, and green powder as they made their way through the specially designed 5-km route, with 3 colour stations around the campus.

As runners reached each checkpoint, they were met with volunteers who showered them with colourful powders. Faces lit up, and even those hesitant to get splattered couldn't resist the contagious joy and joined in the fun.

By the end of the 5-km route, no one was left unpainted; everyone looked like they had run through a rainbow!

Hussain Moizbhai, majoring in Artificial Intelligence, said that it was a nice way to incorporate fitness and fun, as well as bringing people together for an all-around good time.

"I don't usually go out for runs, but when a friend told me about the color run, I thought it sounded like a fun experience to try," he shared. "I had no idea it would be anything like this."

The event, led by the Student Representative Council (SRC), had been in the works for over two and a half months.

Project Director, Wong Yu Qin shared that it was a privilege to work with the Assistant Project Director, Christopher Lee Jun Liang and a dedicated team of 76 students, including performers, who helped bring this vibrant run into reality.

"Reflecting on the experience, I can't express how rewarding it has been to lead such a large-scale event for the first time. From witnessing participants cross the finish line with determination to receiving feedback from those who expressed their appreciation, every moment felt like a testament to the hard work of our team."

"Having Prof. Ts. Dr. Murali Raman joined us made the day even more special." She expressed

A Fun-Filled Experience for All

The color run was not merely just a race, it was a full-blown event with music, dancing, and cultural performance.

APU Music Club, Rentak Tari Club, and Dance Club gave spectacular performances, while the committee members and volunteers got everyone ready for the race with an engaging warm-up session before the run started.

Adding to the festive atmosphere, we were honored to welcome distinguished guests, Mr. Niyewzuan, Representative of Sports and Strategic Planning from the Ministry of Higher Education, and Prof. Ts. Dr. Murali Raman, Deputy Vice-Chancellor of APU, whose presence added prestige to this special occasion.

Looking Ahead

As the colours faded and the participants gathered for a final group photo with their friends, they bid farewell with big smiles, each departing with colourful attire as a souvenir from the event.

One thing was clear: the APU Color Run had left a lasting impression on everyone involved.

Reflecting on the event's success, Yu Quin added, "We're grateful for the support from our volunteers, participants, and sponsors. This event wouldn't have been possible without them!"

The APU Color Run 2024 not only highlighted the spirit of community, health, and unity but also showcased the power of collective action in creating positive change.

APU is proud to have hosted such an impactful event and looks forward to many more colorful adventures ahead.

KEY ENGAGEMENTS UNDER SDG 3 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	3rd Runner Up for APU Girls Volleyball at MIGVC 2024	https://new.apu.edu.my/news/3rd-runner-apu-girls-volleyball-migvc-2024
2	APU Athletes Shine at ASEAN University Games (AUG) 2024	https://new.apu.edu.my/news/apu-athletes-shine-asean-university-games-aug-2024
3	APU eSports Club Hosts Inaugural InterVarsity Valorant Tournament	https://new.apu.edu.my/news/apu-esports-club-hosts-inaugural-intervarsity-valorant-tournament
4	APU hosts Mental Health screening Programme in collaboration with The Pillars Malaysia	https://new.apu.edu.my/news/apu-hosts-mental-health-screening-programme-collaboration-pillars-malaysia
5	APU Psychology Society's Vibrant Celebration of Cultures and Diversity	https://new.apu.edu.my/news/apu-psychology-societys-vibrant-celebration-cultures-and-diversity
6	APU Psychology Students Explore the Realities of Mental Health Care at Hospital Bahagia Ulu Kinta	https://new.apu.edu.my/news/apu-psychology-students-explore-realities-mental-health-care-hospital-bahagia-ulu-kinta
7	APU Psychology Students Lead the Charge in Mental Health Advocacy at Pillars Festival 2024	https://new.apu.edu.my/news/apu-psychology-students-lead-charge-mental-health-advocacy-pillars-festival-2024
8	APU Squash Team Shine with Two Medals at MASISWA-TARUMT Varsity Squash Open 2024	https://new.apu.edu.my/news/apu-squash-team-shine-two-medals-masiswa-tarumt-varsity-squash-open-2024
9	APU's Startup Weekend: Where Ideas and Innovations Meet the SDGs	https://new.apu.edu.my/news/apus-startup-weekend-where-ideas-innovations-meet-sdgs
10	APU Students Get Hands-On Experience with Bukit Jalil National Stadium Sports Facility Management	https://new.apu.edu.my/news/apu-students-get-hands-experience-bukit-jalil-national-stadium-sports-facility-management
11	APU Students Promote Environment & Sustainability Awareness at Public Transport Marathon	https://new.apu.edu.my/news/apu-students-promote-environment-sustainability-awareness-public-transport-marathon
12	APU XR Studio Partners with apoQlar Medical to Pioneer XR Advancements in Healthcare Education	https://new.apu.edu.my/news/apu-xr-studio-partners-apoqlar-medical-pioneer-xr-advancements-healthcare-education
13	DYMM Tengku Permaisuri Selangor Launches APU Smile Fest: Euphoria	https://new.apu.edu.my/news/dymm-tengku-permaisuri-selangor-launches-apu-smile-fest-euphoria
14	Empowering Lives Through the 2-Way Special Educational Needs Camp	https://new.apu.edu.my/news/empowering-lives-through-2-way-special-educational-needs-camp
15	Enlightening Session Explores Neuro-Dramatic-Play and Its Therapeutic Potential	https://new.apu.edu.my/news/enlightening-session-explores-neuro-dramatic-play-and-its-therapeutic-potential
16	Experiencing Glamping Adventure, Exploring Eco-Luxury for APU Hospitality & Tourism Students	https://new.apu.edu.my/news/experiencing-glamping-adventure-exploring-eco-luxury-apu-hospitality-tourism-students
17	Lighting Up Emotions	https://new.apu.edu.my/news/lighting-up-emotions
18	New Yet Fearless	https://new.apu.edu.my/news/new-yet-fearless
19	Noodle Production Process Excites SoMM Students during Industrial Visit to Top Snack Factory	https://new.apu.edu.my/news/noodle-production-process-excites-somm-students-during-industrial-visit-top-snack-factory
20	Raising Awareness for Mental Well-Being in the Workplace	https://new.apu.edu.my/news/raising-awareness-mental-well-being-workplace
21	Redefining Wellness in Modern Men	https://new.apu.edu.my/news/redefining-wellness-modern-men
22	Relax, Rejuvenate, and Refresh	https://new.apu.edu.my/news/relax-rejuvenate-and-refresh

KEY ENGAGEMENTS UNDER SDG 3 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
23	A Splash of Colour, A Lifetime of Memories	https://new.apu.edu.my/news/splash-colour-lifetime-memories
24	Stand Tall for Mental Wellness	https://new.apu.edu.my/news/stand-tall-mental-wellness
25	Successful 13 Medal Haul for APU Athletes at SUKIPT 2024	https://new.apu.edu.my/news/successful-13-medal-haul-apu-athletes-sukipt-2024
26	SUKANEKA 2024 at APU Unleashing Team Spirit	https://new.apu.edu.my/news/sukaneka-2024-apu-unleashing-team-spirit
27	Sun, Sand, and Social Impact: Promoting Sustainability Principles and Environmental Awareness Amongst Rumah Shalom Youths	https://new.apu.edu.my/news/sun-sand-and-social-impact-promoting-sustainability-principles-and-environmental-awareness
28	Understand Neurodiversity	https://new.apu.edu.my/news/understand-neurodiversity
29	Varsity Challenge 2024: APU's Shermann Choong Bags Silver in 100M Butterfly	https://new.apu.edu.my/news/varsity-challenge-2024-apus-shermann-choong-bags-silver-100m-butterfly
30	World Mental Health Day @ APU Highlights "Nurturing the Right Mindset" Talk and AP Care App Launch	https://new.apu.edu.my/news/world-mental-health-day-apu-highlights-nurturing-right-mindset-talk-and-ap-care-app-launch

GOAL 4: QUALITY EDUCATION
Ensure Inclusive and Equitable Quality Education and Promote Lifelong Learning Opportunities For All

Research Publication	20
SDG 4 Related Activities	161

2024 QS WORLD UNIVERSITY RANKINGS-SUSTAINABILITY
Tuesday 16 January 2024, 11:33 am

Asia Pacific University of Technology and Innovation (APU) makes a stellar debut in the QS World University Rankings: Sustainability, securing a spot among the top 1200 institutions worldwide. Notably, APU shines in environmental sustainability indicator, claiming the 207th position globally, a testament to its commitment to addressing pressing global challenges.

This achievement highlights APU's dedication to fostering positive change, emphasizing its pivotal role in driving sustainability through education, research, and community engagement. APU stands as a beacon of excellence in navigating the complex landscape of sustainability, contributing significantly to a more sustainable future.

2024 QS WORLD UNIVERSITY RANKINGS-SUSTAINABILITY
Tuesday 16 January 2024, 11:33 am

Prof Dr Vinesh Thiruchelvam (7th from the left), APU Chief Innovation & Enterprise Officer and Assoc Prof Dr Muhammad Ehsan Rana (8th from the left), Advisor APU IEEE Student Branch, holding the 2024 IEEE Malaysia Corporate Partnership Award and the 2024 IEEE Malaysia Supporter Award received from the Deputy Minister for Energy Transition and Water Transformation, YB Tuan Haji Akmal Nasrullah Mohd Nasir (6th from the left), at the 2024 IEEE Malaysia Inspiration Night.

Prof Dr Vinesh Thiruchelvam (4th from the left), APU IEEE Student Branch members, academicians and students joyfully attended the 2024 IEEE Malaysia Inspiration Night. From left – Dr Vazeerudeen Hameed, Hema Latha Krishna Nair, Khoo Hui Ying, Prof Dr Vinesh Thiruchelvam, Assoc Prof Dr Muhammad Ehsan Rana, Mohd Hanis Jenalis, Kamalanathan Shanmugam, Yogeswaran Nathan, Brandon Ban Kai Xian, Ts Dr Siti Azreena Mubin.

Asia Pacific University of Technology and Innovation (APU) was honoured to receive the prestigious 2024 **IEEE Malaysia Corporate Partnership Award and the 2024 IEEE Malaysia Supporter Award** at the 2024 IEEE Malaysia Inspiration Night.

The Institute of Electrical and Electronics Engineers (IEEE), is the world's largest professional organisation dedicated to advancing technology for humanity's benefit.

Held at Le Meridien Putrajaya on July 6th, 2024, this annual gathering is a hallmark of inspiration, networking, and celebration within the computing and engineering community.

Led by **Professor Dr Vinesh Thiruchelvam,** APU Chief Innovation & Enterprise Officer, members of the APU IEEE Student Branch and selected faculty from the School of Computing, School of Technology, and School of Engineering attended the event.

The APU delegation included **Assoc Prof Dr Muhammad Ehsan Rana, Dr Vazeerudeen Hameed, Ms Hema Latha Krishna Nair, Ts Dr Siti Azreena, Dr Lau Chee Yong, Mr Kamalanathan Shanmugam, Mr Yogeswaran Nathan, Mr Mohd Hanis Jenalis,** and other esteemed faculty members.

The awards, presented by the IEEE Malaysia Section and Malaysia's Deputy Minister for Energy Transition and Water Transformation, YB Tuan Haji Akmal Nasrullah Mohd Nasir, acknowledge the APU IEEE Student Branch's unwavering commitment to industry engagement and nurturing exceptional talents.

Prof Dr Vinesh Thiruchelvam (3rd from the right) posed with the Deputy Minister for Energy Transition and Water Transformation, YB Tuan Haji Akmal Nasrullah Mohd Nasir (4th from the left), and the other award recipients on stage.

The evening was a testament to the collective efforts of dedicated faculty and students associated with the APU IEEE Student Branch (SB).

Established in 2014, the IEEE SB has achieved significant milestones, contributing to its sustained success over the past decade. The strong leadership of Assoc Prof Dr Muhammad Ehsan Rana and Dr Vazeerudeen Hameed, combined with the dependable advisory from Prof Dr Vinesh Thiruchelvam, has made this year the most successful in its history.

"This recognition is a testament to the hard work and dedication of our faculty and students. It motivates us to continue fostering a collaborative and innovation-driven environment," said Prof Dr Vinesh.

The university's IEEE SB, along with its three chapters—the Computer Society (CS) Chapter, the Communication Society (COMSOC) Chapter, and the Computational Intelligence Society (CIS) Chapter—remain committed to preparing future generations of technology students with the skills and knowledge necessary to address the evolving challenges of the industry.

IEEE, with its 460,000 members in over 190 countries, including more than 171,000 student members, inspires a global community through its highly cited publications, conferences, technology standards, and professional and educational activities.

Overall, IEEE has 344 Sections in 10 Geographic Regions worldwide, 2,709 Chapters uniting local members with similar technical interests, 3,635 Student Branches at colleges and universities in over 100 countries, 639 Affinity Groups, plus 39 Technical Societies and 8 Technical Councils representing a wide range of IEEE technical interests.

ICDBSE 2024: FOSTERING DIGITAL TRANSFORMATION AND LIFELONG LEARNING

Monday 02 December 2024, 05:32 pm

The 2nd ICDBSE conference focused on innovation and technology for sustainability and lifelong learning, attracting over 150 attendees from 11 countries with key discussions included the role of technology in sustainable and quality frameworks for lifelong learning, digital business and economy, digital learning and society, and emerging technologies.

APU delegation at ICDBSE 2024 led by our esteemed Deputy Vice-Chancellor, Professor Ts Dr Murali Raman.

The **2024 International Conference on Digital Business, Society, and Economy (ICDBSE)** took place at the prestigious **Sukhothai Thammathirat Open University (STOU)** in Nonthaburi, Thailand, in collaboration with the **Asia Pacific University of Technology & Innovation (APU)**.

Under the theme 'Innovation and Technology towards Sustainability and Lifelong Learning', the conference attracted over 150 attendees from 11 countries, coming together to explore ground-breaking ideas that are shaping the future of digital business, education, and society.

APU delegation at ICDBSE 2024 led by our esteemed **Deputy Vice-Chancellor, Professor Ts Dr Murali Raman, included Dr Hafinaz Hasniyanti Hassan, Ms Analisa Hamdan, Dr Nurul Farhaini Razali, Dr Ooi Bee Wah, Dr Marjea Jannat Mohua, Ms Ong Yu Yan, Mr Suresh Kumar, Ms Kavitha Arunasalam and Associate Professor Dr Shahrinaz Ismail.**

The conference kicked off with insightful opening remarks from **Assistant Professor Dr Phanompatt Smitananda, Acting President of STOU, and Professor Ts Dr Murali Raman, Deputy Vice-Chancellor of APU,** setting the stage for two days of engaging discussions and idea exchanges.

The first day featured a keynote address by **Associate Professor Dr Ninnat Olanvoravuth, Secretary-General of the Association of Southeast Asian Institutions of Higher Learning (ASAIHL)**, who presented on Innovative Technology for Sustainable Lifelong Learning.

This was followed by a thought-provoking panel discussion moderated by Professor Ts Dr Murali, where experts such as **Professor Dr Ojat Darojat, President of the Asian Association of Open Universities (AAOU); Dr Torunn Gjelsvik, Secretary-General of the International Council for Open and Distance Education (ICDE); and Mr Emiljohn Columna Sentillas from the Southeast Asia Ministers of Education Organization (SEAMEO)** discussed the crucial topic 'Envisioning Excellence: Establishing a Robust Quality Framework for Lifelong Learning'.

Also present was the Deputy Head of Mission at the Malaysian Embassy in Bangkok, Mr. Bong Yik Jui (right).

Professor Ts Dr Murali Raman was invited as moderator for the 2nd ICDBSE conference.

The conference covered a diverse range of sub-themes, including Digital Business and Economy, Digital Learning and Society, Accounting Technology (FinTech), Engineering and Technology for Sustainability, Society 5.0, and Emerging Technologies (AR/VR/MR/Metaverse).

These topics sparked engaging debates, inspiring attendees to reflect on the role of technology in shaping sustainable, inclusive futures.

On the second day, the focus shifted to a keynote speech titled 'SMEs and Digital Business Transformation', delivered by Professor Ts Dr Murali.

This was followed by an engaging session called 'Join Forces for Impactful Advocacy — The ICDE Global Advocacy Campaign in Asia'.

The session was moderated by **Dr Torunn Gjelsvik (ICDE)** and featured thought leaders such as **Professor Dr Ahmad Ezanee Awang (OUM), Dr Melinda dP. Bandalaria (UPOU), and Dr John Cribbin (HKU Space).**

The conference concluded with a celebratory prize-giving ceremony, recognizing outstanding contributions.

The awardees were:

Best Paper and Best Presentation Award
Is Sustainability Management Accounting Systems Inevitable for Leveraging Intellectual Capital Towards Sustainable Firm Performance in Digital Era? A Cross Sectional Study

Best Presentation Award
Determining the Challenges faced by Auditors with Audit Automation

Best Presentation Award
Can a Comprehensive Conceptual Framework Unlock Effective Gen-AI Integration in Malaysia, Indonesia, and the Philippines' Education?

APU's School of Accounting and Finance (SoAF) Lecturer, Dr Marjea Jannat Mohua won the Best Paper and Best Presentation Award.

APU's Digital Learning Hub (DLH) Digital Learning Designer, Ms Analisa Hamdan, a PhD student at the School of Business (SoB), and APU's SoAF Senior Lecturer, Ms Kavitha Arunasalam, a DBA student at APU, jointly won the Best Presentation Award.

The two-day conference left a lasting impact on participants, who took away key insights on empowering lifelong learning through innovation, driving digital transformation in business and education, enhancing digital learning quality and access, and advocating for digital and social equity.

The role of generative AI in education and society also became a key talking point, sparking forward-thinking discussions among attendees.

Professor Ts Dr Murali Raman reflected on the experience, saying, "It was a fantastic experience leading a dedicated team from APU in co-hosting the 2nd International Conference on Digital Business, Society, and Economy with Sukhothai Thammathirat Open University in Bangkok, Thailand.

Following the Top Management meeting, the organizers convened for a group photo to decide the next host.

"Our partnerships with esteemed institutions such as Open University Malaysia, Universitas Terbuka, AAOU, ICDE, and Chitkara University were instrumental in making this event a success.

"I am especially proud of our staff and students, whose achievements shone amidst more than 150 participants from 11 nations."

At the same time, the delegates were also taken to visit the Grand Palace and participate in Loy Kratong celebration activities.

The ICDBSE 2024 was a resounding success, bringing together innovators, educators, and business leaders to explore the intersection of technology, society, and lifelong learning.

The delegates embarked on a captivating tour of Thailand's iconic Grand Palace.

WHERE TECHNOLOGY MEETS ARTISTRY

Wednesday 21 February 2024, 03:38 pm

Over 80 students from 17 programmes under SoC and SoT fused technology and art at the Bridging the Gap Between Technology and Artistry Final Year Project (FYP) Showcase 2024.

Asia Pacific University of Technology & Innovation (APU) **School of Computing (SoC) and School of Technology (SoT)** recently collaborated on an outstanding **Final Year Project (FYP) Showcase** on 17 January 2024.

Over 80 final-year students from 17 programmes under SoC and SoT, transformed the APU Walkway and Atrium into a vibrant canvas of innovation, showcasing their projects under the captivating theme: **'Bridging the Gap Between Technology and Artistry'**.

Forget the usual tech showcases. This SoC and SoT FYP showcase allows young inventors to showcase their talents while combining cutting-edge technology with stunning visuals, engaging characters, and immersive environments, showing that the future of technology and creativity is exciting.

Ms. Rizawati Rohizan and her team — Dr. Dewi Octaviani, Ms. Palvinderjit Kaur, Mr. Dhason Padmakumar, Ts. Umapathy Eaganathan, Ms. Aida Zamnah Zainal Abidin, Mr. Daniel Mago Vistro, and Mr. Jacob Sow Tian You — spearheaded the FYP Showcase, an event that went beyond a mere presentation; it was a fusion of creativity where algorithms, and brushstrokes all came together.

APU Vice Chancellor Prof. Dr. Ho Chin Kuan kicked off the event, setting the stage for an intellectual event fuelled by passion and judged by experts, with a group of recognised external and internal panels holding the reins of judgement.

The external panel from the world of technology and art including figures such as Mr. Havene Liew (XR Associates), Mr. Jeremy Raj (CodeMe Pro (M) Sdn. Bhd.), Ts. Eric Lee Jian Aun (LeadAlways Technology (M) Sdn. Bhd.), Mr. Terran Loh Wei Yang (LifeTech Group), Mr. Mohammed Afsal (Robomy Sdn. Bhd.), Mr. P. Srinivasa Rao (AIA Bhd.), Mr. Joco Tan (EC- Council Global Services), Dr. Meisam Eslahi (EC- Council Global Services), Mr. Abdul Hanan Ismail (Kelembai Solutions & Resources), Mr. Brian Goh (BP Business Service Center Asia Sdn. Bhd.), and Ms. Norah Khor Hui Yi (Quurk Sdn. Bhd.).

The internal panel comprises SoC and SoT lecturers, including Assoc. Prof. Dr. Thang Ka Fei, Assoc. Prof. Dr. Muhammad Ehsan Rana, Assoc. Prof. Dr. Shahrinaz Ismail, Dr. Preethi Subramanian, Dr. Julia Juremi, Dr. Kohila Malar Kalesamy, Dr. Seyedmostafa Safavi, Ts. Dr. Siti Azreena Mubin, Mr. Au Yit Wah, Mr. Naresh Kumar Appadurai, and Mr. Jeffery Jeselee Sijore.

The panellist' diverse perspectives ensure thorough and insightful examination of each project to determine the winners of the Best FYP and Best Poster Design Awards.

Each project demonstrated the unlimited possibilities of human ingenuity. For example, Wong Zi Xuan's project Calmpaws VR aims to improve mental health by developing an immersive virtual reality companion pet application.

Mariyln Tan Shiaw Hiu's AI-Powered File Checker and Analyser make a smart checker and analyser built with multiple machine learning models to develop state-of-the-art techniques.

Abdel Rahman Fathalla Ismail Taher Haraz's interactive Tourist Guide Application (TGA) answers user requests with a unique algorithm, allowing travellers to explore independently and fully enjoy their vacation without missing out on the main attractions.

However, the real winners were the APU community members who witnessed this remarkable display of innovative thinking and technical prowess at the 2024 SoC and SoT FYP Showcase.

It was not just an event; it was a lively tapestry woven from passion, dedication, and limitless creativity.

Assoc. Prof. Ts. Dr. Tan Chin Ike, Head of SoC, highlighted that the SoC and SoT FYP Showcase provided a glimpse into a future in which technology and art, rather being competing, collaborated to create a masterpiece.

"We celebrate this success, but we also look forward to building on this momentum," he said.

"The SoC and SoT FYP Showcase is a cornerstone of the university's academic calendar, demonstrating its commitment to nurturing innovation and belief in the power of human imagination," added Assoc. Prof. Dr. Thang Ka Fei, Head of SoT.

GEN-AI FOR EDUCATION TAKES CENTER STAGE AT APU *Tuesday 28 May 2024, 04:29 pm*

ASEAN's educational leaders brainstorm solutions, shaping the future of learning.

The 'ASEAN Stakeholder Summit on Generative Artificial Intelligence (Gen-AI) for Education' attracted over 200 participants.

The Asia Pacific University of Technology & Innovation (APU) organised and hosted the 'ASEAN Stakeholder Summit on Generative Artificial Intelligence (Gen-AI) for Education', the region's inaugural leading event dedicated to Gen-AI innovative solutions for developing ASEAN education on 14-15 May 2024.

The summit attracted over 200 participants — policymakers, educators, and industry leaders — from 11 ASEAN countries and 14 non-ASEAN countries, including Australia, Canada, Japan, UK and USA.

The summit underlined APU's leadership role in spearheading educational transformation by leveraging Gen-AI to provide personalised learning, increase student engagement, and push for equal educational access across ASEAN.

The ASEAN Stakeholder Summit on Gen-AI for Education emerged as a key platform for collaboration as the region grapples with both the rapid spread of digital technology and the ongoing digital divide issue.

Themed 'Unlocking the AI Frontier in ASEAN Education', the event highlighted the urgency to provide personalised learning, increase student engagement, and promote educational equity access to everyone in Southeast Asia region in the face of these profound challenges.

Datuk Parmjit Singh, APU's CEO, gave the opening speech, emphasising that unlocking the full potential of Gen-AI and achieving educational excellence required strong leadership, staff development, innovation, and a willingness to embrace new approaches.

The theme resonated deeply among all participants, highlighting the need for innovative and resilient approaches to Gen-AI's applications in curriculum development, content generation, and customised assessments.

In response, the United Nations Educational, Scientific and Cultural Organization (UNESCO) Chair currently hosted at APU and received strong support from the Malaysia Digital Economy Corporation (MDEC) and Amazon Web Services (AWS) as primary sponsors.

The discussions highlighted the importance of digital infrastructure and equitable access; content accuracy, assessment validity and ethical considerations; educator and professional development; governmental and institutional support; AI-enhanced learning experiences and personalisation; and policy development and research advancement, emphasising the need for swift action towards practical outcomes and actionable insights.

Datuk Parmjit Singh, APU's CEO, in inaugurating the summit, highlighted APU's unwavering commitment in addressing Gen-AI and its potential to reshape teaching and learning across the region.

He urged Southeast Asian educational leaders to embrace Gen-AI's potential, emphasising that "Unlocking the full potential of Gen-AI and achieving educational excellence requires bold leadership, staff development, innovation, and a willingness to embrace new approaches."

Prof Dr Azlinda Azman, Malaysia's Higher Education Director-General, emphasised the importance of educators unlocking Gen-AI's potential to foster critical thinking, creativity, and problem-solving abilities, all of which are aligned with Malaysian educational values.

Prof Dr Azlinda Azman, Malaysia's Higher Education Director-General, also delivered a powerful keynote address to kick-off the summit, stressing on the ethical and inclusive use of AI in education.

She emphasised on the need for educators to unlock Gen-AI's potential to foster critical thinking, creativity, and problem-solving skills, which are in line with Malaysia's educational values.

Datuk Dr Habibah Abdul Rahim, SEAMEO's Director, pointed out ASEAN's rapid digital expansion, with an estimated 400 million users in Southeast Asia and 40 million people going online for the first time in 2020, as well as the digital divide in educational access.

She highlighted the importance of understanding and empathising with various stakeholders, saying that "Understanding the current state is crucial for using Gen-AI to reshape teaching and learning."

One of the delegates, Phonepasuerth Bounnaphonh from Luang Prabang Teacher Training College, Laos, described the summit as an invaluable learning experience.

The round table discussion process is happening to discuss the potential of Gen-AI in education and methods for applying it to ASEAN education.

"I valued the opportunity to represent my country, learn from diverse perspectives, and gain valuable insights into Gen-AI in education. Thank you to APU, UNESCO, sponsors, and all participants for their warm welcome and knowledge sharing. I am looking forward to future cooperation," he explained.

Prof Dr Abtar Darshan Singh, APU's Digital Learning Hub Director and UNESCO Chair, led the discussions on Gen-AI's uses in curriculum development, content generation, and custom assessments.

Together with Mr Emiljohn Sentillas, Policy and Planning Specialists of the Southeast Asian Ministers of Education Organisation (SEAMEO), they announced the discussion summarised into five key takeaways: the inclusion of diverse perspectives in the definition and future direction of AI, the establishment of AI Resource Centres, comprehensive AI training for educators, AI literacy and ethical considerations, and AI-enhanced learning and personalisation.

The takeaway will be implemented across ASEAN countries, fostering a dynamic collaboration, knowledge exchange and networking among them to collectively devise solutions.

Prof Dr Abtar Darshan Singh, APU's Digital Learning Hub Director and UNESCO Chair (far left) poses with delegates while accompanied by Ts. Jonathan JS Kovilpillai, APU's Program Manager, Digital Learning Hub (far right).

TECH WIZARDS IN THE MAKING
Wednesday 25 September 2024, 05:37 pm

Empowering Young Minds with IoT

By actively engaging in Corporate Social Responsibility (CSR) initiatives, universities can significantly impact their communities, bolster their reputations, and cultivate a more enriching learning environment for their students. Through participation in community service projects and sustainability efforts, institutes not only contribute to societal well-being but also develop critical skills such as problem-solving, critical thinking, and effective teamwork among students.

Letter of Intent Signing Ceremony

On Wednesday, July 10, 2024, a momentous event unfolded with the signing of a Letter of Intent (LoI) to launch an Internet of Things (IoT) skill-building programme. This collaborative effort brings together the School of Technology (SoT) at the Asia Pacific University of Technology & Innovation (APU), the Faculty of Education at Universiti Kebangsaan Malaysia (UKM), and SMK Jalan Empat, Bandar Baru Bangi.

The initiative is generously funded by the "Suruhanjaya Kebangsaan UNESCO MALAYSIA (SKUM, or National Commission for UNESCO Malaysia)" Donation Grant, supported by SKUM. The signing ceremony took place at the Faculty of Education, UKM, and was attended by key figures including YBrs Dr Khairul Azhar Jamaludin from UKM and Associate Professor Dr Thang Ka Fei from APU. The APU team who volunteered for this CSR drive consisted of Mr Kamalanathan Shanmugam, Associate Professor Dr Muhammad Ehsan Rana, and Ms Nur Khairunnisha Zainal were also part of this LOI signing.

The core objective of this collaboration is to equip young individuals with the crucial skills, knowledge, and ethical insights necessary to navigate the dynamic field of IoT. This programme is designed to foster a technologically adept workforce and inspire innovation in the tech industry.

IoT Training Programme Overview

The IoT training programme unfolded over three weekends, engaging 26 students aged 15 to 16 in a hands-on learning experience.

Day 1: Hands-On Introduction to IoT Fundamentals

The programme kicked off on Saturday, July 27, 2024, at SMK Jalan Empat, Bandar Baru Bangi, with an engaging introduction to the fundamentals of IoT and its real-world applications. The first day was designed to immerse students in the practical aspects of IoT, providing them with hands-on experience using microcontrollers, sensors, and actuators. Participants were equipped with a variety of IoT components and tasked with developing basic functional programmes, allowing them to apply theoretical knowledge tangibly and creatively. The interactive sessions fostered a deeper understanding of IoT technology and its potential impact on everyday life.

Day 2: IoT Application Development

On the second day, Saturday, August 10, 2024, the focus shifted to the practical integration of various IoT components, such as sensors and actuators, to develop functional IoT projects. Students were immersed in hands-on activities that involved combining these components to create innovative solutions. They exhibited profound enthusiasm as they engaged with the training materials, showcasing their growing proficiency and comparatively deeper understanding of IoT concepts. The interactive nature of the sessions allowed students to apply their knowledge in real-time, further enhancing their skills and creativity in IoT application development.


Day 3: Project Demonstration & Evaluation

On Saturday, August 24, 2024, the final day of the programme was dedicated to project presentations and demonstrations at Dewan Budiman, Faculty of Education, UKM. Eight teams showcased their innovative IoT projects, each demonstrating the skills and knowledge they had acquired throughout the training. A panel of evaluators, including staff members from both APU and UKM, assessed the projects based on criteria such as creativity, functionality, and technical execution. Following a thorough evaluation, the top three projects were honoured with awards, recognising their outstanding quality and effectiveness. This culmination of the program provided students with valuable feedback and celebrated their achievements in IoT application development.

The 3-day training and skill-building programme was led by APU's faculty members from the School of Computing (SoC), Mr Kamalanathan Shanmugam, Associate Professor Dr Muhammad Ehsan Rana, and Ms Nur Khairunnisha Zainal. The sessions were further supported by APU student assistants— Subasree Ramish (Level 3, Bachelor of Science (Honours) in Actuarial Studies), Zainab Ehsan (Level 2, Bachelor of Mechatronic Engineering with Honours) and Viman Vinesh (Level 1, Bachelor of Science (Honours) in Software Engineering)—who provided essential guidance and assistance throughout the training.

The IoT skill-building programme represents a significant advancement in strengthening partnerships between academic institutions and the community. By imparting essential IoT skills to young learners, this initiative not only contributes to the development of a skilled workforce but also fosters innovation within the technology sector.

KEY ENGAGEMENTS UNDER SDG 4 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	3rd Runner Up for APU Girls Volleyball at MIGVC 2024	https://new.apu.edu.my/news/3rd-runner-apu-girls-volleyball-migvc-2024
2	APU Athletes Shine at ASEAN University Games (AUG) 2024	https://new.apu.edu.my/news/apu-athletes-shine-asean-university-games-aug-2024
3	APU eSports Club Hosts Inaugural InterVarsity Valorant Tournament	https://new.apu.edu.my/news/apu-esports-club-hosts-inaugural-intervarsity-valorant-tournament
4	APU hosts Mental Health screening Programme in collaboration with The Pillars Malaysia	https://new.apu.edu.my/news/apu-hosts-mental-health-screening-programme-collaboration-pillars-malaysia
5	APU Psychology Students Explore the Realities of Mental Health Care at Hospital Bahagia Ulu Kinta	https://new.apu.edu.my/news/apu-psychology-students-explore-realities-mental-health-care-hospital-bahagia-ulu-kinta
6	APU Psychology Students Lead the Charge in Mental Health Advocacy at Pillars Festival 2024	https://new.apu.edu.my/news/apu-psychology-students-lead-charge-mental-health-advocacy-pillars-festival-2024
7	APU Squash Team Shine with Two Medals at MASISWA-TARUMT Varsity Squash Open 2024	https://new.apu.edu.my/news/apu-squash-team-shine-two-medals-masiswa-tarumt-varsity-squash-open-2024
8	APU's Startup Weekend: Where Ideas and Innovations Meet the SDGs	https://new.apu.edu.my/news/apus-startup-weekend-where-ideas-innovations-meet-sdgs
9	APU XR Studio Partners with apoQlar Medical to Pioneer XR Advancements in Healthcare Education	https://new.apu.edu.my/news/apu-xr-studio-partners-apoqlar-medical-pioneer-xr-advancements-healthcare-education
10	Empowering Lives Through the 2-Way Special Educational Needs Camp	https://new.apu.edu.my/news/empowering-lives-through-2-way-special-educational-needs-camp

KEY ENGAGEMENTS UNDER SDG 4 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
11	Lighting Up Emotions	https://new.apu.edu.my/news/lighting-up-emotions
12	Successful 13 Medal Haul for APU Athletes at SUKIPT 2024	https://new.apu.edu.my/news/successful-13-medal-haul-apu-athletes-sukipt-2024
13	SUKANEKA 2024 at APU Unleashing Team Spirit	https://new.apu.edu.my/news/sukaneka-2024-apu-unleashing-team-spirit
14	Sun, Sand, and Social Impact: Promoting Sustainability Principles and Environmental Awareness Amongst Rumah Shalom Youths	https://new.apu.edu.my/news/sun-sand-and-social-impact-promoting-sustainability-principles-and-environmental-awareness
15	Varsity Challenge 2024: APU's Shermann Choong Bags Silver in 100M Butterfly	https://new.apu.edu.my/news/varsity-challenge-2024-apus-shermann-choong-bags-silver-100m-butterfly
16	Building Resilient Communities with Sustainable Future Fusion's Drive for Food Security and Digital Empowerment	https://new.apu.edu.my/news/building-resilient-communities-sustainable-future-fusions-drive-food-security-and-digital
17	APU Secures Erasmus+ Grant for Transformative Agricultural Project	https://new.apu.edu.my/news/apu-secures-erasmus-grant-transformative-agricultural-project
18	APU School of Foundation's Transformative ESG Initiative at Elshaddai Refugee School	https://new.apu.edu.my/news/apu-school-foundations-transformative-esg-initiative-elshaddai-refugee-school
19	APU SoF Students Fired Up by ASB-UNHCR Conference Links SDGs to Refugee Solutions	https://new.apu.edu.my/news/apu-sof-students-fired-asb-unhcr-conference-links-sdgs-refugee-solutions
20	APU's School of Foundation and Elshaddai Refugee School Collaborate for 5th CSR Project	https://new.apu.edu.my/news/apus-school-foundation-and-elshaddai-refugee-school-collaborate-5th-csr-project
21	APU's School of Foundation Empowers Refugee Students Through Inspiring Campus Visit and Skill-Building Workshops	https://new.apu.edu.my/news/apus-school-foundation-empowers-refugee-students-through-inspiring-campus-visit-and-skill-building-workshops
22	Celebrating APU's CSR Endeavors by Empowering Refugee Students Through Public Speaking	https://new.apu.edu.my/news/celebrating-apus-csr-endeavors-by-empowering-refugee-students-through-public-speaking
23	A Transformative Journey Empowering Refugee Students Through Digital Literacy	https://new.apu.edu.my/news/transformative-journey-empowering-refugee-students-through-digital-literacy
24	APU SoF Successfully Completes Second Monthly Routine of Year-long CSR Project for Refugee Children	https://new.apu.edu.my/news/apu-sof-successfully-completes-second-monthly-routine-of-year-long-csr-project-for-refugee-children
25	2024 QS World University Rankings- Sustainability	https://new.apu.edu.my/news/2024-qs-world-university-rankings-sustainability
26	An Actuary's Journey to a Meaningful SDGs Future	https://new.apu.edu.my/news/actuarys-journey-meaningful-sdgs-future
27	A glimpse into Actuarial Excellence at Sun Life Malaysia	https://new.apu.edu.my/news/a-glimpse-into-actuarial-excellence-at-sun-life-malaysia
28	APLC Earns Prestigious Recognition as Malaysia's Best Language Centre at Malaysia Education & TVET Awards 2024	https://new.apu.edu.my/news/aplc-earns-prestigious-recognition-malaysias-best-language-centre-malaysia-education-tvet-awards-2024
29	APLC Embraces Multiculturalism with a Vibrant Celebration of Unity and Diversity	https://new.apu.edu.my/news/aplc-embraces-multiculturalism-vibrant-celebration-unity-diversity
30	APU & 9 Universities Embracing Immersive Learning by Joining CelcomDigi Metaversity Initiative	https://new.apu.edu.my/news/apu-9-universities-embracing-immersive-learning-joining-celcomdigi-metaversity-initiative

KEY ENGAGEMENTS UNDER SDG 4 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
31	APU Accounting & Finance Students Excel at MICPA X Ca ANZ Accountancy Week 2024	https://new.apu.edu.my/news/apu-accounting-finance-students-excel-micpa-x-ca-anz-accountancy-week-2024
32	APU Actuarial Innovators sharpen Skills in PythonLab Hackathon Workshop	https://new.apu.edu.my/news/apu-actuarial-innovators-sharpen-skills-pythonlab-hackathon-workshop
33	APU AI Club Recognised as a Premier Digital Tech Club	https://new.apu.edu.my/news/apu-ai-club-recognised-premier-digital-tech-club
34	APU Aligning with Malaysia's Ambitious Vision for the Semiconductor Industry	https://new.apu.edu.my/news/apu-aligning-malaysias-ambitious-vision-semiconductor-industry
35	APU and Kyungpook National University Forge Path to Global Startups	https://new.apu.edu.my/news/apu-and-kyungpook-national-university-forge-path-global-startups
36	APU and Ledgerbrains AI Consortium Forge Strategic Collaboration to Advance AI Talent Development	https://new.apu.edu.my/news/apu-and-ledgerbrains-ai-consortium-forge-strategic-collaboration-advance-ai-talent
37	APU and LUSH Malaysia signing a partnership for Sustainability and Growth	https://new.apu.edu.my/news/apu-and-lush-malaysia-signing-partnership-sustainability-and-growth
38	APU and NGOs Unite to Empower Youth, Women and Girls	https://new.apu.edu.my/news/apu-and-ngos-unite-empower-youth-women-and-girls
39	APU and OMG (Oceanus Media Global) Forge Partnership to Revolutionise Virtual Production Education in Southeast Asia	https://new.apu.edu.my/news/apu-and-omg-oceanus-media-global-forge-partnership-revolutionise-virtual-production-education
40	APU and PMIMY Collaboration Enhances Student Project Management Experience	https://new.apu.edu.my/news/apu-and-pmimy-collaboration-enhances-student-project-management-experience
41	APU and Regov Technologies collaborate to launch Malaysia's first Web3 Innovation Lab (W3IL)	https://new.apu.edu.my/news/apu-and-regov-technologies-collaborate-launch-malaysias-first-web3-innovation-lab-w3il
42	APU and SkyeChip Forge Strategic Partnership to Advance IC Design Research	https://new.apu.edu.my/news/apu-and-skyechip-forge-strategic-partnership-advance-ic-design-research
43	APU Badminton Club Secure 1st Runner-Up at HELP Porcupine Cup 2024	https://new.apu.edu.my/news/apu-badminton-club-secure-1st-runner-help-porcupine-cup-2024
44	APU Celebrates Prestigious NAPEI Excellence Award Win in Innovation in Education	https://new.apu.edu.my/news/apu-celebrates-prestigious-napei-excellence-award-win-innovation-education
45	APU Champions Tourism Talent Development to Safeguard Malaysia's Heritage	https://new.apu.edu.my/news/apu-champions-tourism-talent-development-safeguard-malaysias-heritage
46	APU Co-Hosts Enriching Student Mobility Programme with KCLAS	https://new.apu.edu.my/news/apu-co-hosts-enriching-student-mobility-programme-kclas
47	APU CSR Orphanage Child Care and Education Project Aligned With SDG-4	https://new.apu.edu.my/news/apu-csr-orphanage-child-care-and-education-project-aligned-with-sdg-4
48	APU Educators Celebrated as Microsoft Innovative Educator Experts for 2024/2025	https://new.apu.edu.my/news/apu-educators-celebrated-microsoft-innovative-educator-experts-2024-2025
49	APU Educators Championing Social Change with Environmental Psychology Leadership	https://new.apu.edu.my/news/apu-educators-championing-social-change-environmental-psychology-leadership
50	APU Engineering Students Emerge Triumphant at Robot Challenge 2024 in Beijing	https://new.apu.edu.my/news/apu-engineering-students-emerge-triumphant-robot-challenge-2024-beijing

KEY ENGAGEMENTS UNDER SDG 4 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
51	APU eWorldwide Group Partnership Empowers Women and Youth in Digital Skills	https://new.apu.edu.my/news/apu-eworldwide-group-partnership-empowers-women-and-youth-in-digital-skills
52	APU Formalises Strategic Collaboration With JSB for Advancing Management Education	https://new.apu.edu.my/news/apu-formalises-strategic-collaboration-jsb-advancing-management-education
53	APU Future Professionals Empowered by Career Prep Skills	https://new.apu.edu.my/news/apu-future-professionals-empowered-career-prep-skills
54	APU Honoured with Prestigious Award for Pioneering Cybersecurity Education by Cybersecurity Malaysia	https://new.apu.edu.my/news/apu-honoured-prestigious-award-pioneering-cybersecurity-education-cybersecurity-malaysia
55	APU Hosts Dual Events Celebrating Sustainability and Humanity	https://new.apu.edu.my/news/apu-hosts-dual-events-celebrating-sustainability-and-humanity
56	APU IMechE Student Chapter Welcomes New Leaders for the 2024-2025 Term	https://new.apu.edu.my/news/apu-imeche-student-chapter-welcomes-new-leaders-2024-2025-term
57	APU leads the way with the Great Challenge Hackathon and shapes the future of Robotics	https://new.apu.edu.my/news/apu-leads-way-great-challenge-hackathon-and-shapes-future-robotics
58	APU Micro-credentials on SDGs launched in conjunction with UNESCO Network Dialogue 2024	https://new.apu.edu.my/news/apu-micro-credentials-sdgs-launched-conjunction-unesco-network-dialogue-2024
59	APU and MITI In Discussion on Industry Talent Needs	https://new.apu.edu.my/news/apu-miti-discussion-industry-talent-needs
60	APU Partners with AWS to Empower Malaysia's Tech Future Through the Skills to Jobs Tech Alliance	https://new.apu.edu.my/news/apu-partners-aws-empower-malaysias-tech-future-through-skills-jobs-tech-alliance
61	APU Partners With Fortinet Malaysia to Enhance Cybersecurity Education	https://new.apu.edu.my/news/apu-partners-fortinet-malaysia-enhance-cybersecurity-education
62	APU Ranks Top 4 in ASEAN and Top 2 in Malaysia	https://new.apu.edu.my/news/apu-ranks-top-4-asean-and-top-2-malaysia
63	APU Receives 2024 Employers' Choice of University Award	https://new.apu.edu.my/news/apu-receives-2024-employers-choice-university-award
64	APU's 2.0 FIS Research Poster Competition Heats Up!	https://new.apu.edu.my/news/apus-20-fis-research-poster-competition-heats
65	APU's Computing Students Dive into Digital Transformation at MDEC	https://new.apu.edu.my/news/apus-computing-students-dive-digital-transformation-mdec
66	APU's Cybersecurity Talent leads the way at International Battle of Hackers 2024	https://new.apu.edu.my/news/apus-cybersecurity-talent-leads-way-international-battle-hackers-2024
67	APU Selected for Prestigious "Program Akar" Digital Skills Training Initiative	https://new.apu.edu.my/news/apu-selected-prestigious-program-akar-digital-skills-training-initiative
68	APU's Fernandez Tan Jun Xian Honored With Prestigious IEM Book Prize Award	https://new.apu.edu.my/news/apus-fernandez-tan-jun-xian-honored-prestigious-iem-book-prize-award
69	APU showcases Corporate training Services at Khazanah Megatrends Forum 2024	https://new.apu.edu.my/news/apu-showcases-corporate-training-services-khazanah-megatrends-forum-2024
70	APU showcases Research & Innovation at the 1st World Geo Sustainability Festival	https://new.apu.edu.my/news/apu-showcases-research-innovation-1st-world-geo-sustainability-festival
71	APU's Media and Communication Students Get Industry Exposure at Radio Television Malaysia (RTM)	https://new.apu.edu.my/news/apus-media-and-communication-students-get-industry-exposure-radio-television-malaysia-rtm

KEY ENGAGEMENTS UNDER SDG 4 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
72	APU's Red Hat Academy Lab Launches to Empower Open Source Learning	https://new.apu.edu.my/news/apus-red-hat-academy-lab-launches-empower-open-source-learning
73	APU's Students Showcase AI Excellence at IUCEL 2024	https://new.apu.edu.my/news/apus-students-showcase-ai-excellence-iucel-2024
74	APU Staff Training on Google Cloud Generative AI Studio Enhances Technological Expertise	https://new.apu.edu.my/news/apu-staff-training-google-cloud-generative-ai-studio-enhances-technological-expertise
75	APU's Team B3ST Shines at Safety Tech Hackathon 2024!	https://new.apu.edu.my/news/apus-team-b3st-shines-safety-tech-hackathon-2024
76	APU Students Dive into Cybersecurity at BlackBerry's Center of Excellence	https://new.apu.edu.my/news/apu-students-dive-cybersecurity-blackberrys-center-excellence
77	APU Students Dive into the VUCA World of Technology and AI	https://new.apu.edu.my/news/apu-students-dive-vuca-world-technology-and-ai
78	APU Students master Excel Skills in Industry-Focused Workshop	https://new.apu.edu.my/news/apu-students-master-excel-skills-industry-focused-workshop
79	APU Students Shine at MY Universities Hackathon 2024 with Innovative Web3 Solutions	https://new.apu.edu.my/news/apu-students-shine-my-universities-hackathon-2024-innovative-web3-solutions
80	APU Students unlock Career Opportunities in SoMM Webinar with Skilio	https://new.apu.edu.my/news/apu-students-unlock-career-opportunities-somm-webinar-skilio
81	APU's Videre Lumina: Digital Makeover Tackles SDGs	https://new.apu.edu.my/news/apus-videre-lumina-digital-makeover-tackles-sdgs
82	APU's XR Studio Unveils Advanced Immersive Tech Ecosystem	https://new.apu.edu.my/news/apus-xr-studio-unveils-advanced-immersive-tech-ecosystem
83	Allianz Malaysia Enlightens APU Actuarial Science Club on in-demand Actuarial Careers	https://new.apu.edu.my/news/apu-team-roadto15k-emerges-champions-varsity-hackathon-2024
84	APU Team "STEMfinity" Excels in TCS Sustainathon Malaysia 2024	https://new.apu.edu.my/news/apu-team-stemfinity-excels-in-tcs-sustainathon-malaysia-2024
85	APU TEDx Club Inspires with Inaugural TEDxAPU 2024 Event	https://new.apu.edu.my/news/apu-tedx-club-inspires-inaugural-tedxapu-2024-event
86	APU UNESCO Chair Academics Empowering Education through Gen-AI Workshops in Sri Lanka	https://new.apu.edu.my/news/apu-unesco-chair-academics-empowering-education-through-gen-ai-workshops-sri-lanka
87	APU Unlocking Opportunities to Finance Graduates	https://new.apu.edu.my/news/apu-unlocking-opportunities-finance-graduates
88	Art Meets Action: APU Students Deep Dive Into the Future at The Postnormal MADANI Exhibition	https://new.apu.edu.my/news/art-meets-action-apu-students-deep-dive-future-postnormal-madani-exhibition
89	Back-to-Back Triumphs	https://new.apu.edu.my/news/back-back-triumphs
90	BDO Malaysia Visit Sparks Career Inspiration for APU Accounting & Finance Students	https://new.apu.edu.my/news/bdo-malaysia-visit-sparks-career-inspiration-apu-accounting-finance-students
91	From Blackboard to Firewall: Protecting Malaysia's Schools in the Digital Age	https://new.apu.edu.my/news/blackboard-firewall-protecting-malaysias-schools-digital-age
92	Celebrating 50 Years of Malaysia-China Diplomatic Relations	https://new.apu.edu.my/news/celebrating-50-years-malaysia-china-diplomatic-relations
93	Celebrating Excellence	https://new.apu.edu.my/news/celebrating-excellence

KEY ENGAGEMENTS UNDER SDG 4 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
94	Celebrating Innovation and Success of PayNet & APU Hackathon 2024	https://new.apu.edu.my/news/celebrating-innovation-and-success-paynet-apu-hackathon-2024
95	Cyber talents prove prowess in PwC challenge	https://new.apu.edu.my/news/cyber-talents-prove-prowess-pwc-challenge
96	Day of Discovery: APU Unveils the World of Cyber Security to SMK St. Dominic Students	https://new.apu.edu.my/news/day-discovery-apu-unveils-world-cyber-security-smk-st-dominic-students
97	DLH Welcomes Back Prof. Dr. Edward C. Robeck to APU	https://new.apu.edu.my/news/dlh-welcomes-back-prof-dr-edward-c-robeck-apu
98	DMU & APU Psychology Students Share Knowledge and Culture During Global Study Trip	https://new.apu.edu.my/news/dmu-apu-psychology-students-share-knowledge-and-culture-during-global-study-trip
99	Double Honours for APU Cyber Security Team at Curtin Malaysia CTF Hackathon 2.0	https://new.apu.edu.my/news/double-honours-apu-cyber-security-team-curtin-malaysia-ctf-hackathon-20
100	Double Victory for Rising Amateur Boxing Stars	https://new.apu.edu.my/news/double-victory-rising-amateur-boxing-stars
101	Embracing art with AI	https://new.apu.edu.my/news/embracing-art-with-ai
102	Empowering Future Leaders: APU Delegates Illuminate KPR College with Knowledge Transfer Programme	https://new.apu.edu.my/news/empowering-future-leaders-apu-delegates-illuminate-kpr-college-knowledge-transfer-programme
103	Empowering Malaysian Engineering: Two APU Academicians Elected to IMechE Committees	https://new.apu.edu.my/news/empowering-malaysian-engineering-two-apu-academicians-elected-imeche-committees
104	Empowering Students Through Mathematics – An APU CSR Initiative	https://new.apu.edu.my/news/empowering-students-through-mathematics-apu-csr-initiative
105	Empowering Young Minds through Technology and Community Engagement	https://new.apu.edu.my/news/empowering-young-minds-through-technology-community-engagement
106	Enhancing Focus Through Science	https://new.apu.edu.my/news/enhancing-focus-through-science
107	Expanding Horizons	https://new.apu.edu.my/news/expanding-horizons
108	Exploring the Future of AI and Robotics	https://new.apu.edu.my/news/exploring-future-ai-and-robotics
109	Exploring the Realms of Actuarial Science	https://new.apu.edu.my/news/exploring-realms-actuarial-science
110	The First Quadruplets from Kazakhstan to Study Abroad in Malaysia	https://new.apu.edu.my/news/first-quadruplets-kazakhstan-study-abroad-malaysia
111	Former Premier Tun Dr Mahathir Mohamad Inspires APU Students at Perdana Leadership Foundation	https://new.apu.edu.my/news/former-premier-tun-dr-mahathir-mohamad-inspires-apu-students-perdana-leadership-foundation
112	Fostering Global Academic Synergy with a Fulbright Scholar at APU	https://new.apu.edu.my/news/fostering-global-academic-synergy-fulbright-scholar-apu
113	Fostering SDG-Focused Education with Fulbright Specialist	https://new.apu.edu.my/news/fostering-sdg-focused-education-with-fulbright-specialist
114	FUSION 2024: Igniting Brilliance, Harvesting Success	https://new.apu.edu.my/news/fusion-2024-igniting-brilliance-harvesting-success
115	Gaining Insights into Global Business Services	https://new.apu.edu.my/news/gaining-insights-into-global-business-services

KEY ENGAGEMENTS UNDER SDG 4 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
116	Gaining insights on thriving in an Automated World with Human-Centric Leadership	https://new.apu.edu.my/news/gaining-insights-thriving-automated-world-human-centric-leadership
117	Gen-AI For Education Takes Center Stage at APU	https://new.apu.edu.my/news/gen-ai-education-takes-center-stage-apu
118	Giving Back to the Community: APU Delivers Interactive AI and Tradition Workshop to SMA Batik 1 Surakarta Students	https://new.apu.edu.my/news/giving-back-community-apu-delivers-interactive-ai-tradition-workshop-sma-batik-1-surakarta
119	Hands-on Drone Technology Workshop Ignites Creativity at APU	https://new.apu.edu.my/news/hands-drone-technology-workshop-ignites-creativity-apu
120	ICDBSE 2024: Fostering Digital Transformation and Lifelong Learning	https://new.apu.edu.my/news/icdbse-2024-fostering-digital-transformation-and-lifelong-learning
121	IFOA President-Elect inspires future Actuaries at APU	https://new.apu.edu.my/news/ifoa-president-elect-inspires-future-actuaries-apu
122	Indonesia's Independence Day Celebration @ APU	https://new.apu.edu.my/news/indonesias-independence-day-celebration-apu
123	Industrial Visit at Menara Maybank Empowers APU Students With Insight Into Banking Technology	https://new.apu.edu.my/news/industrial-visit-menara-maybank-empowers-apu-students-insight-banking-technology
124	Industry-relevant Education: APU's PLC Lab Achieves SIEMENS Certification	https://new.apu.edu.my/news/industry-relevant-education-apus-plc-lab-achieves-siemens-certification
125	Innovative Shadow Puppetry Takes Center Stage at ITEX'24	https://new.apu.edu.my/news/innovative-shadow-puppetry-takes-center-stage-itex24
126	Inspiring future Innovators as APU hosts Workshops on Mathematical Tools	https://new.apu.edu.my/news/inspiring-future-innovators-apu-hosts-workshops-mathematical-tools
127	Inspiring Young Minds to Embrace the Power of Mathematics	https://new.apu.edu.my/news/inspiring-young-minds-to-embrace-the-power-of-mathematics
128	International Silver Awards at iEDGII 2024 for Two Tech Wizs From APU	https://new.apu.edu.my/news/international-silver-awards-iedgii-2024-two-tech-wizs-apu
129	#JanganKenaScam: APU Empowers Students and Staff Against Financial Scams	https://new.apu.edu.my/news/jangankenascam-apu-empowers-students-and-staff-against-financial-scams
130	Jurutera featured Prof. Ho's AI Revolution in Engineering Education	https://new.apu.edu.my/news/jurutera-featured-prof-hos-ai-revolution-engineering-education
131	Literature Review Writing Workshop Builds Effective Research Skills Among APU Students	https://new.apu.edu.my/news/literature-review-writing-workshop-builds-effective-research-skills-among-apu-students
132	Making Board Games Accessible: APU Tech Expert Champions Inclusive Innovation	https://new.apu.edu.my/news/making-board-games-accessible-apu-tech-expert-champions-inclusive-innovation
133	Multiple Awards for APU IEEE Student Branch at 2024 IEEE Malaysia Inspiration Night	https://new.apu.edu.my/news/multiple-awards-apu-ieee-student-branch-2024-ieee-malaysia-inspiration-night
134	Navigating the Digital Media Landscape	https://new.apu.edu.my/news/navigating-digital-media-landscape
135	Navigating Psychology in the Digital Age	https://new.apu.edu.my/news/navigating-psychology-digital-age
136	NDO & APU Empowering the Underprivileged With Digital Skills	https://new.apu.edu.my/news/ndo-apu-empowering-underprivileged-digital-skills
137	Nurturing Emotional Intelligence	https://new.apu.edu.my/news/nurturing-emotional-intelligence

KEY ENGAGEMENTS UNDER SDG 4 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
138	From passion to profession: The boom in game development	https://new.apu.edu.my/news/passion-profession-boom-game-development
139	PC.Com Awards to APU for Best Tech University and Best Future Ready Underscores Commitment to Tech Talent Development	https://new.apu.edu.my/news/pccom-awards-apu-best-tech-university-best-future-ready-underscores-commitment-tech-talent-development
140	Personal Branding Workshop Empowers Indonesian Students in the Digital Age	https://new.apu.edu.my/news/personal-branding-workshop-empowers-indonesian-students-in-the-digital-age
141	The Pillar of Strength of APU Wins Best Cultural Diversity Film Award	https://new.apu.edu.my/news/pillar-strength-apu-wins-best-cultural-diversity-film-award
142	School of Psychology Educational Field Trip to Headstart Academy Damansara	https://new.apu.edu.my/news/school-psychology-educational-field-trip-headstart-academy-damansara
143	Secrets of Cyber Investigation Unveiled at Digital Forensic Week 2024	https://new.apu.edu.my/news/secrets-cyber-investigation-unveiled-digital-forensic-week-2024
144	Six medals for APU Taekwondo Club in the TYC Championship 2024!	https://new.apu.edu.my/news/six-medals-apu-taekwondo-club-tyc-championship-2024
145	SkyJu1c3 Dominates the Wicked6 Global Women's Cyber League Game 2024	https://new.apu.edu.my/news/skyju1c3-dominates-wicked6-global-womens-cyber-league-game-2024
146	SoMM Students' Immersive Experience at Faber-Castell Production Facility	https://new.apu.edu.my/news/somm-students-immersive-experience-at-faber-castell-production-facility
147	Sparking Young Minds in Web Design and IoT Workshop at APU	https://new.apu.edu.my/news/sparking-young-minds-in-web-design-and-iot-workshop-at-apu
148	Student Life Comes Alive at APU Screen Spectrum Competition	https://new.apu.edu.my/news/student-life-comes-alive-apu-screen-spectrum-competition
149	Students Unlock Financial Literacy Through Interactive Cashflow Board Game Workshop	https://new.apu.edu.my/news/students-unlock-financial-literacy-through-interactive-cashflow-board-game-workshop
150	Team Tryhards Shines at Hackinsan 2024 with Innovative Pemteach App	https://new.apu.edu.my/news/team-tryhards-shines-hackinsan-2024-innovative-pemteach-app
151	Tech Wizards in the Making	https://new.apu.edu.my/news/tech-wizards-making
152	Thriving in the job market amidst the AI boom	https://new.apu.edu.my/news/thriving-job-market-amidst-ai-boom
153	Transformative Workshops in Psychology at APU for Nurturing Innovation	https://new.apu.edu.my/news/transformative-workshops-psychology-apu-nurturing-innovation
154	APU Team "roadto15k" Emerges as Champions at Varsity Hackathon 2024	https://new.apu.edu.my/news/triumph-technical-analysis
155	WayangWayang Preserves Heritage with Innovative AI-powered Features	https://new.apu.edu.my/news/wayangwayang-preserves-heritage-innovative-ai-powered-features
156	Where Technology Meets Artistry	https://new.apu.edu.my/news/where-technology-meets-artistry
157	The Winning Habit Continues for APU	https://new.apu.edu.my/news/winning-habit-continues-apu
158	Yemen's National Independence Day Celebration @ APU	https://new.apu.edu.my/news/yemens-national-independence-day-celebration-apu
159	Exploring Academic Pathways	https://new.apu.edu.my/pathways-apu
160	SoGHT Raises a Toast to Success!	https://new.apu.edu.my/news/soght-raises-a-toast-to-success
161	First and Only Malaysian University With QAA UK Accreditation	https://new.apu.edu.my/the-university

A CELEBRATION OF EMPOWERMENT AND INNOVATION

Tuesday 12 March 2024, 06:27 pm

APU International Women's Week 2024

Asia Pacific University of Technology & Innovation (APU) International Women's Week 2024, organised by APU DigitGal, proved to be an inspiring showcase of empowerment, education, and advocacy.

From March 5th to 8th, the APU community came together to celebrate International Women's Day, honouring the resilience and strength of women from diverse backgrounds and nationalities.

The week-long series of events and activities, aligned with the latest Sustainable Development Goals (SDGs), aimed at forging a path towards a brighter and more equal future.

Professor Dr Abtar Darshan Singh and Ms Meera Eeswaran, Team Leads of APU DigitGal, along with a dedicated organising committee, orchestrated a meaningful programme supported by partners such as **De Montfort University (DMU)** and PayNet Malaysia, alongside esteemed guest speakers from various industries.

The festivities commenced on March 5th with the Girls in Financial Technology (GIFT) team's event, led by **Ms Kavitha Arunasalam**, Senior Lecturer at the School of Accounting and Finance (SoAF). The session explored 'Women in Digital Accounting and Finance,' featuring esteemed speakers **Ms Shirley Tey** from BDO Malaysia and **Ms Azreena Rastom** from EY Consulting. Attendees gained insights into the digital transformation of finance and accounting, understanding its impact on women professionals.

Continuing the momentum, the 'Women In Health' seminar on the same day, spearheaded by **Ms T. Tulasi Sathyabama Appalasamy** from the School of Foundation Studies (SoF), addressed crucial health issues. Collaborations with organisations such as **MMICARE** and the **National Cancer Society of Malaysia** provided attendees with essential knowledge on preventive healthcare and wellness practices.

On March 8th, International Women's Day, APU's campus buzzed with energy as 25 booths showcasing women-led businesses and charities for marginalised groups were set up. Led by **Ms Cynthia Mala Paul Dorairaj** from the School of Business (SoB), this event emphasised economic empowerment and community support for autistic and refugee women.

The day culminated with impactful sessions like Ladies in Action (LIA)'s Speed Mentoring and the APU & DMU International Women Discourse, guided by **Ms Jasminder Kaur Harbindar Jeet Singh**, Senior Lecturer of SoB. These sessions, spearheaded by PayNet and DMU, highlighted the importance of women's leadership and their roles in entrepreneurship, sustainability, and technology.

The discourse featured esteemed panellists including representatives from DMU UK and PayNet Malaysia, sharing expertise on financial literacy, management, and innovation. This collaborative effort underscored the global commitment to advancing gender equality and fostering inclusive communities.

"APU International Women's Week 2024 exemplifies our dedication to empowering women and promoting gender equality," remarked Prof Dr Abtar Darshan Singh. "We are grateful to our partners, speakers, and participants for their enthusiastic engagement in championing women's achievements and aspirations."

The success of APU International Women's Week 2024 reflects a shared commitment to creating a more inclusive and equitable society. As we look forward, APU remains steadfast in its mission to nurture future leaders and change-makers who champion diversity and drive positive change.

APU TEAM "STEMFINITY" EXCELS IN TCS SUSTAINATHON MALAYSIA 2024

Thursday 16 May 2024, 03:26 pm

(L-R) Chin Pei Yueh, Kwan Jun Er, Tan Tze Ying, and Ms Chong Mien May (Lecturer, School of Computing at APU). Amelia Sow Jing Yi, another team member, is absent from the photo.

Kwan (Team Leader), **Amelia, Chin**, and **Tan** of STEMfinity from Asia Pacific University of Technology & Innovation (APU), mentored by **Ms Chong** (Lecturer, School of Computing at APU) and **Mr Jacob Sow Tian You** (Senior Lecturer, School of Computing at APU) has achieved a top 10 position at the TCS Sustainathon Malaysia 2024, hosted by Tata Consultancy Services (TCS).

The TCS Sustainathon Malaysia 2024, held on 3rd April 2024, at the Asia School of Business (ASB) Academic Malaysia, provided STEMfinity with a platform to present its visionary concept for the future of education.

This highly competitive event featured 76 submissions from Malaysian universities and colleges, with STEMfinity's project standing out for its transformative approach to Science, Technology, Engineering, and Mathematics (STEM) education.

The TCS Sustainathon Malaysia 2024 drew participation of 204 students representing 30 universities and colleges, showcasing a robust engagement from the academic community in Malaysia.

The finalists proposed their ideas for making the best use of technology to bridge the gender gap in STEM fields and provide women with equal opportunities for growth in these fields.

Based on the theme 'Empowering Women in STEM', the team tackled three challenge statements in their proposals: using technology to enhance the STEM curriculum, promoting successful women in STEM as role models, and helping women in STEM advance in their careers.

Educational games and simulations form the core content, fostering engagement and active learning.

STEMfinity's showcased project, "Make STEM Fun Again!," introduced a comprehensive approach to enhancing interactivity and support for STEM education across primary to high school levels.

Moreover, their networking platform connects students with peers, STEM clubs, and learning tools, extending support to educators with AI-based lesson planners and collaborative forums.

Their personalised STEM learning platform incorporates gamification elements and a rewarding system to motivate students while tracking their progress.

Their success underscores STEMfinity's dedication to fostering inclusivity and accessibility within STEM education, demonstrating the power of creativity and collaboration in driving positive change.

Kwan said that his team members and him are immensely proud of their achievement at the TCS Sustainathon Malaysia 2024.

"This recognition reinforces our mission to make STEM education more engaging and accessible, particularly for underrepresented groups.

"We believe in the transformative impact of innovative approaches like gamification to inspire and empower future generations," Kwan said.

Kwan's team members also extend their heartfelt gratitude to their mentors for their unwavering support, guidance, and constructive feedback, which greatly contributed to refining and enhancing the teams' ideas and presentation skills.

EMPOWERING WOMEN IN TECHNOLOGY

DIGITGAL's Milestone Conference in Coimbatore, Tamil Nadu, India

In a significant move to promote gender diversity and empowerment in the tech industry, **DIGITGAL**, from the **Asia Pacific University of Technology & Innovation (APU)** in Kuala Lumpur, Malaysia, partnered with **Sri Ramakrishna College of Arts and Science (SRCAS)** in Tamil Nadu, India, to host their inaugural **DIGITGAL Coimbatore Women Conference and Mobility Programme.**

DIGITGAL, standing for "Driving Girls in Technology, Growth, and Leadership," is a women's organisation founded by APU staff.

Over three dynamic days, attendees immersed themselves in various activities, including workshops, seminars, project development, and forum discussions.

The event was built upon four pillars that encapsulated the essence of DIGITGAL's mission: providing growth opportunities, fostering a culture of giving back, deepening technological understanding, and celebrating the achievements of women in STEM fields.

A standout feature of the conference was its emphasis on practical skill development through hands-on workshops. Participants delved into emerging technologies, honed coding skills, and explored entrepreneurial avenues.

These interactive sessions not only imparted valuable technical knowledge but also instilled confidence and empowerment among attendees. The spirit of collaboration and knowledge-sharing was tangible throughout the event as students from diverse backgrounds came together to exchange ideas and insights.

Panel discussions featuring industry experts provided invaluable perspectives on navigating challenges and seizing opportunities in the ever-evolving tech landscape. Moreover, the conference emphasised the importance of community engagement through initiatives such as mentorship programmes and outreach activities.

Held from February 22nd to 25th, 2024, at the SRCAS campus, this conference marked a pivotal moment in advancing inclusivity and innovation in the digital domain. Nearly 100 students from APU and SRCAS participated enthusiastically, eager to engage, learn, and contribute to discussions about women in technology.

By nurturing the next generation of female technologists and leaders, DIGITGAL is paving the way for a more inclusive and equitable future.

In addition to the main conference activities, a series of concurrent sessions were organised by the pillar leads at Jansons School of Business, PSGR Krishnammal College for Women, Kumaraguru College of Liberal Arts & Science, and KPR College of Arts and Science, extending the event's reach and impact.

As the DIGITGAL Coimbatore Women Conference and Mobility Programme concluded, led jointly by APU's academic staff, including Assoc Prof Dr Rajasegeran Ramasamy, Ts Dr Vinesha Selvarajah, Ts Jonathan JS Kovilpillai, Ms Meera Eeswaran, Ms Kavitha Arunasalam, Ms Vinorra Shaker, and Ms Subaashnii Suppramaniam, it left a trail of inspiration and empowerment in its wake.

This initiative underscores the ongoing commitment to empower women in technology and foster meaningful change within the industry.

APU'S DIGITGAL & PAYNET COLLABORATE ON WOMEN IN DIGITGAL LEADERSHIP (WINDLED) PROGRAMME

Thursday 16 May 2024, 03:26 pm

DIGITGAL (Driving Girls in Technology, Growth & Leadership), a women empowerment organisation at the Asia Pacific University of Technology & Innovation (APU), organised Women in **Digital Leadership: Empowering Diversity (WINDLED)**, held in collaboration with Payments Network Malaysia (PayNet) on 24th September 2024.

(from left to right) Ms Subaashnii moderating a panel discussion on Cultivating a Sustainability Mindset in Modern Entrepreneurship, featuring industry experts such as Assoc Prof Dr Devinder Kaur, Ms Maizitun, and Ms Karen Puah.

WINDLED marked a significant initiative designed to enhance leadership and digital skills for women, foster personal growth, and create vital networking opportunities. The day started with an inspiring keynote by **Dr Meera Eeswaran,** Senior Lecturer & Lead of APU's DIGITGAL followed by an inspiring speech by **Ms Jun Maria Abdullah**, Senior Director of PayNet Akar, and APU's Adjunct Professor **Ms Izzana Salleh**, co-founder of Girls for Girls International (G4G), who addressed Girls in Resilience & Overall Well-Being (GROW).

APU students were joined by students from three other universities: Taylor's University, Heriot-Watt University, and UCSI University. The emcees, **Ms Iman Danish and Ms Krithika** energised the room with the day's agenda.

The event featured interactive breakout sessions, including **Girls in Science, Technology, Engineering & Mathematics (GIST) – The Spaghetti Project and Girls in Financial Technology (GIFT) – The 'Shake-**

Spear' Debate, supported by Associate Professor Dr Chong Lee Lee, Head of the School of Accounting & Finance (SoAF). Both sessions emphasised the importance of teamwork and communication in a FinTech environment. All sessions were co-conducted by PayNet, APU academics, and students.

Assoc Prof Dr Chong Lee Lee (left) presented a token of appreciation to Adjunct Professor Ms Izzana Salleh.

Attendees were further equipped with essential skills through workshops like **Crafting Your Future: Leveraging AI for Professional CV Excellence**, led by **Ms Karen Puah**, former President of FinTech Malaysia.

The event concluded with a panel discussion on **Cultivating a Sustainability Mindset in Modern Entrepreneurship,** featuring industry experts such as **Ms Karen Puah, Ms Maizitun** of Malaysia Aviation Group, and APU's School of Marketing & Management (SoMM) Head, **Associate Professor Dr Devinder Kaur.** The discussion was moderated by **Ms Subaashnii Suppramaniam**, a Senior Lecturer at APU.

The event marked the official soft launch of **APU's Women Empowerment Club**, also known as **DIGITGAL - Student Chapter,** celebrated through a dynamic gathering.

At the heart of the event was the Women Empowerment Club's Founder and President, **Nishrina Binti Mohamed Jaffurula,** an MBA student at APU, whose leadership aims to promote women's empowerment within and beyond the university.

Founder and President of the Women Empowerment Club, Nishrina Binti Mohamed Jaffurula (centre), poses with club members.

The event left a strong impression on the participants. "The event was insightful and an inspiring day filled with connection, collaboration, and empowerment. I had the opportunity to network with individuals from different universities and industry leaders," shared **Darshinii Sivasubramaniam**, a Computer Science (Cyber Security) student.

Zaahirah Binti Mohamed Jaffurula, a Business Management student, added, "The event was an eye-opening experience, helping me understand the challenges faced by women and girls. Ms Izzana Salleh's session was particularly engaging and relevant."

"The talks were incredibly insightful, with industry leaders sharing their wisdom on leadership, resilience, and understanding your value," noted **J. Lavanesswary S. Jeevametha,** a Diploma in Business Information Technology student.

Normurodova Shakhrizoda Uktam Kizi, an MBA student from Uzbekistan, said, "The event was fantastic! Every moment was worth it. The advice from industry leaders made me feel like this programme truly fosters great leaders for the future, especially women."

KEY ENGAGEMENTS UNDER SDG 5 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	3rd Runner Up for APU Girls Volleyball at MIGVC 2024	https://new.apu.edu.my/news/3rd-runner-apu-girls-volleyball-migvc-2024
2	APU eWorldwide Group Partnership Empowers Women and Youth in Digital Skills	https://new.apu.edu.my/news/apu-eworldwide-group-partnership-empowers-women-and-youth-in-digital-skills
3	APU Team "STEMfinity" Excels in TCS Sustainathon Malaysia 2024	https://new.apu.edu.my/news/apu-team-stemfinity-excels-in-tcs-sustainathon-malaysia-2024
4	Empowering Future Leaders: APU Delegates Illuminate KPR College with Knowledge Transfer Programme	https://new.apu.edu.my/news/empowering-future-leaders-apu-delegates-illuminate-kpr-college-knowledge-transfer-programme
5	Empowering Young Minds through Technology and Community Engagement	https://new.apu.edu.my/news/empowering-young-minds-through-technology-community-engagement
6	SkyJu1c3 Dominates the Wicked6 Global Women's Cyber League Game 2024	https://new.apu.edu.my/news/skyju1c3-dominates-wicked6-global-womens-cyber-league-game-2024
7	APU Academicians Triumph at the Asia Pacific International Conference on Quality of Life	https://new.apu.edu.my/news/apu-academicians-triumph-asia-pacific-international-conference-quality-life
8	APU's DIGITGAL & PayNet Collaborate On Women In DIGITGAL Leadership (WINDLED) Programme	https://new.apu.edu.my/news/apus-digitgal-paynet-collaborate-women-digitgal-leadership-windled-programme
9	A Celebration of Empowerment and Innovation	https://new.apu.edu.my/news/celebration-empowerment-and-innovation
10	Empowering Women in Technology	https://new.apu.edu.my/news/empowering-women-technology

APU'S INTERNATIONAL RELATIONS STUDENTS EXPLORE KLEFF'24 WATER SUSTAINABILITY DIALOGUE FORUM *Wednesday 27 November 2024, 09:55 am*

The Dialogue Forum enabled students to interact with thought leaders and experts on global water issues such as water policies, innovations, and regional concerns, providing practical insights into sustainable water practices and sparking reflections on how they might contribute to global solutions.

On 24 October 2024, a group of enthusiastic International Relations (IR) students from **Asia Pacific University of Technology & Innovation (APU)** attended the **Kuala Lumpur Eco Film Festival (KLEFF) 2024** held at the Semua House in Kuala Lumpur.

The KLEFF is an annual event that showcases films and documentaries focused on environmental issues and sustainable living. It serves as a platform to raise awareness, inspire change, and promote eco-friendly practices.

This important event, centred on the critical issue of water sustainability, was led by **Mr. Nuruddin Abdul Aziz,** the International Relations Programme Leader at APU's School of Business (SoB), and supported by accompanying lecturer **Mr. Muhammad Ammar Hisyam Mohd Anuar**.

Around 30 IR students took part in this insightful field trip, which offered a unique opportunity for hands-on learning and exposure to real-world environmental challenges.

As part of the KLEFF, the students attended the **Dialog Forum Air Kita and Panel Discussion on Water Sustainability,** which served as a dynamic platform for students to engage with thought leaders, policymakers, and industry experts, expanding their understanding of global water sustainability.

Through discussions on water policies, technological innovations, and regional challenges, students gained practical insights into the complexities of implementing sustainable water practices.

These conversations sparked reflections on how international relations intersect with environmental issues, encouraging students to think about their potential roles in shaping global solutions.

"This field trip was more than just an educational excursion; it was an opportunity to nurture a new generation of leaders who are not only aware of sustainability but are also motivated to take proactive steps toward solving global challenges.

"APU's participation in the event highlights its dedication to providing immersive learning experiences that empower students with the knowledge and skills needed to inspire positive change both locally and globally," said Nuruddin.

In line with this commitment, the event provided a unique forum for open dialogue, where students walked away with fresh perspectives and a deeper understanding of the issues at hand.

As **Rochella Chrysanth Shayna Bire**, one of the students who attended, said, "Water is an essential part of our lives."

"During the seminar, we learned about the varying distribution of water in Malaysia, focusing specifically on Selangor.

"It was an eye-opening experience that highlighted the importance of using water wisely. The speakers were adept at presenting the topic in both English and Malay, making it accessible for international audiences."

Another international student, **Natsuki Eguchi,** shared "As a foreign student, I had never heard about Malaysia's water challenges before, so this forum was particularly interesting for me.

"It made me reconsider my daily habits and inspired me to switch from using plastic bottles to a reusable one, making a more environmentally conscious decision."

Adreena Alshafeira Tita expressed her enthusiasm, saying that "The event was amazing, especially learning about the water situation in Malaysia — how we can improve water access, find solutions, and develop backup plans for future needs."

This field trip not only expanded students' academic horizons but also instilled a sense of responsibility, encouraging them to consider how they can make meaningful contributions to sustainability efforts.

Through initiatives like these, APU continues to foster a generation of globally aware, socially responsible students ready to lead with vision and integrity.

'MURNI' SUSTAINABLE ENVIRONMENT DESIGN RECEIVES GRAND PRIZE IN THE GLOBAL CAPSTONE DESIGN COMPETITION

Tuesday 27 February 2024, 02:47 pm

Mostafa Marzouk's 'Murni' design, which blends Malaysia's climate by harvesting, filtering, and using rainfall as a water source, won the inaugural Global Capstone Design Competition, Public Facilities Design Project Based on Local Culture Award.

From left, Mr. Edwin Pio Rufus Samiraj, Mr. Eekang Ooi, Mostafa Elsayed Elsayed Marzouk (grand prize winner of the Global Capstone Design Competition 2023, Public Facilities Design Project Based on Local Culture Award), Prof. Ir. Eur. Ing. Ts. Dr. Vinesh Thiruchelvam, and Mr. Liew Yong Kian pose with the certificate and trophy they received.

Jeonju University (JJU) and Asia Pacific University of Technology & Innovation (APU) joined forces for the first time to host the inaugural **Global Capstone Design Competition 2023** to promote innovation and cultural exchange.

This unique project brought together Korean and Malaysian universities to design product concepts inspired by Korean and Malaysian culture, competing for the **Public Facilities Design Project Based on Local Culture Award.**

Prof. Song Joo of JJU's Department of Industrial Design spearheaded this initiative, with support from the Korean Ministry of Education, the Leaders in Industry-University Cooperation (LINC 3.0) programme, and the Korea Research Foundation.

Prof. Song collaborated with **Mr. Liew Yong Kian** from APU School of Media, Art and Design (SoMAD) to finalise this project, which took place online from September to December 2023.

Prof. Song and Mr. Liew were present at the online competition, explaining to participants the cultural elements of both countries, such as how food, architecture, dance, and craft are synthesised to inspire the product and public facility design.

The competition received over 50 design entries from various universities, including JJU, the Korean Culture-based Industrial Design Centre (KCID), the International Design School for Advanced Studies (IDAS), Hongik University, and APU.

Ten shortlisted projects were invited to present to a panel of judges, which included distinguished Prof. Kee-Hong Song, National University of Singapore (NUS); Ken Koo, President of the Asia Red Dot Design Award; and J.H. Namgung of the Jeonbuk Design Centre in Korea.

An illustration sketch of the 'Murni' project created by APU student Mostafa Elsayed Elsayed Marzouk, who received the Grand Prize in the Global Capstone Design Competition 2023, Public Facilities Design Project Based on Local Culture Award.

International and local students who took part in this competition, such as students from Egypt like Mostafa Elsayed Marzouk, had the chance to engage in the local culture and collaborate inclusively with the community to understand their needs.

Mostafa Elsayed, an APU Master of Arts in Design Innovation Management student, created '**Murni**' (meaning 'clean' in Malay), inspired by a clear demand for cleaner public washroom.

It is not just a washroom but an overview of Malaysian culture with a design using rainwater harvested and filtered from nature as a sustainable gesture to the environment.

The design was covered with a pattern of Hibiscus blossoms and beautiful traditional Malay wood carvings as its aesthetic appeal, combines existing technology with innovation to create a self-cleaning public utility.

It is also about inclusive design activity, cocreation with the community, and emphasising the United Nations Sustainable Development Goals (UN SDGs) Goal 11 and Goal 6 — make cities and human settlements inclusive, safe, resilient, and sustainable (Goal 11), as well as the importance of clean water and sanitation (Goal 6).

"This project deepened my appreciation for infusing culture into design," said Mostafa and added "The competition is more than just awards and recognition; it creates a unique opportunity to network with international design communities."

The project outcome is closely supervised and mentored by a Certified Industrial Designer (CIDe) Lecturer and Mentor Mr. Eekang Ooi.

"Mostafa's journey is about more than just winning the competition, but it is about learning from the international and distinguished panel of judges," he said.

Besides Mostafa, the judges also awarded honourable mentions to APU Industrial Design students Teh Yu Ting and Chan Jia Er, who are currently finishing their internships.

'Murni' combines existing technology with innovation to create a self-cleaning paradise.

APU TEAM "MAKE WATER OK" WINS UNESCO WATER RESILIENCE CHALLENGE 2024

Monday 01 July 2024, 12:40 pm

Tan Peng Teck and Lim Heng Hoe of "Make Water OK" from Asia Pacific University of Technology & Innovation (APU), has emerged victorious at the UNESCO Water Resilience Challenge 2024, co-hosted by UNESCO (United Nations Educational, Scientific and Cultural Organisation) and The Water Agency.

The team also includes Peggy Lee Pooi Qi (bottom left) and Agnes Saul (bottom right), both Marine Biology major students from Universiti Malaysia Terengganu (UMT), who made substantial contributions to the team's success.

Under the guidance of Dr Vazeerudeen Hameed (Senior Lecturer, School of Computing at APU) and Assoc Prof Dr Muhammad Ehsan Rana (Associate Professor, School of Computing at APU), the Make Water OK team focused on addressing recurrent landslides and water scarcity issues in the UNESCO Penang Hill Biosphere Reserve (PHBR).

The teams' project aimed to enhance data clarity for effective landslide risk management and provide actionable information to optimise water resource management.

Key stakeholders such as the PHBR Office, the Penang Water Supply Corporation, and the PHBR Landslide Rehabilitation Team were primary beneficiaries, benefiting from improved environmental management strategies.

Other Key Contributors and Mentors facilitating the Project

- Ocean Hope (an outreach programme initiated by UMT)
- Marine Biology experts from UMT
- Dr Abe Woo Sau Pinn from Universiti Sains Malaysia
- Dr Yang Kok Lee, Senior Project Officer at the PHBR Office

A Journey of Innovation and Dedication

The five-month competition featured rigorous criteria across multiple levels, with the Make Water OK team emerging from over 150 teams across Southeast Asia in stage one to earn a spot among the 25 selected for their innovative solution.

Advancing to stage two, they distinguished themselves as one of seven winning teams, including being one of only two from Malaysia, marking a significant achievement in their journey towards recognition in the water resilience challenge.

In stage three, competing against 100 participants from nine Southeast Asian countries, the team showcased the impact of "Youth Action" on water resilience, securing victory and highlighting the project's relevance in regional water management efforts.

Through the teams' proposal, they suggested the implementation of HydroDataHub, a robust web application, to empower the Penang Hill authorities with the tools needed to conduct thorough landslide risk assessments and efficiently manage water resources.

Objectives of the Project

The objectives of the project are, first, to provide detailed and reliable safety information for the landslide rehabilitation team.

Secondly, the project aims to generate informative visualisations utilising water usage data from Penang Hill.

Thirdly, it seeks to develop a robust data platform that supports structured data for landslide hazard assessment and water usage.

An Innovative Solution

This comprehensive platform integrates two pivotal components, the Landslide Risk Assessment System, which utilises advanced modelling techniques to predict and mitigate landslide risks, and the Smart Water Meter System, designed to optimise water resource management through real-time monitoring and data analysis.

Together, these systems bolster the authorities' environmental management capabilities, ensuring proactive measures and sustainable practices for Penang Hill's ecosystem.

1. The Landslide Risk Assessment System: The Landslide Risk Assessment System on Penang Hill utilises advanced fuzzy logic algorithms to transform raw field inspection data into actionable insights, vastly improving decision-making processes.

   Previously reliant on manual methods prone to inefficiencies like document loss and delayed analysis, HydroDataHub digitises the entire process.

   Authorities now input risk parameters directly via mobile devices during site visits, streamlining data collection.

   Automated risk calculations seamlessly integrate with a Geographic Information System (GIS), enabling faster, more accurate assessments.

   Results are instantly mapped and shared across departments, boosting operational efficiency and minimising errors.

   This integration not only accelerates response times but also enhances comprehensive landslide risk management across Penang Hill.

2. The Smart Water Meter System: The Smart Water Meter System addresses water resource management challenges on Penang Hill by utilising advanced data analytics to transform raw usage data into clear, intuitive graphical representations.

These visualisations offer a comprehensive overview of water distribution and usage patterns, enabling authorities to make informed decisions in real-time.

By providing insights into usage patterns and optimising resource allocation, the system minimises wastage and enhances overall efficiency in water management practices.

This technological innovation promotes sustainable water usage practices and reinforces the resilience of Penang Hill's water infrastructure, ensuring it meets current and future demands effectively.

Recognition at the 10th World Water Forum

The winning team (Make Water OK) of the UNESCO Water Resilience Challenge 2024, representing Malaysia and APU, showcased their

Their victory was acknowledged with high acclaim by the Director, as well as the Deputy Director, of the Department of Irrigation and Drainage, Malaysia, highlighting the significance of their achievement in advancing water resilience solutions on a global stage.

Attended by participants from politics, academia, civil society, and the private sector, the World Water Forum is the largest international event in the water sector, held every three years since 1997.

The forum is more than just a conference; it includes a three-year preparatory phase, a one-week event phase, and a synthesis phase where results are presented and continuous support for collective action is provided.

APU's Commitment to Excellence in Environmental Innovation

APU consistently demonstrates its commitment to excellence in environmental innovation by empowering students through initiatives guided by dedicated mentors and facilitated by collaborative partnerships, enabling them to tackle complex challenges with creativity and ingenuity.

This commitment not only enriches educational experiences but also contributes significantly to global sustainability efforts, showcasing APU's effort in nurturing students dedicated to environmental stewardship and innovation.

KEY ENGAGEMENTS UNDER SDG 6 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	APU's CREDIT Teams Shine at VIC 2024 with Groundbreaking Innovations	https://new.apu.edu.my/news/apus-credit-teams-shine-vic-2024-groundbreaking-innovations
2	APU's International Relations Students Explore KLEFF'24 Water Sustainability Dialogue Forum	https://new.apu.edu.my/news/apus-international-relations-students-explore-kleff24-water-sustainability-dialogue-forum
3	APU Team "Make Water Ok" Wins UNESCO Water Resilience Challenge 2024	https://new.apu.edu.my/news/apu-team-make-water-ok-wins-unesco-water-resilience-challenge-2024
4	Lessons in sustainability and quality control at leading mineral water company Spritzer	https://new.apu.edu.my/news/lessons-sustainability-and-quality-control-leading-mineral-water-company-spritzer
5	'Murni' Sustainable Environment Design Receives Grand Prize In The Global Capstone Design Competition	https://new.apu.edu.my/news/murni-sustainable-environment-design-receives-grand-prize-global-capstone-design-competition

EXPERTS ILLUMINATE FIELD DEVELOPMENT PLAN IN THE OIL AND GAS INDUSTRY *Tuesday 30 July 2024, 10:15 am*

The second Petroleum Engineering Lecture Series, a joint effort between the Asia Pacific University of Technology & Innovation (APU) Society of Petroleum Engineers Student Chapter (APU SPE SC) and Petronas under the Collaboration with Higher Education Strategic Initiatives (CHESS) programme, was a resounding success, bringing together industry experts and students for an engaging and informative session on 21st June 2024.

Initiated by **Dr Wong Siew Fan** (Senior Lecturer and Advisor of APU SPE SC, School of Engineering at APU), the lecture featured two distinguished Staff Reservoir Engineers from Petronas who shared their expert insights and experiences with students:

1. **Mr Mohd Fairuz Azman**
2. **Ms Nor Baizurah Ahmad Tajuddin**

The lecture focused on the topic of Field Development Plan (FDP) in the oil and gas industry, offering students invaluable insights and comprehensive understanding of this critical aspect of petroleum engineering, highlighting its significance and practical applications.

First Segment: Well Performance Monitoring

In the first segment, Mr Mohd Fairuz highlighted the significance of continuous well performance monitoring, emphasising its crucial role in understanding reservoir behaviour, optimising production strategies, and identifying potential issues early.

He discussed how advancements in downhole sensors and real-time data analysis are revolutionising performance monitoring, enabling engineers to make data-driven decisions that maximise production efficiency.

Additionally, he outlined the essential steps involved in creating a successful FDP, including reservoir characterisation, well placement optimisation, production forecasting, and economic evaluation, thereby providing a comprehensive overview of the processes that drive effective petroleum engineering practices.

Second Segment: Resource Estimation

In the second segment, Ms Nor Baizurah provided an in-depth look into resource estimation, a fundamental aspect of FDP.

Moreover, she explained how geological and engineering data are utilised to determine the amount of recoverable oil and gas in a reservoir.

Discussing techniques such as seismic inversion and machine learning, she highlighted how these advancements enhance the accuracy and reliability of resource estimation, leading to more efficient development plans and optimising resource extraction, significantly improving the overall effectiveness of petroleum engineering efforts.

Third Segment: Reservoir Simulation

In the final segment, Ms Nor Baizurah shed light on reservoir simulation, a crucial tool for modelling reservoir behaviour over time.

She detailed how these simulations assist engineers in predicting production rates, evaluating the effectiveness of different recovery methods, and refining field development strategies.

By offering comprehensive insights into reservoir dynamics, she emphasised how these simulations play a vital role in making well-informed decisions, ultimately ensuring the optimal development and management of oil and gas fields.

Reflections on the Lecture Series

Dr Wong reflected on the lecture, appreciating the profound insights provided by Mr Mohd Fairuz and Ms Nor Baizurah.

She highlighted how their expertise greatly enriched students' understanding of FDP and expressed hope that such knowledge will inspire and guide students as they progress in their careers within the oil and gas industry.

In contrast, APIIT Education Group and APU's Chief Innovation & Enterprise **Officer Professor Ir EurIng Ts Dr Vinesh Thiruchelvam** praised the lecture for its exceptional contribution to bridging the gap between industry practice and academic learning.

He emphasised that the detailed presentations by the experts not only enhanced students' technical knowledge but also highlighted the importance of continuous innovation in the field of petroleum engineering, concluding that such lectures are pivotal in preparing students for future industry challenges.

TO THE LAND OF THE ALPS, WE GO!

Wednesday 18 December 2024, 12:15 pm

APU Students' Swiss Adventure with Hilti

Hey everyone! Guess what? The Asia Pacific University of Technology & Innovation (APU)'s **Team Sweetzerland** just lived a dream that many of us can only imagine – a whirlwind trip to **Switzerland**, thanks to their big win at the **Hilti IT Competition (ITC) 2024.**

Let's rewind a little and take you through this unforgettable journey. It all started with a bang back when StarEdu – the education pullout of The Star – splashed the headline: "To the Land of the Alps, we go!" This eye-catching title was accompanied by a jubilant group photo of the team and their mentors—Senior Lecturers **Mr Amad Arshad** and **Ms Palvinderjit Kaur**—celebrating their victory.


In that photo, Team Lead **Zachary Ang Zi Yang** and Tech Lead **Vandyck Lai Kai Yong** held a mock boarding pass to Switzerland, symbolising their triumph and the journey ahead.

The reason for the hype? This squad – led by Zachary and Vandyck, with the equally talented **Kok Hon Kit** (Machine Learning Lead), **Cheryl Lim Wye Yee** (Design Lead), and **Lee Ren Jie** (Full Stack Lead) – snagged the **Grand Champions** title at the Hilti ITC 2024 on 6 June. As a reward, they were jetting off to Switzerland, the land of chocolates, watches, and Hilti's global IT headquarters.

Let's dive into their adventure, which took place from 12 to 19 November.

Hilti HQ: A Hub of Innovation

"Walking into Hilti's HQ in Buchs was like stepping into the future!" the team gushed. Surrounded by autumn's golden hues, they were welcomed with open arms by Hans Huesler, a seasoned Hilti representative, who shared Hilti's story of innovation, cutting-edge tools, and an unwavering commitment to sustainability.

The tour was next-level cool – from sleek container-style meeting rooms to solar-panelled car parks and rainwater collection systems. The inclusive environment, exemplified by the on-site daycare centre, left a lasting impression on the visitors.

Plant No. 1: Where the Magic Happens

The team also got an insider look at Hilti's Plant No. 1, where bolts and anchors – Hilti's bread and butter – are crafted to perfection. Watching raw materials transform into high-tech products was like being on the set of a science documentary. "Hans broke it all down for us," the team said, "and we left in awe of Hilti's precision and passion."

Lunchtime Vibes

At Hilti, even lunch was special. Think top-notch meals and loads of bonding moments. Over hearty plates of food, the team shared their morning highlights and soaked in the good vibes. It wasn't just lunch; it was a slice of Hilti's people-first culture.

Behind the Scenes: Logistics in Action

Safety boots on, they headed to Hilti's logistics hub. This was the engine that powers Hilti's global operations – with advanced sensors and cameras making sure everything runs like clockwork. For the team, it was a masterclass in efficiency.

Raising the APU Flag at Mount Pilatus

And then came the trip's ultimate

highlight: Mount Pilatus. Riding a cable car through the Swiss Alps felt straight out of a fantasy film. At a staggering 2,100 metres, with the clouds beneath them and snowy peaks all around, the team hoisted the APU flag, marking a moment they'd never forget.

"It was like a dream come true," they said. "Standing there, we felt like champions, representing APU on a global stage."

Looking Back with Gratitude

The trip wasn't just about the sights and experiences but about the people and support that made it happen. "A huge thanks to Hilti for their hospitality and APU for believing in us," the team shared. From their mentors to their university's backing, it was a true team effort.

What It Takes to Be Champions

Team Sweetzerland's journey started way before their trip. Their winning project – a cutting-edge talent acquisition system – beat 53 other submissions to clinch the top spot at Hilti ITC 2024 on 6 June 2024. This wasn't just a win. It was a testament to APU's innovation streak, with Team Sweetzerland carrying on a legacy of victories from 2020, 2021, and 2023.

The Bigger Picture

This journey was more than just a competition. It was proof of how APU shapes its students into future-ready trailblazers. With industry collaborations, innovative teaching, and a focus on global exposure, the sky's the limit for APU students.

Team Sweetzerland's advice to future champs? "Dream big, take risks, and grab every opportunity!" Here's to more milestones, more memories, and more magic in the years ahead. Watch this space – we're just getting started!

Returning to the APU campus with a trophy, Team Switzerland—comprising (from 3rd from the left onwards): Kok Hon Kit, Cheryl Lim Wye Yee, Zachary Ang Zi Yang, Vandyck Lai Kai Yong, and Lee Ren Jie—was warmly welcomed by their mentors and Heads of Schools, from left: Assoc Prof Dr Tan Chin Ike, Head of the School of Computing (SoC), and Mr Amad Arshad, Senior Lecturer of SoC; from right: Assoc Prof Dr Thang Ka Fei, Senior Head of the School of Technology (SoT), and Ms Palvinderjit Kaur, Senior Lecturer of SoT.

KEY ENGAGEMENTS UNDER SDG 7 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	APU showcases Research & Innovation at the 1st World Geo Sustainability Festival	https://new.apu.edu.my/news/apu-showcases-research-innovation-1st-world-geo-sustainability-festival
2	APU Students Explore AI Advancements at Tesla Malaysia	https://new.apu.edu.my/news/apu-students-explore-ai-advancements-tesla-malaysia
3	APU Students' Industrial Visit to Farm Fresh @ UPM	https://new.apu.edu.my/news/apu-students-industrial-visit-farm-fresh-upm
4	Experts illuminate Field Development Plan in the Oil and Gas Industry	https://new.apu.edu.my/news/experts-illuminate-field-development-plan-oil-gas-industry
5	To the Land of the Alps, We Go!	https://new.apu.edu.my/news/land-alps-we-go
6	Pioneering Sustainable Agriculture	https://new.apu.edu.my/news/pioneering-sustainable-agriculture

GOAL 8: DECENT WORK AND ECONOMIC GROWTH
Promote Sustained, Inclusive And Sustainable Economic Growth, Full and Productive Employment And Decent Work

Research Publication	25
SDG 8 Related Activities	70

GLOBAL GATHERING: APU'S SOB & AMER CO-HOSTS SUSTAINABLE BUSINESS ENGAGEMENT INTERNATIONAL CONFERENCE *Wednesday 20 November 2024, 04:15 pm*

The conference brought together academics, industry experts, and thought leaders to discuss sustainable business solutions and inspired future research; and APU researchers were honoured for their innovative work, solidifying the university's commitment in promoting international dialogue, innovation, and sustainable business practices.

The **Asia Pacific University of Technology & Innovation's (APU) School of Business (SoB)** recently made significant strides in the field of sustainable business by co-hosting the **'Sustainable Business Engagement International Conference' with the Association of Malaysian Environment Behaviour Researchers (AMER), in partnership with Emerald Publishing.**

Held at the prestigious Hotel Everly in Putrajaya on 22nd and 23rd October 2024, the conference brought together a diverse group of academics, industry leaders, and thought leaders to discuss and explore the latest trends and innovations in sustainable business practices.

The conference was inaugurated with a warm welcome address by Prof Dr Kashif Hussain, APU's Senior Head of SoB and School of Global Hospitality & Tourism (SoGHT).

This was followed by an inspiring opening speech by Prof Ts Dr Murali Raman, APU's Deputy Vice Chancellor of Academic Development and a welcome address by Associate Professor Dr Rohana Sham, President of AMER.

The event featured a line-up of distinguished keynote speakers, including Prof Dr Marina Papanastassiou, Professor of International Business at the Department of International Business and Centre, Leeds University; Ms Zarina Nalla, former COO of the Malaysian Institute of Economic Research (MIER); and Ms Dolores Csabai, Co-founder, and Strategic Partner & Business Advisor at Litvill Hungary and the Litvill Lesson Association in India.

These experts shared their insights and experiences on a range of topics related to sustainable business, fostering stimulating discussions and inspiring future research.

A testament to APU's commitment to research excellence, two papers authored by APU researchers were honoured with the prestigious Emerald Innovative Research Excellence Award.

The awarded papers are:

- Antecedents of Initial Trust and Effect of Initial Trust on Intention to Adopt Mobile Banking Services Offered by Islamic Banks in Pakistan: Moderating Role of Gender, by Dua Bilal Naqeeb, Jugindar Singh Kartar Singh, Noraini Ahmad, and Sharifa Khamis Saud al-Toubi.

- An Analysis of Shopee Users' Decisions Influenced by Price, Promotion, and Product Quality: A Quantitative Study in Palembang, Indonesia, by Athirah Mohd Tan, Syazwani Yahaya, Rohana Sham, Sonia Umair, and Noraini Ahmad.

This achievement underscores APU's dedication to producing high-quality research that addresses real-world challenges and contributes to sustainable development.

The success of this conference reinforces APU's position as a leading institution in promoting international dialogue, fostering innovation, and advancing sustainable business practices. We extend our heartfelt congratulations to the SoB and AMER, and all the individuals involved in making this event a resounding success.

APU SECURES RM40,000 GRANT TO DRIVE CASHLESS CAMPUS INITIATIVE
Monday 26 August 2024, 04:43 pm

On 9th August 2024, a group comprising four leaders from APU's Student Representative Council (SRC)—Wong Yu Qin, Ted Muhindi Mbugua, Abdul Rahman, and Christopher Lee Jun Liang—officially received an RM40,000 grant under PayNet's "Programme Digital Campus 3.0", at its headquarters in Menara Southpoint, Mid Valley City. The team had successfully pitched their initiative to raise awareness of the digital campus concept, impressing the PayNet panel.

Accompanied by their mentors, APU's Student Representative Council (SRC) delegates officially received the grant at PayNet's headquarters in Menara Southpoint, Mid Valley City. From left - Ms Tengku Sofiah Aishah of PayNet, Wong Yu Qi, Ted Muhindi Mbugua, Abdul Rahman, Ms Hashanna Abdul Halim, Dr Rohana Sham, Ts Dr Noraini Ahmad, Mr Muhammad Haziq Hilman of PayNet.

PayNet, Malaysia's national payments network and a key partner in nurturing future financial innovators at APU, serves as a central infrastructure provider for the nation's financial markets.

The team was supported by their mentors from the School of Business (SoB): **Associate Professor Dr Rohana Sham, Senior Lecturer Ts Dr Noraini Ahmad, and Ms Hashanna Abdul Halim,** Assistant Manager of Student Affairs.

The grant will be used towards funding a number of student activities, including the International Cultural Night, International Colour Run, Island Night, and the Arabian Night event—all aimed at fostering a cashless environment at APU.

PayNet's Cashless Campus programme seeks to create a more efficient, secure, and modern campus experience through the adoption of digital financial technologies.

THRIVING IN THE JOB MARKET AMIDST THE AI BOOM
Friday 15 March 2024, 12:46 pm

Generative AI tools have the potential to impact over 300 million full-time jobs worldwide, with economists estimating that at least a quarter of these occupations' workload could be automated.

The rise of artificial intelligence (AI), particularly generative AI, is creating significant interest in its potential to transform industries and job markets.

AI enables machines to learn and make decisions based on data, enhancing autonomy and streamlining tasks.

Generative AI autonomously creates content, minimising the need for human intervention. However, its introduction increases job displacement – leading to income inequality.

A study conducted by Goldman Sachs revealed that generative AI tools have the potential to impact over 300 million full-time jobs worldwide, with economists estimating that at least a quarter of these occupations' workload could be automated.

This impending transformation underlines the need for individuals, especially aspiring undergraduates, to comprehend the evolving dynamics between technology and human employment to steer towards future-proof careers.

Despite concerns about job displacement, Asia Pacific University of Technology & Innovation (APU) School of Computing head **Assoc Prof Dr Tan Chin Ike** remains optimistic about the current development of AI.

"The First Industrial Revolution started in the 18th century with steam power and mechanisation, transforming agriculture and manufacturing," says Tan.

"Similar anxieties about job displacement likely occurred then as they do now. In each major Industrial Revolution, technology plays an increasing role. Society must adapt and stay relevant to navigate these changes."

As AI advances and adoption grows, it's poised to disrupt the tech industry. Yet, human involvement remains crucial for realising its full potential.

Referencing the Harvard Business Review, Tan acknowledges AI's rise will create opportunities for high-paying roles demanding complex tasks.

Human involvement remains crucial for AI to realise its full potential.

He reassures that jobs demanding high levels of social or emotional intelligence are unlikely to be surpassed by the rise of AI in the foreseeable future.

Echoing APU's commitment as the Premier Digital Tech Institution (PDTI) endorsed by the Malaysia Digital Economy Corporation (MDEC), Tan advocates for a focus on tech professions.

He emphasises the importance for tech students to not only grasp the evolution of AI but also to understand disruptive technologies to stay one step ahead.

Students must always be ready to learn and acquire new and relevant skills to position themselves favourably in the burgeoning job market.

AI at APU

APU's Bachelor of Computer Science (Hons) (Artificial Intelligence) degree programme exemplifies this commitment by offering AI-infused curriculums tailored to equip students with the necessary skills.

Through this programme, students master the fundamentals of computer science while delving into AI applications, including image recognition and natural language processing.

The programme aims to cultivate tech engineers capable of designing, developing, deploying and maintaining AI systems, empowering them to become proficient technology developers and future talents in AI.

AI graduates have diverse career options including becoming AI engineers, machine learning engineers, data engineers, robotics engineers, software engineers and data scientists.

According to Tan, to pursue a career in AI, one needs to build a strong foundation in programming as it is a universal language for translating human ideas into machine-executable actions.

Through robust application programming interfaces (APIs) and the advances in programming languages – especially the ability to streamline codes – professionals are now able to design, develop and test systems that augment AI techniques, such as machine learning, fuzzy logic, natural language processing and more.

"Besides that, one needs to inculcate strong problem-solving and critical thinking skills that are essential for working with or developing complex AI solutions. With AI, teaching machines to understand languages, generate images, create content and predict patterns is akin to delving into a complex world of algorithms, reasoning and puzzles," says Tan.

On top of the bachelor's degree with a specialism in AI, Tan pointed out that APU also offers a Master of Science in Artificial Intelligence degree, available either conventionally or through 100% online Open Distance Learning.

Additionally, numerous computing technology programmes offered by APU, though not specifically termed AI, are embedded with AI-related topics featuring the knowledge of how AI works or can be integrated into specific industries or disciplines.

While AI's impact on automation will cause the displacement of workers, it can also create new job opportunities and spawn new industries as well.

The World Economic Forum states that by 2025, automation will disrupt 85 million jobs globally in medium and large businesses across 15 industries and 26 economies. However, as the global economy and job markets evolve, we will see 97 million new roles emerge.

In conclusion, as AI continues to reshape the job landscape, individuals must embrace opportunities to adapt and acquire the skills needed to thrive in the evolving digital economy.

With the right education and mindset, they can navigate the AI revolution and carve out successful, future-proof careers.

Students who enrol in the Bachelor of Computer Science (Hons) (Artificial Intelligence) degree programme will have the option to participate in the APU-DMU Dual Degree Scheme. Under this scheme, students will receive two degree certificates and transcripts upon graduation – one from APU and one from De Montfort University (DMU) in the UK.

DMU is renowned for its 150 years of experience in providing higher education. This dual degree enhances the employability of graduates, growing their competencies towards maintaining APU's 100% employability track record.

As a PDTI, APU was also recognised with the Outstanding Faculty Award 2022 by MDEC in February 2023.
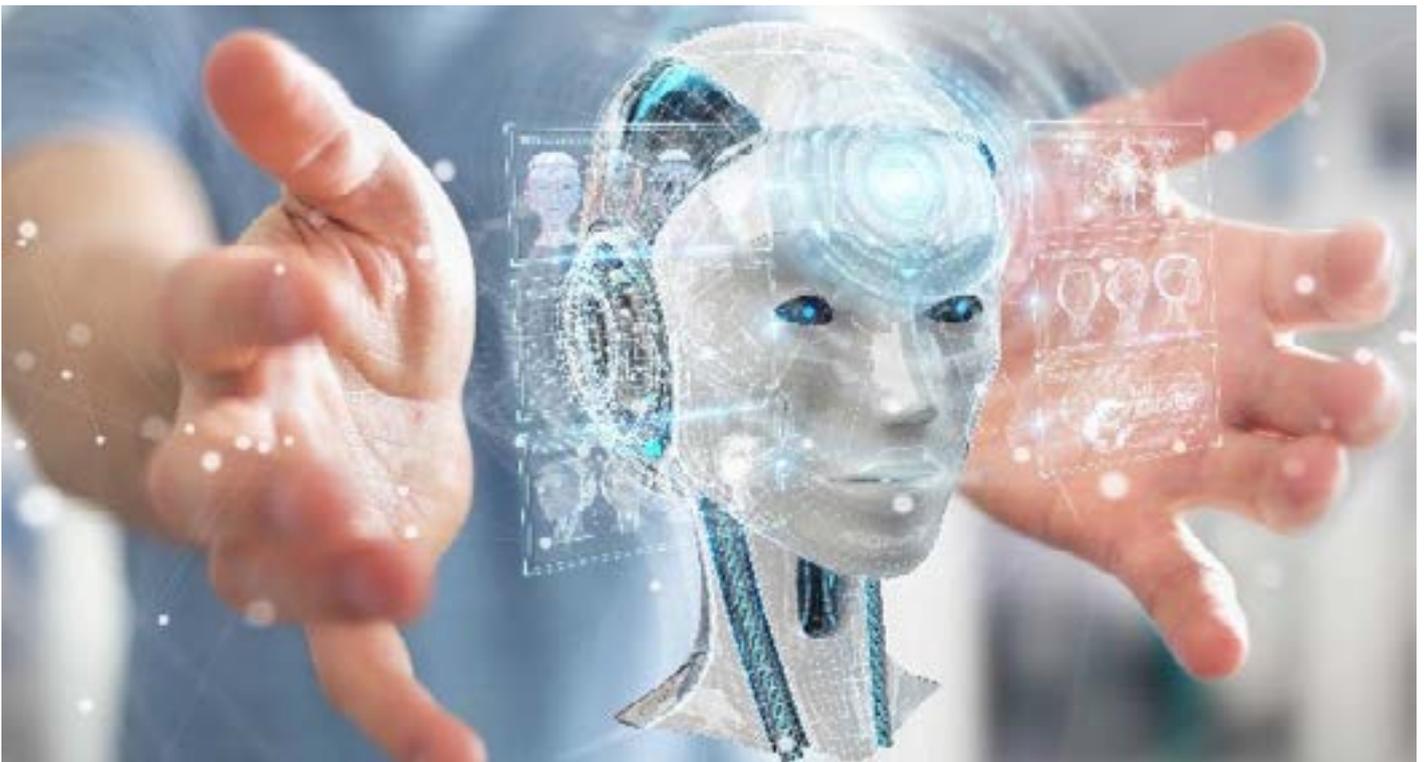
AI enables machines to learn and make decisions based on the data, enhancing autonomy and streamlining tasks.

STUDENTS UNLOCK FINANCIAL LITERACY THROUGH INTERACTIVE CASHFLOW BOARD GAME WORKSHOP
Wednesday 09 October 2024, 10:04 am

On 18 September 2024, students from the School of Accounting and Finance (SoAF) at Asia Pacific University of Technology & Innovation (APU) participated in an engaging and hands-on learning experience at the Cashflow Board Game Workshop. Inspired by Robert Kiyosaki's "Rich Dad" series, the event aimed to enhance students' understanding of financial literacy, investing, and financial independence. The workshop was facilitated by **Mr First Lye Yik Ming, Regional Manager of Great Ideals Group.**

The primary objectives of the workshop were to improve students' grasp of key financial concepts, simulate real-life financial decision-making, and encourage strategic thinking. Participants were able to apply theoretical knowledge in a risk-free environment while navigating the intricacies of cash flow, investing in assets, and managing debt. Through an interactive and competitive approach, students worked together to "escape the rat race" by building passive income streams and achieving financial freedom within the game.

The event kicked off with Mr First Lye's introduction, highlighting the purpose of the workshop and explaining how the Cashflow Board Game teaches financial principles in a fun, practical way. Students were then divided into eight groups, with five students in each group, and guided by facilitators who provided an overview of the game's mechanics and strategies.

During the first round of gameplay, students assumed roles as employees, tasked with managing their monthly expenses, debts, and investments. Players focused on accumulating passive income through strategic investments in stocks, real estate, and businesses. The ultimate goal was to exceed their expenses with passive income, simulating achieving financial freedom.

After one or two students in each group successfully "escaped the rat race," the workshop transitioned into a game review and strategy discussion. Facilitators encouraged students to share their experiences, discussing the investment decisions they made, mistakes encountered, and lessons learned. The facilitators offered valuable insights into smarter investment approaches and cash flow management techniques.

The workshop concluded with a wrap-up session led by Mr First Lye, where key financial principles were discussed, including risk management, the importance of understanding cash flow, and the leverage of passive income opportunities. Participants walked away with actionable takeaways on how these lessons can be applied to real-life financial planning and decision-making.

Overall, the workshop significantly improved students' understanding of cash flow management, with participants recognising the importance of financial discipline, long-term planning, and practical application of financial theories. The hands-on experience reinforced classroom knowledge, empowering students with the tools needed for future financial success.

KEY ENGAGEMENTS UNDER SDG 8 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	APU Academicians Triumph at the Asia Pacific International Conference on Quality of Life	https://new.apu.edu.my/news/apu-academicians-triumph-asia-pacific-international-conference-quality-life
2	A Celebration of Empowerment and Innovation	https://new.apu.edu.my/news/celebration-empowerment-and-innovation
3	APU eSports Club Hosts Inaugural InterVarsity Valorant Tournament	https://new.apu.edu.my/news/apu-esports-club-hosts-inaugural-intervarsity-valorant-tournament
4	APU's Startup Weekend: Where Ideas and Innovations Meet the SDGs	https://new.apu.edu.my/news/apus-startup-weekend-where-ideas-innovations-meet-sdgs
5	An Actuary's Journey to a Meaningful SDGs Future	https://new.apu.edu.my/news/actuarys-journey-meaningful-sdgs-future
6	A glimpse into Actuarial Excellence at Sun Life Malaysia	https://new.apu.edu.my/news/a-glimpse-into-actuarial-excellence-at-sun-life-malaysia
7	APU Aligning with Malaysia's Ambitious Vision for the Semiconductor Industry	https://new.apu.edu.my/news/apu-aligning-malaysias-ambitious-vision-semiconductor-industry
8	APU and NGOs Unite to Empower Youth, Women and Girls	https://new.apu.edu.my/news/apu-and-ngos-unite-empower-youth-women-and-girls
9	APU and OMG (Oceanus Media Global) Forge Partnership to Revolutionise Virtual Production Education in Southeast Asia	https://new.apu.edu.my/news/apu-and-omg-oceanus-media-global-forge-partnership-revolutionise-virtual-production-education
10	APU and Regov Technologies collaborate to launch Malaysia's first Web3 Innovation Lab (W3IL)	https://new.apu.edu.my/news/apu-and-regov-technologies-collaborate-launch-malaysias-first-web3-innovation-lab-w3il
11	APU Champions Tourism Talent Development to Safeguard Malaysia's Heritage	https://new.apu.edu.my/news/apu-champions-tourism-talent-development-safeguard-malaysias-heritage
12	APU Future Professionals Empowered by Career Prep Skills	https://new.apu.edu.my/news/apu-future-professionals-empowered-career-prep-skills
13	APU Partners with AWS to Empower Malaysia's Tech Future Through the Skills to Jobs Tech Alliance	https://new.apu.edu.my/news/apu-partners-aws-empower-malaysias-tech-future-through-skills-jobs-tech-alliance
14	APU Partners With Fortinet Malaysia to Enhance Cybersecurity Education	https://new.apu.edu.my/news/apu-partners-fortinet-malaysia-enhance-cybersecurity-education
15	APU Receives 2024 Employers' Choice of University Award	https://new.apu.edu.my/news/apu-receives-2024-employers-choice-university-award
16	APU's Computing Students Dive into Digital Transformation at MDEC	https://new.apu.edu.my/news/apus-computing-students-dive-digital-transformation-mdec
17	APU Selected for Prestigious "Program Akar" Digital Skills Training Initiative	https://new.apu.edu.my/news/apu-selected-prestigious-program-akar-digital-skills-training-initiative
18	APU showcases Corporate training Services at Khazanah Megatrends Forum 2024	https://new.apu.edu.my/news/apu-showcases-corporate-training-services-khazanah-megatrends-forum-2024
19	APU's Team B3ST Shines at Safety Tech Hackathon 2024!	https://new.apu.edu.my/news/apus-team-b3st-shines-safety-tech-hackathon-2024
20	APU Students Dive into the VUCA World of Technology and AI	https://new.apu.edu.my/news/apu-students-dive-vuca-world-technology-and-ai
21	Allianz Malaysia Enlightens APU Actuarial Science Club on in-demand Actuarial Careers	https://new.apu.edu.my/news/apu-team-roadto15k-emerges-champions-varsity-hackathon-2024
22	APU Unlocking Opportunities to Finance Graduates	https://new.apu.edu.my/news/apu-unlocking-opportunities-finance-graduates

KEY ENGAGEMENTS UNDER SDG 8 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
23	Celebrating Excellence	https://new.apu.edu.my/news/celebrating-excellence
24	Cyber talents prove prowess in PwC challenge	https://new.apu.edu.my/news/cyber-talents-prove-prowess-pwc-challenge
25	Exploring the Realms of Actuarial Science	https://new.apu.edu.my/news/exploring-realms-actuarial-science
26	Gaining Insights into Global Business Services	https://new.apu.edu.my/news/gaining-insights-into-global-business-services
27	Gaining insights on thriving in an Automated World with Human-Centric Leadership	https://new.apu.edu.my/news/gaining-insights-thriving-automated-world-human-centric-leadership
28	IFOA President-Elect inspires future Actuaries at APU	https://new.apu.edu.my/news/ifoa-president-elect-inspires-future-actuaries-apu
29	From passion to profession: The boom in game development	https://new.apu.edu.my/news/passion-profession-boom-game-development
30	PC.Com Awards to APU for Best Tech University and Best Future Ready Underscores Commitment to Tech Talent Development	https://new.apu.edu.my/news/pccom-awards-apu-best-tech-university-best-future-ready-underscores-commitment-tech-talent-development
31	Students Unlock Financial Literacy Through Interactive Cashflow Board Game Workshop	https://new.apu.edu.my/news/students-unlock-financial-literacy-through-interactive-cashflow-board-game-workshop
32	Thriving in the job market amidst the AI boom	https://new.apu.edu.my/news/thriving-job-market-amidst-ai-boom
33	APU Team "roadto15k" Emerges as Champions at Varsity Hackathon 2024	https://new.apu.edu.my/news/triumph-technical-analysis
34	The Winning Habit Continues for APU	https://new.apu.edu.my/news/winning-habit-continues-apu
35	APU Students Get Hands-On Experience with Bukit Jalil National Stadium Sports Facility Management	https://new.apu.edu.my/news/apu-students-get-hands-experience-bukit-jalil-national-stadium-sports-facility-management
36	Redefining Wellness in Modern Men	https://new.apu.edu.my/news/redefining-wellness-modern-men
37	APU AKPK Club Hosts Dual Financial Empowerment Affairs at Sasana Kijang, Bank Negara Malaysia	https://new.apu.edu.my/news/apu-akpk-club-hosts-dual-financial-empowerment-affairs-sasana-kijang-bank-negara-malaysia
38	APU and Experian Malaysia Forge Dynamic Partnership to Empower Future IT Leaders	https://new.apu.edu.my/news/apu-and-experian-malaysia-forge-dynamic-partnership-empower-future-it-leaders
39	APU Cashless Campus Initiative Validated by PayNet Digital Campus 2.0 Campaign	https://new.apu.edu.my/news/apu-cashless-campus-initiative-validated-paynet-digital-campus-20-campaign
40	APU Celebrating the Excellence of Ts Suresh Gobee's Prestigious Appointment	https://new.apu.edu.my/news/apu-celebrating-excellence-ts-suresh-gobees-prestigious-appointment
41	APU Offers Malaysia's First Master's in Actuarial Science Covering IFoA's Core Practice Subjects	https://new.apu.edu.my/news/apu-offers-malaysias-first-masters-actuarial-science-covering-ifoas-core-practice-subjects
42	APU's Actuarial Science Programme Gains Global Recognition	https://new.apu.edu.my/news/apus-actuarial-science-programme-gains-global-recognition
43	APU Secures RM40,000 Grant to Drive Cashless Campus Initiative	https://new.apu.edu.my/news/apu-secures-rm40000-grant-drive-cashless-campus-initiative

KEY ENGAGEMENTS UNDER SDG 8 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
44	APU's Engineering Leadership Engages in Shaping Malaysia's Semiconductor Future at Recruitment Day 2024	https://new.apu.edu.my/news/apus-engineering-leadership-engages-shaping-malaysias-semiconductor-future-recruitment-day
45	APU's Mega Career Fair Setting the Benchmark as Malaysia's Largest University-organised Career Fair	https://new.apu.edu.my/news/apus-mega-career-fair-setting-benchmark-malaysias-largest-university-organised-career-fair
46	APU Students exploring Innovation at Top Glove	https://new.apu.edu.my/news/apu-students-exploring-innovation-top-glove
47	APU Students shine at Malaysia Business Event National Challenge 2024	https://new.apu.edu.my/news/apu-students-shine-malaysia-business-event-national-challenge-2024
48	APU Student Wins Rising Star of the Year Award at the Asia Fintech Awards 2024	https://new.apu.edu.my/news/apu-student-wins-rising-star-year-award-asia-fintech-awards-2024
49	Triumph in Technical Analysis	https://new.apu.edu.my/news/apu-team-stemfinity-excels-tcs-sustainathon-malaysia-2024
50	APU Triumphs at WPH Digital Hackathon Next Gen Revolution 2024	https://new.apu.edu.my/news/apu-triumphs-wph-digital-hackathon-next-gen-revolution-2024
51	APU Wins Best Paper Award and Contributes to Expert Panel at ASIP Conference 2024	https://new.apu.edu.my/news/apu-wins-best-paper-award-and-contributes-expert-panel-asip-conference-2024
52	Back-to-back Wins for APU Students at Hilti IT Competition	https://new.apu.edu.my/news/back-back-wins-apu-students-hilti-it-competition
53	Beyond Classroom Experience: APU Students Explore the World of Hospitality and Tourism at MATTA Fair 2024	https://new.apu.edu.my/news/beyond-classroom-experience-apu-students-explore-world-hospitality-tourism-matta-fair-2024
54	Celebrating World Tourism Day	https://new.apu.edu.my/news/celebrating-world-tourism-day
55	From Classroom to Actuarial Career	https://new.apu.edu.my/news/classroom-actuarial-career
56	Discover the Art of Uncovering Fraud in Forensic Accounting	https://new.apu.edu.my/news/discover-art-uncovering-fraud-forensic-accounting
57	Enhance Your Actuarial Skills by Mastering Excel VBA for Professional Success	https://new.apu.edu.my/news/enhance-your-actuarial-skills-mastering-excel-vba-professional-success
58	Entrepreneurship Ecosystem Exposure for APU Students at Manila's EntreConference	https://new.apu.edu.my/news/entrepreneurship-ecosystem-exposure-apu-students-manilas-entreconference
59	Exploring Global Finance Through a Visit to Bursa Malaysia	https://new.apu.edu.my/news/exploring-global-finance-visit-bursa-malaysia
60	FinTech in Action	https://new.apu.edu.my/news/fintech-action
61	FinTech Today 2.0: Unveiling the Future of Finance & Banking	https://new.apu.edu.my/news/fintech-today-2-unveiling-future-finance-banking
62	Future Careers in Generative AI and Data Science	https://new.apu.edu.my/news/future-careers-generative-ai-data-science
63	Gaining Insights on Navigating the Digital Frontier of Emerging Technologies	https://new.apu.edu.my/news/gaining-insights-on-navigating-the-digital-frontier-of-emerging-technologies
64	Global Gathering: APU's SoB & AMER Co-Hosts Sustainable Business Engagement International Conference	https://new.apu.edu.my/news/global-gathering-apus-sob-amer-co-hosts-sustainable-business-engagement-international-conference

KEY ENGAGEMENTS UNDER SDG 8 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
65	Immersive Industrial Visit to Sensata Technologies	https://new.apu.edu.my/news/immersive-industrial-visit-sensata-technologies
66	Leading the Way in Cybersecurity Education	https://new.apu.edu.my/news/leading-way-cybersecurity-education
67	A Slice of Innovation: APU Students Witness the Magic Behind Gardenia's Bread	https://new.apu.edu.my/news/slice-innovation-apu-students-witness-magic-behind-gardenias-bread
68	SoGHT Gains Valuable Insights on Hospitality and Careers at The Westin, Kuala Lumpur	https://new.apu.edu.my/news/soght-gains-valuable-insights-on-hospitality-and-careers-at-the-westin-kuala-lumpur
69	A Student's Journey: Interning in Paradise	https://new.apu.edu.my/news/students-journey-interning-paradise
70	Your gateway to the engineering world	https://new.apu.edu.my/news/your-gateway-engineering-world

GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE
Build Resilient Infrastructure, Promote Sustainable Industrialization and Foster Innovation

| Research Publication | 50 |
| SDG 9 Related Activities | 90 |

PIONEERING SUSTAINABLE AGRICULTURE

Wednesday 20 September 2023, 04:20 pm

SoC Team Triumphs at SME Bank Sandbox Swiss Innovation Challenge 2024

A team of five exceptional students from the School of Computing (SoC) at Asia Pacific University of Technology & Innovation (APU) has emerged as champions at the prestigious **SME Bank Sandbox Swiss Innovation Challenge 2024 (SSSIC).** Their innovative project, which combines cutting-edge technology with sustainable agriculture, earned them the top prize, further solidifying APU's reputation as a leader in fostering future-ready talent.

Champion at SSSIC 2024 with their mentors. From left to right are Asst Prof Ir Eur Ing Ts Dr Lau Chee Yong, Amelia Sow Jing Yi, Chai Waii Yuan, Chan Hong Wei, Teh Chen Ming, Chiah Ming Liang, and Ms Chong Mien May.

The team, comprised of **Teh Chen Ming, Chiah Ming Liang, Chan Hong Wei, Chai Waii Yuan, and Amelia Sow Jing Yi,** clinched the coveted Champion title for their groundbreaking agrivoltaics solution. This innovation seamlessly integrates solar panels with an advanced monitoring system, empowering farmers to enhance both their income and crop yields. For their remarkable achievement, the students were awarded RM20,000 in prize money, along with a trophy, during the award ceremony held on 26 September 2024 at the Renaissance Hotel in Kuala Lumpur.

Teh Chen Ming (first from right) presented the innovative "FarmE" concept to the panel of judges, with strong support from his teammates.

Revolutionising Agriculture with Technology

The team's project, aptly named **FarmE: Innovative Agrivoltaics Solution for Sustainable Agriculture,** stood out for its ingenious design that merges agricultural practices with renewable energy generation.

Their system leverages a combination of predictive analytics, digital twin technology, and an information-sharing platform to create a highly efficient, data-driven approach to farming. By optimising land use through the dual-purpose integration of solar energy production and agricultural activities, the solution fosters a mutually beneficial ecosystem. This model benefits not only farmers by increasing productivity but also solar panel providers, creating a win-win scenario for sustainable development.

The agrivoltaics solution's ability to monitor crop conditions and predict potential challenges in real-time ensures that farmers are better equipped to make data-driven decisions, ultimately boosting their yields and improving profitability. Additionally, the project's digital twin-component provides a virtual simulation of the agricultural environment, allowing for enhanced precision and planning. The innovative approach reflects the growing importance of technology in addressing some of the most pressing challenges in the agricultural sector.

APU's Mentorship Fueling Success

Behind the team's success is the unwavering support of their mentors, whose guidance played a pivotal role in shaping the project's development. Senior Lecturer of SoC, Ms Chong Mien May, alongside Ir Eur Ing Ts Dr Lau Chee Yong, Assistant Professor of the School of Engineering (SoE), and Associate Professor Dr Tan Chin Ike, Head of SoC, provided expert mentorship throughout the competition. Their dedication to nurturing the students' potential was key to helping them refine their concepts and bring them to life.

Dr Tan, who reflected on the students' accomplishments, noted the significance of mentorship in driving innovation. "The triumph of our SoC team at SSSIC 2024 is a moment of immense pride for our institution and a testament to the transformative power of education and mentorship. Their agrivoltaics solution not only highlights the innovative spirit of our students but also underscores the crucial role that technology can play in creating sustainable agricultural practices. We eagerly anticipate the positive impact this project will have on the agricultural sector, paving the way for a more sustainable future."

The SoC team from APU responded to questions from the panel of judges during the final pitching.

A Platform for Innovation

The SME Bank Sandbox Swiss Innovation Challenge 2024 was a landmark event in the innovation and entrepreneurship space, attracting an impressive 439 submissions. After a rigorous selection process, 68 teams were shortlisted, with 19 finalists competing across two categories: the Open Category for start-ups and young companies, and the Tertiary Category for students from higher learning institutions.

The competition's emphasis on innovation, sustainability, and social impact aligns closely with the United Nations Sustainable Development Goals (SDGs), reinforcing the importance of addressing global challenges through innovative solutions.

APU's SoC team claimed the champion spot at the prize ceremony, taking home a cash prize of RM20,000, while Tunku Abdul Rahman University of Management and Technology secured the first runner-up position with RM15,000, and the University of Southampton placed second runner-up with RM10,000.

The event was graced by the presence of YB Datuk Ewon Benedick, Minister of Entrepreneur and Cooperatives Development, along with several other distinguished guests. Their participation underscored the importance of fostering an ecosystem of innovation that supports both young entrepreneurs and established businesses in Malaysia.

APU continues to demonstrate its commitment to developing innovative solutions that address real-world challenges. The victory at SSSIC 2024 not only showcases the talent and dedication of its students but also reflects the university's ongoing efforts to integrate sustainability into its curriculum and research initiatives.

The success of the SoC team is a beacon of the promising future of sustainable technology. With continued mentorship and support, these students are set to lead the way in transforming industries and contributing to a more sustainable, technologically advanced world.

APU CASHLESS CAMPUS INITIATIVE VALIDATED BY PAYNET DIGITAL CAMPUS 2.0 CAMPAIGN

Monday 19 February 2024, 03:52 pm

Echoing Bank Negara Malaysia's Financial Sector Blueprint 2022-2026, designed to accelerate e-payment adoption and cultivate a digital payment culture, Asia Pacific University of Technology & Innovation (APU) implemented cashless payments in all outlets on campus in 2017. The success of this endeavour was evident in the fruitful outcomes of the **Digital Campus 2.0** campaign, organised by **Payments Network Malaysia Sdn Bhd (PayNet)**.

APU SRC President, Chung Yu Qin (3rd from the left), and Secretary, Chu Kwan Yeu Jovi James (4th from the left), received the Champion and Best Pitch awards from PayNet Chairman, Datuk Ahmad Hizzad Baharuddin (2nd from the left), and PayNet Group CEO, Mr. Farhan Ahmad (3rd from the right). The presentation was observed by SRC advisors and mentors, Ms. Hashanna Abdul Halim (far left), Assoc. Prof. Dr. Ibiwani Alisa (2nd from the right), and Ts Dr. Noraini Ahmad (far right).

The campaign's culmination, held on January 18th at Le Meridien, Putrajaya, saw APU crowned as the champion among private higher education institutions (HEIs) for recording the highest cashless transactions per capita. Tasked with shaping a cashless society, the Digital Campus 2.0 campaign for 2023 assigned each institution's student body to present campaign proposals to PayNet, focusing on fostering the adoption of digital payments within their campus ecosystems.

APU SRC President, Chung Yu Qin (3rd from the left), and Secretary, Chu Kwan Yeu Jovi James (2nd from the left), received an RM150,000 cash prize, trophies, and certificates for emerging as the university with the highest cashless transactions per capita and as the student body with the 'Best Pitch.' The award presenters were PayNet Chairman, Datuk Ahmad Hizzad Baharuddin (left), and PayNet Group CEO, Mr. Farhan Ahmad (right).

Within a mere three months, APU achieved a remarkable 38 cashless transactions per capita from October to December 2023, totalling an outstanding 500,000 cashless transactions. This achievement resulted in the university and the student body being awarded a substantial RM150,000 cash prize. Additionally, the student body was recognised as the 'Best Pitch' at the campaign's finale.

The award ceremony was formalised by PayNet Chairman **Datuk Ahmad Hizzad Baharuddin** and PayNet Group Chief Executive Officer **Mr Farhan Ahmad,** with the honourable presence of Higher Education Director-General **Professor Dr. Azlinda Azman.**

Dissecting the significance of the numbers, APU Student Representative Council (SRC) President, **Chung Yu Qin,** and Secretary, **Chu Kwan Yeu Jovi James,** both presented at the final pitch, highlighted that participating universities were judged based on a transaction per capita and the cost per transaction.

With 28 public and private HEIs participating, over 405,000 students generated 11.8 million online and over-the-counter cashless transactions during the campaign. The public HEI champion was the Universiti Teknologi Mara (UiTM) Terengganu Branch.

The winners of the Digital Campus 2.0 campaign, organised by Payments Network Malaysia Sdn Bhd (PayNet), posed for a group picture with the distinguished guest of honour, Higher Education Director-general Prof. Dr Azlinda Azman (8th from the left, back row), judges, and organising committees during the award ceremony held on January 18, 2024, at Le Meridien, Putrajaya.

Chung Yu Qin, currently pursuing a Bachelor of Mechatronic Engineering with Honours degree at APU, explained the importance of the 38 transactions per capita at APU, indicating that each individual made approximately 38 transactions in the specified period. Furthermore, dividing the total cost by the total number of transactions resulted in an effective cost per cashless transaction at APU, equivalent to RM0.054.

International Cultural Night (ICN) 2023, organised by APU SRC on 2nd December 2023, managed to promote cashless payments through e-wallets and DuitNow QR, covering various aspects—from ticket and merchandise sales to food and beverage transactions. It is regarded as one of the success factors in building the cashless ecosystem at APU.

Chu Kwan Yeu Jovi James, a Bachelor of Computer Science (Hons) (Artificial Intelligence) student, highlighted SRC's role in hosting events like the International Cultural Night (ICN) 2023, promoting cashless payments through e-wallets and DuitNow QR, covering aspects from ticket and merchandise sales to food and beverage transactions by external vendors.

The duo emphasised that APU's in-house payment method, "**APCard**," embedded with cash-loading functionality, played a crucial role in the university's victory. They

emphasised the importance of fostering a cashless university lifestyle, proposing the usage of other cashless payment methods like e-wallets and QR codes.

As the student body, APU SRC believes in leading, setting good examples, and acting as the voice of the students, aspiring for students to practice cashless payment habits and work towards a cashless environment together.

During the PayNet Digital Campus 2.0 campaign's pitch sessions, the judges acknowledged APU's strong points, particularly the usage of APCard as a self-made digital payment ecosystem

alongside PayNet's DuitNow, FPX, and JomPay services.

The final pitching, incorporating a voting system as part of the judging criteria, took place on January 18, with a panel of judges featuring industry leaders such as **Dato' Adissadikin Ali,** the CEO of RHB Islamic Bank, **Mr Iskandar Shah Zulkarnain**, Group Chief Human Resources Officer (CHRO) of Bank Islam, and **Mr Firdaus Ghani**, PayNet Government Digitalisation Division Senior Director.

Reflecting on their learning curves during the campaign, both Chung Yu Qin and Chu Kwan Yeu Jovi James concluded that

the experience not only enhanced their critical thinking skills but also provided them with an edge for the future working environment.

Ms Hashanna Abdul Halim, Assistant Manager of Student Affairs and the SRC advisor commended the dedication and collaboration seamlessly woven by APU SRC throughout the campaign. "Their unwavering determination paints a portrait of pride, working diligently, independently, yet under our guiding supervision. Together, they craft a masterpiece of excellence. Kudos to the team for their outstanding commitment and collective brilliance," said Hashanna.

APU SHAPES CIRCULAR DESIGN LEADERS FOR A SUSTAINABLE FUTURE *Friday 19 July 2024, 02:32 pm*

In a world increasingly concerned with environmental sustainability, the role of industrial designers has never been more crucial.

They must consider the full lifecycle of their products, ensuring minimal impact on our planet. This is where circular product design comes in. It involves creating products that support a zero-waste circular economy.

Importance of circular design

The United Nations Industrial Development Organisation (UNIDO) emphasises that industrial design is pivotal for achieving the 2030 Agenda for Sustainable Development, particularly Goal 9, which focuses on infrastructure, innovation and sustainable industrialisation. As businesses prioritise environmental, social and governance (ESG) responsibilities, value-led sustainable approaches are becoming the norm, where companies create value for the business, society and the planet.

Commitment to circular design

At the Asia Pacific University of Technology & Innovation (APU)'s School of Media, Arts and Design (SoMAD), circular product design is a cornerstone of the Bachelor of Arts (Honours) in Industrial Design programme.

APU leads the way among universities in the country by integrating circular product design into its curriculum, teaching students to create products that are durable, repairable, upgradeable, reusable and recyclable, all of which comply with ESG standards.

While traditional recycling often results in downcycling (producing lower-quality products), the circular design emphasises upcycling, which retains or enhances the quality of materials.

Expert guidance and innovation

SoMAD lecturer and Certified Industrial Designer (CIDe) Eekang Ooi explains that circular product design aims to eliminate

At APU's Lestarial Sustainable Material Lab, students and faculty develop circular design solutions and sustainable materials to support a zero-waste economy.

waste by creating a closed-loop system where materials are perpetually reused or recycled.

"At SoMAD, we advance circular product design with our **Lestarial Sustainable Material Lab**, a hub of innovation where researchers develop materials that align with circular design principles," said Ooi.

The Lestarial Sustainable Material Lab is a testament to APU's dedication to sustainability, producing groundbreaking materials like Loriam and Doriam.

Loriam, a bio-composite made from cardboard waste, is nearing commercial release, while Doriam, crafted from durian husks, was recently showcased at the World Industrial Design Day 2024, drawing interest from industry partners.

Advantages of circular product design materials

Circular product design materials offer key benefits:

> Easy to mould: these materials can be shaped with minimal energy and water use, reducing waste and carbon footprint during production.

> Closed-loop cycle: they can be reintegrated into the manufacturing process, keeping resources in use longer and minimising waste.

> End-of-life solutions: APU students develop innovative take-back systems to disassemble returned products, recover materials and create new products.

Doriam, a bio-composite crafted from durian husks, was showcased at World Industrial Design Day 2024, drawing interest from industry partners.

Nurturing future leaders

At the Loriam and Doriam exhibition booth at the World Industrial Design Day 2024, the founders of the Lestarial Sustainable Material Lab—(from left) Liew Yong Kian, Christine Lim Pei Shin, and Eekang Ooi—pose for a photo.

The Lestarial Sustainable Material Lab was founded by dedicated SoMAD faculty members Eekang Ooi, Liew Yong Kian and Christine Lim Pei Shin. Along with students from SoMAD and the School of Engineering (SoE), they form the Lestarial Research Team.

Liew, currently pursuing a PhD with a dissertation titled Sustainable materials - driven design framework in Malaysia product design industry towards a circular economy, emphasises the integration of circular product design into the curriculum, equipping students with knowledge of sustainable materials, life cycle analysis, and closed-loop manufacturing.

"Through hands-on projects, they [the students] tackle real-world design challenges with a focus on reuse, refurbishment, remanufacturing and recycling.

"Furthermore, with our industry-veteran faculty, the students receive expert guidance, fostering critical thinking and problem-solving skills," Liew added.

Making an impact

Mostafa Elsayed Elsayed Marzouk, a Master of Arts in Design Innovation Management student at APU, exhibited his study exploring the potential of Loriam material in manufacturing and assessing the market appeal of sustainable consumer lighting products.

APU Industrial Design graduates specialise in sustainable design, contributing to the green economy by designing products for circular ecosystems.

They focus on material selection, disassembly and end-of-life options to minimise waste, acting as sustainability ambassadors and educating stakeholders on responsible consumption.

Lim highlighted the collaboration with sustainability-focused companies that providing students with exposure to cutting-edge practices through guest lectures, workshops and internships.

This real-world experience prepares them for careers in sustainability product design consulting, product design management and entrepreneurship.

Track records of sustainable inventions

According to SoMAD head Debbie Liew Pooi Kuan, APU students have a history of sustainable innovations, such as Kuno, a sustainable cooler fridge requiring no electricity; WaterPod, a seawater desalination pod for sea
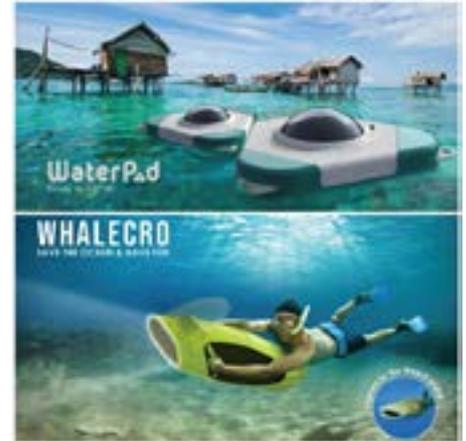
WaterPod, a James Dyson Award 2021-winning project, and Whalecro, which won the James Dyson Awards 2022, are creations of SoMAD Industrial Design students.

KEY ENGAGEMENTS UNDER SDG 9 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	APU Aligning with Malaysia's Ambitious Vision for the Semiconductor Industry	https://new.apu.edu.my/news/apu-aligning-malaysias-ambitious-vision-semiconductor-industry
2	APU Cashless Campus Initiative Validated by PayNet Digital Campus 2.0 Campaign	https://new.apu.edu.my/news/apu-cashless-campus-initiative-validated-paynet-digital-campus-20-campaign
3	APU Celebrating the Excellence of Ts Suresh Gobee's Prestigious Appointment	https://new.apu.edu.my/news/apu-celebrating-excellence-ts-suresh-gobees-prestigious-appointment
4	APU Offers Malaysia's First Master's in Actuarial Science Covering IFoA's Core Practice Subjects	https://new.apu.edu.my/news/apu-offers-malaysias-first-masters-actuarial-science-covering-ifoas-core-practice-subjects
5	APU's Actuarial Science Programme Gains Global Recognition	https://new.apu.edu.my/news/apus-actuarial-science-programme-gains-global-recognition
6	APU Secures RM40,000 Grant to Drive Cashless Campus Initiative	https://new.apu.edu.my/news/apu-secures-rm40000-grant-drive-cashless-campus-initiative
7	APU's Engineering Leadership Engages in Shaping Malaysia's Semiconductor Future at Recruitment Day 2024	https://new.apu.edu.my/news/apus-engineering-leadership-engages-shaping-malaysias-semiconductor-future-recruitment-day
8	Future Careers in Generative AI and Data Science	https://new.apu.edu.my/news/future-careers-generative-ai-data-science
9	Your gateway to the engineering world	https://new.apu.edu.my/news/your-gateway-engineering-world
10	APU showcases Research & Innovation at the 1st World Geo Sustainability Festival	https://new.apu.edu.my/news/apu-showcases-research-innovation-1st-world-geo-sustainability-festival
11	Experts illuminate Field Development Plan in the Oil and Gas Industry	https://new.apu.edu.my/news/experts-illuminate-field-development-plan-oil-gas-industry
12	To the Land of the Alps, We Go!	https://new.apu.edu.my/news/land-alps-we-go
13	Pioneering Sustainable Agriculture	https://new.apu.edu.my/news/pioneering-sustainable-agriculture
14	APU's CREDIT Teams Shine at VIC 2024 with Groundbreaking Innovations	https://new.apu.edu.my/news/apus-credit-teams-shine-vic-2024-groundbreaking-innovations
15	APU & 9 Universities Embracing Immersive Learning by Joining CelcomDigi Metaversity Initiative	https://new.apu.edu.my/news/apu-9-universities-embracing-immersive-learning-joining-celcomdigi-metaversity-initiative
16	APU Actuarial Innovators sharpen Skills in PythonLab Hackathon Workshop	https://new.apu.edu.my/news/apu-actuarial-innovators-sharpen-skills-pythonlab-hackathon-workshop
17	APU AI Club Recognised as a Premier Digital Tech Club	https://new.apu.edu.my/news/apu-ai-club-recognised-premier-digital-tech-club
18	APU and Kyungpook National University Forge Path to Global Startups	https://new.apu.edu.my/news/apu-and-kyungpook-national-university-forge-path-global-startups
19	APU and Ledgerbrains AI Consortium Forge Strategic Collaboration to Advance AI Talent Development	https://new.apu.edu.my/news/apu-and-ledgerbrains-ai-consortium-forge-strategic-collaboration-advance-ai-talent
20	APU and SkyeChip Forge Strategic Partnership to Advance IC Design Research	https://new.apu.edu.my/news/apu-and-skyechip-forge-strategic-partnership-advance-ic-design-research
21	APU Celebrates Prestigious NAPEI Excellence Award Win in Innovation in Education	https://new.apu.edu.my/news/apu-celebrates-prestigious-napei-excellence-award-win-innovation-education

KEY ENGAGEMENTS UNDER SDG 9 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
22	APU Engineering Students Emerge Triumphant at Robot Challenge 2024 in Beijing	https://new.apu.edu.my/news/apu-engineering-students-emerge-triumphant-robot-challenge-2024-beijing
23	APU leads the way with the Great Challenge Hackathon and shapes the future of Robotics	https://new.apu.edu.my/news/apu-leads-way-great-challenge-hackathon-and-shapes-future-robotics
24	APU and MITI In Discussion on Industry Talent Needs	https://new.apu.edu.my/news/apu-miti-discussion-industry-talent-needs
25	APU's Cybersecurity Talent leads the way at International Battle of Hackers 2024	https://new.apu.edu.my/news/apus-cybersecurity-talent-leads-way-international-battle-hackers-2024
26	APU's Fernandez Tan Jun Xian Honored With Prestigious IEM Book Prize Award	https://new.apu.edu.my/news/apus-fernandez-tan-jun-xian-honored-prestigious-iem-book-prize-award
27	APU's Media and Communication Students Get Industry Exposure at Radio Television Malaysia (RTM)	https://new.apu.edu.my/news/apus-media-and-communication-students-get-industry-exposure-radio-television-malaysia-rtm
28	APU's Red Hat Academy Lab Launches to Empower Open Source Learning	https://new.apu.edu.my/news/apus-red-hat-academy-lab-launches-empower-open-source-learning
29	APU Students master Excel Skills in Industry-Focused Workshop	https://new.apu.edu.my/news/apu-students-master-excel-skills-industry-focused-workshop
30	APU Students Shine at MY Universities Hackathon 2024 with Innovative Web3 Solutions	https://new.apu.edu.my/news/apu-students-shine-my-universities-hackathon-2024-innovative-web3-solutions
31	APU's XR Studio Unveils Advanced Immersive Tech Ecosystem	https://new.apu.edu.my/news/apus-xr-studio-unveils-advanced-immersive-tech-ecosystem
32	From Blackboard to Firewall: Protecting Malaysia's Schools in the Digital Age	https://new.apu.edu.my/news/blackboard-firewall-protecting-malaysias-schools-digital-age
33	Celebrating Innovation and Success of PayNet & APU Hackathon 2024	https://new.apu.edu.my/news/celebrating-innovation-and-success-paynet-apu-hackathon-2024
34	Day of Discovery: APU Unveils the World of Cyber Security to SMK St. Dominic Students	https://new.apu.edu.my/news/day-discovery-apu-unveils-world-cyber-security-smk-st-dominic-students
35	Double Honours for APU Cyber Security Team at Curtin Malaysia CTF Hackathon 2.0	https://new.apu.edu.my/news/double-honours-apu-cyber-security-team-curtin-malaysia-ctf-hackathon-20
36	Embracing art with AI	https://new.apu.edu.my/news/embracing-art-with-ai
37	Empowering Malaysian Engineering: Two APU Academicians Elected to IMechE Committees	https://new.apu.edu.my/news/empowering-malaysian-engineering-two-apu-academicians-elected-imeche-committees
38	Exploring the Future of AI and Robotics	https://new.apu.edu.my/news/exploring-future-ai-and-robotics
39	Former Premier Tun Dr Mahathir Mohamad Inspires APU Students at Perdana Leadership Foundation	https://new.apu.edu.my/news/former-premier-tun-dr-mahathir-mohamad-inspires-apu-students-perdana-leadership-foundation
40	FUSION 2024: Igniting Brilliance, Harvesting Success	https://new.apu.edu.my/news/fusion-2024-igniting-brilliance-harvesting-success
41	Giving Back to the Community: APU Delivers Interactive AI and Tradition Workshop to SMA Batik 1 Surakarta Students	https://new.apu.edu.my/news/giving-back-community-apu-delivers-interactive-ai-tradition-workshop-sma-batik-1-surakarta
42	Hands-on Drone Technology Workshop Ignites Creativity at APU	https://new.apu.edu.my/news/hands-drone-technology-workshop-ignites-creativity-apu

KEY ENGAGEMENTS UNDER SDG 9 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
43	Industrial Visit at Menara Maybank Empowers APU Students With Insight Into Banking Technology	https://new.apu.edu.my/news/industrial-visit-menara-maybank-empowers-apu-students-insight-banking-technology
44	Industry-relevant Education: APU's PLC Lab Achieves SIEMENS Certification	https://new.apu.edu.my/news/industry-relevant-education-apus-plc-lab-achieves-siemens-certification
45	Inspiring future Innovators as APU hosts Workshops on Mathematical Tools	https://new.apu.edu.my/news/inspiring-future-innovators-apu-hosts-workshops-mathematical-tools
46	Jurutera featured Prof. Ho's AI Revolution in Engineering Education	https://new.apu.edu.my/news/jurutera-featured-prof-hos-ai-revolution-engineering-education
47	Navigating the Digital Media Landscape	https://new.apu.edu.my/news/navigating-digital-media-landscape
48	SoMM Students' Immersive Experience at Faber-Castell Production Facility	https://new.apu.edu.my/news/somm-students-immersive-experience-at-faber-castell-production-facility
49	Sparking Young Minds in Web Design and IoT Workshop at APU	https://new.apu.edu.my/news/sparking-young-minds-in-web-design-and-iot-workshop-at-apu
50	Tech Wizards in the Making	https://new.apu.edu.my/news/tech-wizards-making
51	Transformative Workshops in Psychology at APU for Nurturing Innovation	https://new.apu.edu.my/news/transformative-workshops-psychology-apu-nurturing-innovation
52	WayangWayang Preserves Heritage with Innovative AI-powered Features	https://new.apu.edu.my/news/wayangwayang-preserves-heritage-innovative-ai-powered-features
53	Noodle Production Process Excites SoMM Students during Industrial Visit to Top Snack Factory	https://new.apu.edu.my/news/noodle-production-process-excites-somm-students-during-industrial-visit-top-snack-factory
54	AI-Driven Defect Inspection Technology secures Champion Crown	https://new.apu.edu.my/news/ai-driven-defect-inspection-technology-secures-champion-crown
55	APU Alumni Inspires Students During Oracle Malaysia Visit	https://new.apu.edu.my/news/apu-alumni-inspires-students-during-oracle-malaysia-visit
56	APU Celebrates Research Excellence	https://new.apu.edu.my/news/apu-celebrates-research-excellence
57	APU Hosts MS ISO 560022019 Innovation Management Seminar	https://new.apu.edu.my/news/apu-hosts-ms-iso-560022019-innovation-management-seminar
58	APU Robotics Students Shine at Singapore's National Robotics Competition with Silver and Bronze Wins	https://new.apu.edu.my/news/apu-robotics-students-shine-singapores-national-robotics-competition-silver-and-bronze-wins
59	APU School of Computing Students Explore AI & Communications at MCMC	https://new.apu.edu.my/news/apu-school-computing-students-explore-ai-communications-mcmc
60	APU's Design Thinking Guru Shines on the International Stage	https://new.apu.edu.my/news/apus-design-thinking-guru-shines-international-stage
61	APU Shapes Circular Design Leaders for a Sustainable Future	https://new.apu.edu.my/news/apu-shapes-circular-design-leaders-for-a-sustainable-future
62	APU's SoMAD Students Shine Bright at the Student Kancil x sCoolers Awards 2024!	https://new.apu.edu.my/news/apus-somad-students-shine-bright-student-kancil-x-scoolers-awards-2024
63	APU's Triumph at UNIIC's Reverse Ideathon 2024 by Championing Innovative Entrepreneurial Skills	https://new.apu.edu.my/news/apus-triumph-uniics-reverse-ideathon-2024-championing-innovative-entrepreneurial-skills
64	APU Students attend AFECA Asia Mice Youth Challenge 2024	https://new.apu.edu.my/news/apu-students-attend-afeca-asia-mice-youth-challenge-2024

KEY ENGAGEMENTS UNDER SDG 9 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
65	APU Students Gain Immersive Insights Into AI Research at SoMM's Workshop	https://new.apu.edu.my/news/apu-students-gain-immersive-insights-ai-research-somms-workshop
66	APU Students' Industrial Visit to Carlsberg Brewery Malaysia Berhad	https://new.apu.edu.my/news/apu-students-industrial-visit-carlsberg-brewery-malaysia-berhad
67	APU Students Shine Globally with SARVIDROS Innovation at Prestigious International Events	https://new.apu.edu.my/news/apu-students-shine-globally-sarvidros-innovation-prestigious-international-events
68	APU Students Shine at International Invention, Innovation, and Design Competition 2024	https://new.apu.edu.my/news/apu-students-shine-international-invention-innovation-and-design-competition-2024
69	APU Students Take a Deep Dive into the Future of PROTON	https://new.apu.edu.my/news/apu-students-take-deep-dive-future-proton
70	APU Students Win Prize for AI Content Creation Solution at Global TikTok Competition	https://new.apu.edu.my/news/apu-students-win-prize-ai-content-creation-solution-global-tiktok-competition
71	APU Teams Shine at ZTE NextGen 5G Hackathon 2024 by Securing Top Honours for Innovation in IoT Solutions	https://new.apu.edu.my/news/apu-teams-shine-zte-nextgen-5g-hackathon-2024-securing-top-honours-innovation-iot-solutions
72	Award-Winning IoT Solutions by Trailblazing APU Innovators at iCAN 2024	https://new.apu.edu.my/news/award-winning-iot-solutions-trailblazing-apu-innovators-ican-2024
73	B-Goolee's Success at Tokyo Game Show 2024	https://new.apu.edu.my/news/b-goolees-success-tokyo-game-show-2024
74	Breakthrough Success Unlocked	https://new.apu.edu.my/news/breakthrough-success-unlocked
75	Charting the Future of Image Technology	https://new.apu.edu.my/news/charting-future-image-technology
76	A Collaborative Triumph Championing Excellence	https://new.apu.edu.my/news/collaborative-triumph-championing-excellence
77	Elevating Industrial Design Education at APU With Academic Conferred As CIDe	https://new.apu.edu.my/news/elevating-industrial-design-education-apu-academic-conferred-cide
78	Embracing the Human Spark in an AI-Fuelled Future: Insights from the MRSM Conference	https://new.apu.edu.my/news/embracing-human-spark-ai-fuelled-future-insights-mrsm-conference
79	Empowering Entrepreneurial Spirit at APU Provides A Path to Lifelong Success	https://new.apu.edu.my/news/empowering-entrepreneurial-spirit-apu-provides-path-lifelong-success
80	Graduate Engineer Kok Fu Jie Awarded IEM Gold Medal	https://new.apu.edu.my/news/graduate-engineer-kok-fu-jie-awarded-iem-gold-medal
81	Industrial Visit to Red Hat Malaysia empowers APU Students with insight into Open-Source Innovation	https://new.apu.edu.my/news/industrial-visit-red-hat-malaysia-empowers-apu-students-insight-open-source-innovation
82	Innovating for tomorrow at the APU Sustainable Hackathon 2024	https://new.apu.edu.my/news/innovating-tomorrow-apu-sustainable-hackathon-2024
83	Navigating the Future of AI and Digital Marketing With APU	https://new.apu.edu.my/news/navigating-future-ai-and-digital-marketing-with-apu
84	SIET 2024: A Global Gathering of Engineering Minds	https://new.apu.edu.my/news/siet-2024-global-gathering-engineering-minds
85	Unlocking the potential of Industry Revolution 4.0 careers	https://new.apu.edu.my/news/unlocking-potential-industry-revolution-4-careers
86	Varsity trio show innovative prowess at AI challenge	https://new.apu.edu.my/news/varsity-trio-show-innovative-prowess-ai-challenge

KEY ENGAGEMENTS UNDER SDG 9 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
87	APU Managing SMEs Cybersecurity Risks Through Cybersecurity as a Service (CaaS)	https://new.apu.edu.my/news/apu-managing-smes-cybersecurity-risks-through-cybersecurity-as-a-service-caas
88	Prize Winning Outing for APU Students at World's First Transformer Robotics Coding Competition	https://new.apu.edu.my/news/prize-winning-outing-apu-students-worlds-first-transformer-robotics-coding-competition
89	Proton City Industrial Visit: Unveiling the Heart of Malaysian Automotive Excellence	https://new.apu.edu.my/news/proton-city-industrial-visit-unveiling-heart-malaysian-automotive-excellence
90	APU Aligning with Malaysia's Ambitious Vision for the Semiconductor Industry	https://new.apu.edu.my/news/apu-aligning-malaysias-ambitious-vision-semiconductor-industry

APU SOF STUDENTS FIRED UP BY ASB-UNHCR CONFERENCE LINKS SDGS TO REFUGEE SOLUTIONS

Friday 05 July 2024, 02:55 pm

The conference enhanced students' understanding of refugee concerns (SDG 4) and commitment to fostering a fairer world (SDG 10), with experts discussing topics such as Brazil's innovative refugee policy and mental health challenges faced by refugees besides emphasising collaboration and dialogue in creating effective refugee policies (SDG 16), broadening students' perspectives, and sparking a passion for addressing global humanitarian challenges.

On 12 and 13 June 2024, 35 aspiring leaders from **Asia Pacific University of Technology & Innovation's (APU) School of Foundation (SoF)** embarked on an eye-opening journey to the 4th ASB-UNHCR Conference on Refugee Studies & Forced Displacement 2024.

Attending such a conference can equip the 35 aspiring leaders with knowledge and tools to advocate for Sustainable Development Goal (SDG) 4 in their future endeavours.

This experience demonstrates APU SoF's commitment to understanding these issues and potentially building solutions towards a more equitable world covering SDG 10.

This conference, hosted by the ASEAN Research Centre (ARC) under the prominent Asia School of Business (ASB) in Kuala Lumpur, was more than just an academic event — it served as a gateway for new perspectives on global refugee policy.

One of the conference's notable aspects was that it began with a welcome message from Prof. Sanjay Sarma, CEO/President and Dean of the ASB, and was followed by remarks from Thomas Albrecht, United Nations High Commissioner for Refugees (UNHCR) Representative.

Following that, H.E. Ary Norton de Murat Quintella, Ambassador of Brazil to Malaysia; Comfort Wobil Brima, Representative from the West African Refugee Community and Founder of Teen Health International; and Dr. Melati Nungsari, Faculty Director of the ASEAN Research Centre (ARC), delivered opening addresses.

The conference continued by introducing the National Committee for Refugees (CONARE) and Brazil's National Refugee Policy. Dr. Pedro Henrique de Moraes Cícero, General Coordinator of CONARE Brazil under the Ministry of Justice, presented this information.

Dr. Pedro captivated the audience with insights into Brazil's pioneering Refugee Act of 1997, which is lauded worldwide for its innovative approach to refugee protection.

After lunch, the ASB-UNHCR Conference continued with the presentation of research session 1, which focused on Intervention Mechanisms.

Three topics were discussed, beginning with Building Social Capital for Health: The Case of Rohingya Refugees in Malaysia by Natasha Howard and Tan Sok Teng from the National University of Singapore (NUS); Healthcare and Livelihood Costs for Refugees in Malaysia by Norliza Nordeen, Funds Coordinator from the Refugee Emergency Fund (REF); and The Impact of Post-Traumatic Stress Disorder (PTSD) on Those Seeking Asylum by Hasna Mehraj Sheikh from Queen Mary University of London, UK.

On the second day, Dr. Pedro hosted a learning session for invited students, researchers, and civil society organisations titled Towards an Inclusive National Refugee Policy for Malaysia and Brazil.

The conference then moved on to the second research session for Policy Implementation, which featured three topics: Legal Challenges of Climate-Induced Displacement: An Intersectional Analysis by Samina Khan from Universiti Kebangsaan Malaysia (UKM); Implementation of Thailand's National Screening Mechanism: Protection or Prevention? by Mary Rose Geraldine A. Sarausad from Asian Institute of Technology (AIT); and History and Current Relevance of Bangkok Principles by Lili Song from Harvard/Otago University.

The third research session proceeded with discussions on Social Attitudes, addressing three topics: Access to and Impact of Early Childhood Education of Children in Malaysia: Insights from Global Challenges Research Fund Project by Kimberly Kong from Universiti Sains Malaysia (USM); Refused Refugees: Is it a Failure of the Refugee Regimes to Protect the Gazans? by AKM Ahsan Ullah, Associate Professor and Deputy Dean, Faculty of Arts and Social Sciences (graduate studies and research) at the University of Brunei Darussalam (UBD); and Refugee Stereotypes from the General Public by Rachel Decruz and Melati Nungsari from the ASB.

The conference concluded with a film screening titled The Fourth and Still in Motion by Laura Low, an independent filmmaker in collaboration with Freedom Film Network (FFN), as well as a panel discussion moderated by Melati Nungsari on Media Representations of Refugees in Malaysia and Why So Many Refugees Risk Their Lives to Enter This ASEAN Country.

From theory to reality

The room was buzzing with excitement as students, led by Ms Iman Danish Sha and Ms Manpreet Kaur from the SoF, interacted closely with the speakers.

Joel Lai Jia En, Data Informatics student commented, "This was not your typical college talk. Everything, from the speakers' knowledge to the audience's enthusiasm, made it really professional. It broadened my perspective on how different nations handle refugee issues and what we can learn from them."

Hildani Khairuddin, an Interactive Technology student, emphasised the necessity of international collaboration in policymaking, inspired by Brazil's inclusive attitude toward refugees.

"Learning about Brazil's dedication to human rights for refugees was heartening. It helped me understand the complications of refugee integration in Malaysia."

Timothy Chong Tze Kiong (Interactive Technology student) described the seminar as a revelation.

"I had never truly thought about refugee policies until today. Thank you to Ms. Iman and Ms. Manpreet for this eye-opening experience. It highlighted the global challenges that refugees endure, as well as the value of education and acceptance."

Chai Kok Wayne (Data Informatics student) summed up the day as "fantastic". He found Pedro's insights regarding refugee rights and work permits in Brazil fascinating.

He also praised James' ergonomic research on Rohingya education networks, emphasising the event's relevance for inquisitive minds.

The ASB-UNHCR conference broadened views and sparked a passion for global humanitarian issues among APU SoF students.

CELEBRATING APU'S CSR ENDEAVORS BY EMPOWERING REFUGEE STUDENTS THROUGH PUBLIC SPEAKING *Wednesday 03 April 2024, 06:00 pm*

The dedicated team of APU student volunteers for SoF CSR initiatives.

One of the CSR initiatives at Elshaddai Refugee School aims to equip refugee students with essential skills in creating impactful posters and presentations, thereby enhancing their communicative prowess.

Asia Pacific University of Technology & Innovation (APU) is delighted to share the culmination of yet another successful Corporate Social Responsibility (CSR) project undertaken by its School of Foundation (SoF).

On March 22, 2024, SoF celebrated the conclusion of its third collaboration with **Elshaddai Refugee School**, marking a significant milestone in the School's ongoing commitment to educational empowerment.

Themed around "Public Speaking," March provided a platform for refugee students to refine their oratory skills under the guidance of dedicated APU student volunteers.

Witnessing the remarkable growth and confidence exhibited by the refugee students was truly inspiring. Despite facing minimal exposure to personal electronic devices, their insights on topics such as "Electronics and Social Interaction" showcased their adaptability and intellectual acumen.

"We would like to extend our heartfelt gratitude to three esteemed lecturers from SoF, **Ms Nurjahan Othman, Ms Jaspreet Kaur, and Ms Rachel,** who led the charge in mentoring these budding talents," said Dr Sarvinder Kaur, Head of School of Foundation.

The CSR team which is orchestrated by **Ms Iman Danish Sha,** exemplifying their unwavering commitment to fostering a conducive learning environment not only empowered the refugee students but also enriched the teaching experiences of our volunteers.

As the School bids farewell to the current cohort of APU student volunteers, it eagerly anticipates welcoming a new team in April, ready to continue the legacy of educational empowerment.

Over the next three months, SoF lecturers will collaborate closely to design an engaging workshop focused on "Digital Literacy." This upcoming initiative aims to equip refugee students with essential skills in creating impactful posters and presentations, thereby enhancing their communicative prowess.

A group picture of SoF's teaching staff and student volunteers while celebrating the conclusion of its third CSR activity at Elshaddai Refugee School.

As the School embark on this journey, let us stay tuned to SoF's ongoing CSR endeavours, driven by the ethos of empowerment and social responsibility. Together, we pave the way for a brighter future, one workshop at a time.

NDO & APU EMPOWERING THE UNDERPRIVILEGED WITH DIGITAL SKILLS
Monday 20 May 2024, 03:06 pm

A Unique Collaboration for Bridging the Digital Divide

Nicol David Organisation (NDO), spearheaded by the renowned squash champion **Datuk Nicol Ann David,** has embarked on a transformative journey alongside the Asia Pacific University of Technology & Innovation (APU), converging their expertise to drive philanthropic endeavours.

At the beginning of APU's extensive 40-hour learning programme, Datuk Nicol Ann David assisted kids in becoming acquainted with the educational resources available in the computer lab.

Partnering with APU, NDO aims to harness the university's pool of qualified professionals, particularly through the Asia Pacific Centre for Analytics (APCA), to introduce Creative Computing Workshops. These workshops are designed to empower underprivileged students with essential computational skills, addressing the stark digital disparity prevalent among economically disadvantaged communities.

Commencing on May 10, 2024, this initiative stems from a Memorandum of Understanding (MoU) inked between APU and NDO on February 6, 2024. Twenty-five students from marginalised backgrounds are undergoing a comprehensive 40-hour learning programme at APU, slated for completion by October 2024.

Harnessing APU's pool of qualified tech professionals, the Nicol David Organisation (NDO) spearheads Creative Computing Workshops for children from B40 and M40 backgrounds in collaboration with APU. In this picture, Datuk Nicol Ann David (3rd from the left in the back row) is taking a group photo with NDO members and the children.

During her presentation at APU to inaugurate the Creative Computing Workshops, Datuk Nicol pointed out, "Computer Science helps nurture problem-solving skills, logic, and creativity. Every student is entitled to this opportunity. However, due to their social and economic status, most primary and secondary school students from B40 and M40 backgrounds do not have access to it, creating a digital divide where some students are knowledge-rich and others are knowledge-poor."

Echoing her sentiments, **Ms Hema Latha Krishna Nair**, Senior Lecturer at APU who heads APCA, explained the programme's core objective: offering hands-on experiences to B40 and M40 students, thereby transcending passive learning paradigms.

APU's Senior Lecturer Dr Veerakumar Soundrapandian heads the training team for Creative Computing Workshops for unprivileged children, a joint effort between APU and the NDO

"We at APU have formed a training team composed of experienced lecturers from the School of Technology (SoT) led by **Dr Veerakumar Soundrapandian**, Senior Lecturer of the SoT. The team will lead the children to participate in meaningful and personally relevant computing activities, to study and rethink the creative practices of computing," added Hema.

The training curriculum encompasses diverse modules, ranging from basic computer operations to fundamental game mechanics, meticulously crafted to instil both technical acumen and critical thinking prowess among participants.

In tandem with the Creative Computing Workshop, APU students, under Ms Hema's guidance, have developed the **NDO Students Performance Analytics dashboard**. This four-month project underscores the symbiotic relationship between academia and philanthropy, driving impactful innovation in education.

While APU extends its infrastructure and pedagogical support, NDO enriches the learning experience by furnishing robotic kits and imparting supplementary skills in English proficiency and squash.

The MoU between APU and NDO delineates a strategic roadmap for collaborative ventures, aiming to pioneer groundbreaking advancements by leveraging their collective expertise for the betterment of society. Pictured from left to right are Dr Teh Choon Jin, APU's Registrar and Senior Director of Administration; Datuk Nicol David; Ms Mariana de Reyes, Co-Founder and CEO of NDO; Prof. Dr. Ho Chin Kuan, APU's VC; and Prof. Dr. Murali Raman, APU's Deputy VC.

The MoU outlines a strategic roadmap for collaborative ventures between APU and NDO, spanning domains like sports analytics, technology applications, and educational interventions. Both entities are poised to pioneer groundbreaking advancements, leveraging their collective expertise for the betterment of society.

Expressing enthusiasm for the partnership, Datuk Nicol envisions a transformative impact on youth development and community welfare, underlining the convergence of sports and education as catalysts for societal change.

Professor Dr Ho Chin Kuan, Vice Chancellor of APU, echoes this sentiment, affirming the institution's commitment to fostering innovation and industry partnerships. He envisages a dynamic collaboration, characterised by mutual growth and sustained impact.

Nicol David Organisation stands as a beacon of hope for disadvantaged youth, offering a transformative pathway to holistic development. With a steadfast commitment to inclusivity, the organisation continues to nurture future generations, empowering them to realise their fullest potential.

UNITY & DIVERSITY CELEBRATED AT APU MERDEKA FIESTA 2024 *Tuesday 03 September 2024, 10:23 am*

The day began on a high note with the 5 KM APU Merdeka Fiesta Unity Run, where participants from various backgrounds ran side by side, embodying the essence of unity that is at the heart of Malaysia's identity.

The Unity Run was more than just a race; it was a powerful symbol of the shared values, enduring spirit, and collective identity that unite us as a diverse and harmonious nation.

Datuk Parmjit Singh (Chief Executive Officer of APU) stressed that this event marks a significant milestone in the journey of friendship, cooperation, unity, and inclusivity that Malaysia is renowned for and what APU fosters among staff and students.

He highlighted that these values are fundamental in shaping a collaborative and supportive environment, where each individual's contribution is valued and encourages mutual respect and understanding.

"By encouraging more students to engage with these core values, the importance of active participation in fostering a supportive and inclusive community is reinforced as well."

The Merdeka Fiesta 2024 is not merely a commemoration of Malaysia's independence; it is also a profound reaffirmation of APU's unwavering commitment to fostering a vibrant global community.

APU's diverse student body, representing over 130 countries, serves as a living testament to how unity in diversity can be successfully achieved and celebrated.

Here, all individuals are warmly welcomed and every culture is not only respected but also joyously celebrated, reflecting the inclusive values that are at the heart of both APU and the spirit of Merdeka.

Gracing the event was **YB Senator Saraswathy Kandasami,** Deputy Minister of National Unity of Malaysia, whose presence underscored the importance of the ongoing partnership between Sekretariat Rukun Negara of APU and the Department of National Unity and National Integration (JPNIN).

She highlighted the significance of events like this in showcasing the strength of the nation's diversity.

Furthermore, she emphasised that by celebrating differences through such vibrant and inclusive events, a future is paved where mutual respect and understanding are the foundation of unity.

Sekretariat Rukun Negara (SRN), operating under JPNIN within the Ministry of National Unity (KPN), plays a crucial role in promoting the principles of the Rukun Negara, and this event has been a powerful demonstration of their efforts to bring everyone together.

As the day progressed, attendees were treated to the APU Merdeka Unity Concert, a dynamic showcase of live performances that highlighted Malaysia's rich cultural diversity.

The Unity Concert brought together performers from various ethnicities and backgrounds, reflecting APU's commitment to celebrating and embracing diversity within its community.

Throughout the day, the APU Merdeka Food Fiesta has been a culinary highlight, offering a wide array of local and international cuisines that represent Malaysia's multicultural heritage.

Attendees enjoyed not only the rich array of local delicacies but also a diverse selection of global flavours, further underscoring the vibrant multiculturalism and interconnectedness that beautifully define modern Malaysia.

APU'S SCHOOL OF FOUNDATION EMPOWERS REFUGEE STUDENTS THROUGH INSPIRING CAMPUS VISIT AND SKILL-BUILDING WORKSHOPS *Monday 23 September 2024, 05:00 pm*

The School of Foundation Studies (SoF) at Asia Pacific University of Technology & Innovation (APU) recently hosted a group of students from Elshaddai Refugee School for an unforgettable day of educational activities on campus. The event, which featured about 30 teenagers aged 12 to 16, was guided by 20 enthusiastic APU student volunteers and included three interactive sessions designed to engage, inspire, and provide a glimpse into university life.

The first session challenged the refugee students to build a bridge using only straws. Teams worked collaboratively, combining their creativity and critical thinking to construct impressive structures, with one group's bridge successfully supporting five iPhones. The activity was a resounding success, fostering teamwork and problem-solving skills among the students.

The excitement continued in the second session, where the students participated in a workshop on website building using Canva. Leveraging the digital literacy skills they had previously acquired, the refugee students eagerly applied their knowledge, designing their websites. This session marked their seventh interaction with APU volunteers – after three visits had been made to their school by APU students and teaching staff – and their progress was evident as they confidently navigated the web design process.

After a lunch break, the students embarked on a campus tour, exploring APU's cutting-edge auditoriums, computer labs, and academic facilities. This exposure to a vibrant university environment ignited aspirations and dreams of pursuing higher education.

Dania Kaleem, a Level-8 student from Elshaddai Refugee School, shared her thoughts on the visit: "I was amazed by the vibrant, energetic, and peaceful environment. The volunteers were down-to-earth, and the time interacting with professors and students was enjoyable. This visit has broadened my perspective and fueled my ambition to excel in my studies and prepare for university life."

Another student, Sungh Sung, reflected on his experience: "My visit to APU was such a good experience. It was my first time visiting a university, and it has inspired me to work harder so I can study at a university one day. After visiting APU, I feel more motivated to study, and I hope to become a part of the university in the future. Thank you for this unforgettable experience!"

The APU student volunteers also gained valuable experiences from the event. **Bilaal Munawwer,** a Computing Technology Foundation Studies student, remarked, "Meeting the Elshaddai students was one of the most memorable events of my life. I was amazed by their English-speaking skills and their outgoing nature. They weren't the only ones learning—this experience taught me so much too. I look forward to meeting them again."

Similarly, **Elianna Catrina Herrera,** a Diploma in Information and Communication Technology student shared, "Volunteering for the refugee campus visit was a rewarding experience. It helped me sharpen my communication skills, as I learned how to engage with students of different ages. Spending time with the students made me more compassionate and grateful. I also improved my teamwork skills through collaboration with other volunteers to achieve shared goals."

The event was supervised by two dedicated lecturers from SoF, **Ms Iman Danish Sha** and **Ms Nur Azliyana Abdul Kadir**, who helped ensure the smooth running of the event. Reflecting on the success of the day, Ms Iman Danish Sha remarked, "This event was meaningful as the exchange of knowledge and experience left a lasting impression on both the Elshaddai students and APU volunteers. It fostered a deeper sense of connection, learning, and inspiration for all involved."

This impactful event exemplified APU's commitment to **Environmental, Social, and Governance (ESG)** principles. Demonstrating their dedication to supporting the **Elshaddai Refugee School,** APU's School of Foundation has been conducting monthly ESG-focused visits since January 2024, deepening their meaningful engagement with refugee students.

On August 23rd, 2024, a dedicated group of APU volunteers led a Resume Writing workshop, equipping the students with essential skills to enhance their future opportunities. The workshop, led by Ms Iman Danish Sha and Ms Nur Fatanahanis, provided step-by-step guidance on crafting compelling resumes that highlighted individual strengths, creating an interactive and impactful learning experience.

The refugee students, aged 12 to 16, actively participated in the session, engaging with a new batch of APU volunteers who began their service in August and will continue until October 2024. The atmosphere was filled with camaraderie and mutual learning, underscoring the success of APU's ongoing efforts. These monthly initiatives have become a testament to APU's unwavering dedication to empowering refugee students, fostering their personal and academic growth, and highlighting the positive impact of collaborative community outreach efforts.

KEY ENGAGEMENTS UNDER SDG 10 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	APU Students Shine at International Invention, Innovation, and Design Competition 2024	https://new.apu.edu.my/news/apu-students-shine-international-invention-innovation-and-design-competition-2024
2	B-Goolee's Success at Tokyo Game Show 2024	https://new.apu.edu.my/news/b-goolees-success-tokyo-game-show-2024
3	Navigating the Future of AI and Digital Marketing With APU	https://new.apu.edu.my/news/navigating-future-ai-and-digital-marketing-with-apu
4	Gaining insights on thriving in an Automated World with Human-Centric Leadership	https://new.apu.edu.my/news/gaining-insights-thriving-automated-world-human-centric-leadership
5	APU AKPK Club Hosts Dual Financial Empowerment Affairs at Sasana Kijang, Bank Negara Malaysia	https://new.apu.edu.my/news/apu-akpk-club-hosts-dual-financial-empowerment-affairs-sasana-kijang-bank-negara-malaysia
6	Empowering Lives Through the 2-Way Special Educational Needs Camp	https://new.apu.edu.my/news/empowering-lives-through-2-way-special-educational-needs-camp
7	Varsity Challenge 2024: APU's Shermann Choong Bags Silver in 100M Butterfly	https://new.apu.edu.my/news/varsity-challenge-2024-apus-shermann-choong-bags-silver-100m-butterfly
8	APU School of Foundation's Transformative ESG Initiative at Elshaddai Refugee School	https://new.apu.edu.my/news/apu-school-foundations-transformative-esg-initiative-elshaddai-refugee-school
9	APU SoF Students Fired Up by ASB-UNHCR Conference Links SDGs to Refugee Solutions	https://new.apu.edu.my/news/apu-sof-students-fired-asb-unhcr-conference-links-sdgs-refugee-solutions
10	APU's School of Foundation Empowers Refugee Students Through Inspiring Campus Visit and Skill-Building Workshops	https://new.apu.edu.my/news/apus-school-foundation-empowers-refugee-students-through-inspiring-campus-visit-and-skill-building-workshops
11	Celebrating APU's CSR Endeavors by Empowering Refugee Students Through Public Speaking	https://new.apu.edu.my/news/celebrating-apus-csr-endeavors-by-empowering-refugee-students-through-public-speaking
12	APU's 2.0 FIS Research Poster Competition Heats Up!	https://new.apu.edu.my/news/apus-20-fis-research-poster-competition-heats
13	DMU & APU Psychology Students Share Knowledge and Culture During Global Study Trip	https://new.apu.edu.my/news/dmu-apu-psychology-students-share-knowledge-and-culture-during-global-study-trip
14	Double Victory for Rising Amateur Boxing Stars	https://new.apu.edu.my/news/double-victory-rising-amateur-boxing-stars
15	Gen-AI For Education Takes Center Stage at APU	https://new.apu.edu.my/news/gen-ai-education-takes-center-stage-apu
16	Making Board Games Accessible: APU Tech Expert Champions Inclusive Innovation	https://new.apu.edu.my/news/making-board-games-accessible-apu-tech-expert-champions-inclusive-innovation
17	NDO & APU Empowering the Underprivileged With Digital Skills	https://new.apu.edu.my/news/ndo-apu-empowering-underprivileged-digital-skills
18	Student Life Comes Alive at APU Screen Spectrum Competition	https://new.apu.edu.my/news/student-life-comes-alive-apu-screen-spectrum-competition
19	Team Tryhards Shines at Hackinsan 2024 with Innovative Pemteach App	https://new.apu.edu.my/news/team-tryhards-shines-hackinsan-2024-innovative-pemteach-app
20	APU Psychology Society's Vibrant Celebration of Cultures and Diversity	https://new.apu.edu.my/news/apu-psychology-societys-vibrant-celebration-cultures-and-diversity
21	A Splash of Colour, A Lifetime of Memories	https://new.apu.edu.my/news/splash-colour-lifetime-memories

KEY ENGAGEMENTS UNDER SDG 10 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
22	Understand Neurodiversity	https://new.apu.edu.my/news/understand-neurodiversity
23	APU & KL SPE Chapters Bring Joy to Raudhatul Al-faeez Orphanage	https://new.apu.edu.my/news/apu-kl-spe-chapters-bring-joy-raudhatul-al-faeez-orphanage
24	Building a Brighter Tomorrow by Empowering Youth to Lead	https://new.apu.edu.my/news/building-brighter-tomorrow-empowering-youth-lead
25	Empowering Refugee Students and Inspiring Transformative Growth in Volunteers	https://new.apu.edu.my/news/empowering-refugee-students-and-inspiring-transformative-growth-volunteers
26	Island Night 2024	https://new.apu.edu.my/news/island-night-2024
27	Unity & Diversity celebrated at APU Merdeka Fiesta 2024	https://new.apu.edu.my/news/unity-diversity-celebrated-apu-merdeka-fiesta-2024
28	Vibrant World Cultural Diversity Day @ APU	https://new.apu.edu.my/news/vibrant-world-cultural-diversity-day-apu
29	APU Students Shine at International Invention, Innovation, and Design Competition 2024	https://new.apu.edu.my/news/apu-students-shine-international-invention-innovation-and-design-competition-2024

APU'S SOGHT STUDENTS UNRAVEL RETAIL AND SERVICES MANAGEMENT SECRETS *Tuesday 06 February 2024, 12:46 pm*

Journeys of discovery, where classrooms expanded beyond walls and textbooks came alive in the hum of retail havens, the quiet elegance of luxury boutiques, and the vibrant tapestry of cultural gems.

On 4th January 2024, two **Asia Pacific University of Technology & Innovation (APU) School of Global Hospitality and Tourism (SoGHT)** students, Shayan Akhlaq from Pakistan and Fatimath Shaiha Shareef from Maldives, joined their Senior Lecturer, Mr. Shazeel Ali Sardar Ali, for a valuable learning experience at **Genting Premium Outlet (GPO) and Resorts World Genting (RWG),** Pahang.

Mr. Shazeel, a seasoned explorer of the hospitality industry, is no ordinary tour guide but instead leads his students, Shayan and Fatimath, through the cold hilly roads into the centre of a retail labyrinth — the GPO and RWG.

"This was not a shopping spree. It was a treasure hunt for knowledge, a quest to unearth the secrets that lurk beneath designer labels and discount deals," said Shayan.

Armed with their Retail Travel Operation (RTO) class notes, they navigated the vibrant malls, deciphering the pricing strategies and brand stories woven into every garment and accessory.

"We engaged ourselves in the bustling retail atmosphere, learning about the complexities of numerous brands and this visit gave us a hands-on opportunity to apply our academic knowledge, fostering a better understanding of this industry," said **Fatimath**.

Stepping away from the bustling outlet, they entered the hushed sanctuary of Vocheron Constantin, a haven for luxury watches. Here, Ms. Santi Dalwin, the guardian of timepieces, revealed the delicate balance between service and excellence in the high-end retail world.

The interaction exposed students to first-hand knowledge and practical experience with the principles and practices of service management in the context of a well-known luxury brand, boosting their understanding of customer engagement and service excellence in the hospitality and tourist industries.

Learning was not confined to four walls for SoGHT's students. In Sekinchan, Selangor, they traded concrete jungles for emerald paddy fields, immersing themselves in the art of rice cultivation with Senior Lecturer, Mr. Yeoh Tay Boon for Rural Tourism class.

The vibrant Paddy Gallery became their classroom, where agriculture bloomed not just on the land, but on canvases splashed with colours and stories to the tranquil shores of Pantai Redang.

Then there was Kuala Lumpur Tour, a tapestry of tradition and modernity tour from the sky-piercing Petronas Towers to the labyrinthine lanes of Chinatown, they chased history down bustling streets and haggled for treasures in bustling markets.

Each landmark, each interaction, was a brushstroke on their understanding of Malaysia's vibrant tourism landscape.

School of Global Hospitality and Tourism (SoGHT)'s field trips were not just about ticking boxes on a syllabus.

They were journeys of discovery, where classrooms expanded beyond walls and textbooks came alive in the hum of retail havens, the quiet elegance of luxury boutiques, and the vibrant tapestry of cultural gems.

These budding hospitality professionals were not just learning, they were experiencing, and those experiences would become the foundation for their future endeavours in the ever-evolving hospitality and tourism industry

WORKSHOP FOR SENIORS

Tuesday 30 July 2024, 10:02 am

Students from Asia Pacific University of Technology & Innovation (APU), in collaboration with the Soroptimist Club of Shah Alam, engaged in a significant World Environment Day initiative at Bukit Gasing, focusing on environmental conservation and community involvement, on 15th June 2024.

This initiative, a key component of Sustainability Future Fusion (SFF) continuous efforts to champion sustainability and foster community engagement, aligned with Sustainable Development Goal 13 (SDG 13), seamlessly blending environmental activism with community service to create a profoundly impactful experience for all.

Community Clean-Up Drive

The day commenced with APU students embarking on a community clean-up drive at Bukit Gasing, where they diligently collected recyclables.

This hands-on activity not only contributed to the environmental cleanup but also provided a valuable, practical lesson on the significance of recycling and effective waste management.

Motivated by a collective dedication to safeguarding the planet and advancing sustainable practices, the students successfully gathered an impressive 21.6 kg of recyclable materials, underscoring their commitment to environmental stewardship.

Terrarium Workshop for Seniors

Following the clean-up, the focus shifted to engaging the residents of a local old folks' home, where students conducted a terrarium workshop using the collected recyclables.

This activity not only promoted sustainability but also provided an interactive platform for students and the elderly residents to connect and share valuable skills.

Additionally, the initiative encompassed teaching the elderly residents on how to plant vegetables and herbs, thereby empowering them to grow their own fresh produce for daily consumption while also providing the opportunity to generate extra income through the sale of any surplus.

By fostering creativity and enhancing self-sufficiency, the workshop contributed to both sustainable living and the economic well-being of the elderly residents.

Student Perspectives

Sahrish Riaz Tariq, a Foundation student, felt a deep sense of satisfaction from contributing positively to the planet, and found the afternoon spent with the elderly residents to be deeply heartwarming, making the overall experience truly meaningful.

Gan Yew Joe, a Foundation student, remarked that the event was an eye-opening experience, emphasising how the combined efforts of the clean-up activity and interacting with the elderly residents fostered a stronger sense of community and reinforced the importance of environmental sustainability.

Sai Pha Sin, a Foundation student, highlighted that the event served as a profound reminder of how each individual's actions, no matter how small, can significantly contribute to fostering a more compassionate and interconnected community.

Building on Success for a Sustainable Future

Ms Cynthia Mala Paul Dorairaj (Lecturer and Advisor of SFF, School of Business at APU) reflected on the World Environment Day initiative as a powerful example of collaborative effort in advancing sustainability and community well-being.

"The enthusiastic participation of APU students highlighted their commitment to making a significant impact, with APU not only setting a high standard for environmental and social responsibility but also fostering a broader commitment to these crucial values.

"As APU and SFF chart their path forward, the insights and experiences gained from this event will underpin future efforts, further solidifying APU's dedication to nurturing a sustainable and inclusive society," she said.

WAYANGWAYANG PRESERVES HERITAGE WITH INNOVATIVE AI-POWERED FEATURES

Monday 08 April 2024, 11:24 am

Students from APU's Software Engineering, Computer Science, and Cyber Security programmes — Johnson Chin Hong Wei, Sean Ng, and James Wong Chai Fuu — developed WayangWayang, an award-winning AI project preserving heritage through innovation, won the gold medal in the ICT category at the Malaysia Technology Expo's (MTE) 2024 Asian Youth Innovation Awards (AYIA).

Learning and cultural appreciation should be smoothly integrated. This is the vision behind '**WayangWayang**', a groundbreaking project created by a team of passionate students from **Asia Pacific University of Technology & Innovation (APU)** that recently won the Gold Medal in the Information and Communication Technologies (ICT) category at the prestigious **Malaysia Technology Expo's (MTE) 2024 Asian Youth Innovation Awards (AYIA).**

Held as a hybrid event focusing on innovation and technology, the MTE 2024 attended by companies, entrepreneurs, investors, innovators, and students at the World Trade Centre (WTC) Kuala Lumpur from 22 to 23 February 2024, to showcase and explore the latest trends and solutions in the field.

The purpose of APU School of Computing (SoC) and School of Technology (SoT) sending one team under the Youth Category for this year's AYIA was to provide them with valuable practical experience, improve their skills, get them ready for future job opportunities, and give them a platform to showcase and discuss their work with the public.

Developed by APU's Software Engineering, Computer Science (IS/AI), and Cyber Security students — **Johnson Chin Hong Wei, Sean Ng, and James Wong Chai Fuu, — 'WayangWayang: Malaysia's Cultural Tapestry in Shadow Puppetry 1 Stop Learning Experience'** transcends the limitations of traditional e-learning platforms.

This award-winning AI project offers an engaging exploration of Malaysia's rich cultural heritage, particularly focusing on the traditional shadow puppetry art form of Wayang Kulit, through its meticulously designed elements that deliver an immersive and unforgettable educational experience.
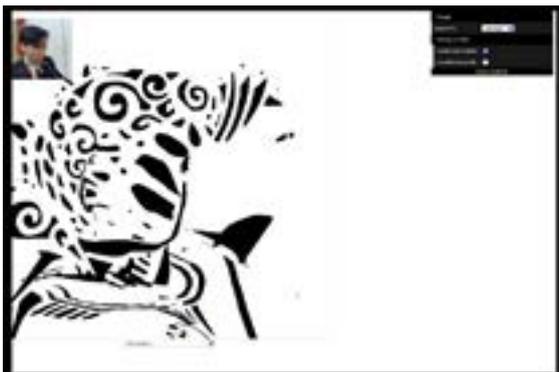
More than just entertainment

One of the highlights of WayangWayang is the 'Shadower Intelligent Chatbot'. This AI-powered tool engages learners in dynamic and interactive conversations, making knowledge about Wayang Kulit accessible and enjoyable in multiple languages.

Additionally, the 'Pose Animator' feature allows users to animate Wayang Kulit characters in real-time using their body movements, adding a layer of gamification, and fostering deeper engagement.

Wayang Kulit is deeply rooted in Malaysian culture, and WayangWayang recognises its potential to contribute to several Sustainable Development Goals (SDGs) outlined by the United Nations.

By promoting cultural learning and heritage preservation, WayangWayang contributes to several Sustainable Development Goals (SDGs), including Quality Education (SDG 4), Industry, Innovation, and Infrastructure (SDG 9), Sustainable Cities and Communities (SDG 11), and Peace, Justice, and Strong Institutions (SDG 16).

This ensures the survival of traditional art forms in the digital age, fosters social cohesion, and promotes social justice and harmony by conveying moral values and encouraging dialogue and understanding among diverse communities.

A journey of discovery, celebrating innovation and heritage

The team behind WayangWayang embarked on a journey of discovery themselves, delving into the fascinating world of Wayang Kulit across different countries.

They were particularly struck by the unique characteristics of the Malaysian (Kelantanese) style, known for its sturdiness, single movable arm, and vibrant colours visible during performances.

Ignited by the desire to preserve and share a cultural gem using innovative technology, the three students translated their passion into action by participating in MTE 2024, celebrating both innovation and heritage.

Earning the gold medal not only validated their hard work and creativity, but also opened doors to valuable connections and insightful feedback, fuelling their determination to refine the system and leverage its potential for future impactful change.

Johnson, representing WayangWayang, expressed his group's fascination with the diversity of Wayang Kulit across countries, stating, "Each nation brings its unique interpretation and style to this traditional art form."

"The Malaysian (specifically Kelantanese) version was an eye-opening experience for us and by thinking out of the box, we decided to use the advancements of AI to preserve the culture of Wayang Kulit."

Elaborating on their project, he mentioned collaborating with their mentors, **Assoc. Prof. Ts. Dr. Vinothini Kasinathan, Dr. Julia Juremi, and Ms. Nur Amira Abdul Majid,** focusing on leveraging Artificial Intelligence (AI) and culture for preservation and dissemination.

This, he explained, aims to showcase how Wayang Kulit can transcend its boundaries and be utilised for diverse purposes and further shared his excitement at sharing their innovative approach with an international audience, including individuals from Vietnam, Taiwan, Indonesia, and fellow Malaysians, calling it "Truly exhilarating" and "Emphasised the importance of safeguarding cultural heritage while embracing innovation for continued relevance and appreciation", highlighting the significance of such moments.

James, reflecting on their MTE participation, stated that it was a significant achievement, offering valuable insights and connections.

Winning such a prestigious competition, he said, "Has inspired us to further refine our system based on the constructive feedback received. We are grateful for the opportunity and look forward to leveraging this experience to drive impactful innovation in the future."

Similarly, Sean highlighted the value of participating in MTE 2024. He added that the experience provided an invaluable opportunity to assess the reception of their idea, with the gold medal win serving as a strong validation of its worth.

"This success motivates us to strive for continuous improvement and explore further avenues for enhancing our system's capabilities in preserving traditional shadow puppets in a modern context," he said.

WayangWayang exemplifies the power of innovation and cultural appreciation, reminding us that technology can safeguard our heritage, ensuring its continued relevance and appreciation for future generations.

APU SHOWCASES RESEARCH & INNOVATION AT THE 1ST WORLD GEO SUSTAINABILITY FESTIVAL

Monday 22 July 2024, 09:41 am

The 1st World Geo Sustainability Festival (WGSF), a landmark event in the global conversation on sustainability and innovation, was held in Malaysia and featured significant contributions from Asia Pacific University of Technology & Innovation (APU), with the festival running from 28th to 29th June 2024.

The inaugural edition of the festival, hosted by ENHEROES Global Energy and supported by Petronas, brought together an impressive lineup of industry leaders, academic experts, and government officials, marking a significant step forward in global geo-sustainability efforts.
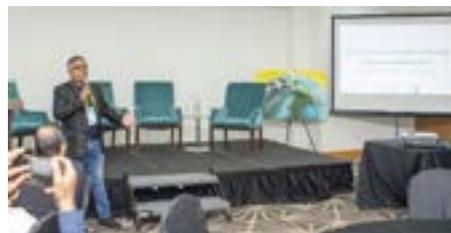
A notable session featured APIIT Education Group and APU's Chief Innovation & Enterprise Officer **Professor Ir EurIng Ts Dr Vinesh Thiruchelvam**, discussing cutting-edge technologies and sustainable practices, enriching the festival's focus on innovation in sustainability.

The 1st World Geo Sustainability Festival (WGSF), a landmark event in the global conversation on sustainability and innovation, was held in Malaysia and featured significant contributions from Asia Pacific University of Technology & Innovation (APU), with the festival running from 28th to 29th June 2024.

The inaugural edition of the festival, hosted by ENHEROES Global Energy and supported by Petronas, brought together an impressive lineup of industry leaders, academic experts, and government officials, marking a significant step forward in global geo-sustainability efforts.

Furthermore, another significant session featured Selangor State Executive Council Member **The Honourable Dr Mohammad Fahmi Ngah**, highlighting the integration of Islamic values with advancements in digital infrastructure and science, enriching the discourse on innovation and societal progress.

APU's Pioneering Contributions

Prof Vinesh captivated the audience with an engaging presentation on drone technology, illustrating its transformative potential to enhance sustainability efforts through practical applications and real-world demonstrations.

APU showcased groundbreaking research initiatives at the festival, demonstrating a steadfast commitment to innovation and advancing technology in sustainability and education.

Additionally, APU's virtual reality (VR) projects, presented by **Mr Imran Mahalil,** a VR engineer, **Sagar Prema Rajan, and Mohammad Tahmidul Hasan**, students from Master of Science in Computing, left a lasting impression on Petronas senior staff with their innovative applications and potential for enhancing immersive experiences in education and environmental conservation.

Not only that, they also presented immersive VR applications in education and environmental conservation, highlighting Mr Imran's design of a VR bicycle training system.

This innovative system, scheduled for deployment at the National Sports Institute (ISN), aims to revolutionise the training experience for Malaysian cyclists by simulating diverse environmental conditions and enhancing performance through interactive virtual environments.

Unveiling of Edex Wonders of the World Mixed Reality Application

One of the most memorable highlights was the unveiling by Prof Vinesh, alongside Mr Imran, Sagar, and Mohammad Tahmidul, of APU's groundbreaking Edex Wonders of the World mixed reality application.

This innovative platform is set to redefine engagement with geographical data, opening up exciting new possibilities for education and research in sustainability.

Moreover, it promises to revolutionise how people perceive and interact with global landscapes, offering immersive experiences that blend technology and learning seamlessly.

This advancement marks a significant step forward in leveraging technology for a more informed and interconnected global community.

Future Prospects

The WGSF 2024 has established Malaysia as a pivotal hub for geo-sustainability discussions from 2025 to 2030, catalysing partnerships and advancing global sustainable development through its collaborative spirit and technological innovation.

APU's contributions and innovations showcased at the festival further underscore its dedication to shaping sustainable global initiatives through education and technological advancements, solidifying its pivotal role in fostering a greener and more resilient future.

SC'S "HI HIGH HIKE" *Tuesday 29 October 2024, 12:49 pm*

A Fun-Filled Nature Adventure Unites Actuarial Science Students

On 28 September 2024, the APU Actuarial Science Club (ASC) embarked on an exciting bonding event, "Hi High Hike: A Nature Adventure", held at Taman Botani Putrajaya. The event brought together 40 enthusiastic participants from various intakes and specialisations within the actuarial science programme.

The day kicked off with participants being divided into six teams, each led by a group person-in-charge, carefully selected from the ASC committee. To break the ice, participants introduced themselves and got to know one another through a fun round of Actuarial Science Bingo, a game that incorporated field-related questions and stirred up some friendly competition.

Next came three mini-games that tested both mental and physical agility. Teams competed in "7-up", "Climb to the Top," and "Blind Catch"—all designed to push reaction time, memory, and courage, while keeping the atmosphere lively and fun. After the games, participants enjoyed a much-needed break with delicious nasi lemak and Milo, recharging for the rest of the day.

The highlight of the event was the Nature Hunt. Participants scoured the park to find and photograph specific tree species and landmarks, earning points as they worked together with their group members. This activity not only brought out their teamwork but also allowed them to bond with fellow students in a natural, relaxed setting.

As the day drew to a close, the participants were rewarded with 100 Plus drinks and prizes for the top three teams. A group photo featuring the School of Mathematics, Actuarial and Quantitative Studies (SoMAQ) Senior Lecturer **Ms Caryn Chuah**, alongside the students and committee members, marked the end of this memorable event.

"Hi High Hike" was more than just a day out—it marked ASC's first-ever out-of-school bonding event and proved to be a huge success. The participants left with stronger connections, a sense of camaraderie, and lasting memories from an unforgettable day of adventure.

KEY ENGAGEMENTS UNDER SDG 11 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	Island Night 2024	https://new.apu.edu.my/news/island-night-2024
2	APU showcases Research & Innovation at the 1st World Geo Sustainability Festival	https://new.apu.edu.my/news/apu-showcases-research-innovation-1st-world-geo-sustainability-festival
3	WayangWayang Preserves Heritage with Innovative AI-powered Features	https://new.apu.edu.my/news/wayangwayang-preserves-heritage-innovative-ai-powered-features
4	APU Students Shine Globally with SARVIDROS Innovation at Prestigious International Events	https://new.apu.edu.my/news/apu-students-shine-globally-sarvidros-innovation-prestigious-international-events
5	APU Teams Shine at ZTE NextGen 5G Hackathon 2024 by Securing Top Honours for Innovation in IoT Solutions	https://new.apu.edu.my/news/apu-teams-shine-zte-nextgen-5g-hackathon-2024-securing-top-honours-innovation-iot-solutions
6	Prize Winning Outing for APU Students at World's First Transformer Robotics Coding Competition	https://new.apu.edu.my/news/prize-winning-outing-apu-students-worlds-first-transformer-robotics-coding-competition
7	APU Champions Tourism Talent Development to Safeguard Malaysia's Heritage	https://new.apu.edu.my/news/apu-champions-tourism-talent-development-safeguard-malaysias-heritage
8	Beyond Classroom Experience: APU Students Explore the World of Hospitality and Tourism at MATTA Fair 2024	https://new.apu.edu.my/news/beyond-classroom-experience-apu-students-explore-world-hospitality-tourism-matta-fair-2024
9	APU Team "Make Water Ok" Wins UNESCO Water Resilience Challenge 2024	https://new.apu.edu.my/news/apu-team-make-water-ok-wins-unesco-water-resilience-challenge-2024
10	'Murni' Sustainable Environment Design Receives Grand Prize In The Global Capstone Design Competition	https://new.apu.edu.my/news/murni-sustainable-environment-design-receives-grand-prize-global-capstone-design-competition
11	Building Resilient Communities with Sustainable Future Fusion's Drive for Food Security and Digital Empowerment	https://new.apu.edu.my/news/building-resilient-communities-sustainable-future-fusions-drive-food-security-and-digital
12	APU Hosts Dual Events Celebrating Sustainability and Humanity	https://new.apu.edu.my/news/apu-hosts-dual-events-celebrating-sustainability-and-humanity
13	Innovative Shadow Puppetry Takes Center Stage at ITEX'24	https://new.apu.edu.my/news/innovative-shadow-puppetry-takes-center-stage-itex24
14	Cultivating a Cleaner Future: APU Farming Club's Zero Littering Challenge Addressing SDG-2 & SDG-11	https://new.apu.edu.my/news/cultivating-cleaner-future-apu-farming-clubs-zero-littering-challenge-addressing-sdg-2-sdg-11
15	APU's SoGHT Students Unravel Retail and Services Management Secrets	https://new.apu.edu.my/news/apus-soght-students-unravel-retail-and-services-management-secrets
16	ASC's "Hi High Hike"	https://new.apu.edu.my/news/ascs-hi-high-hike
17	Brikoole: Malaysia's James Dyson Award Winner from APU Redefines Sustainable Cooling System with a 'Breathable Brick'	https://new.apu.edu.my/news/brikoole-malaysias-james-dyson-award-winner-apu-redefines-sustainable-cooling-system
18	Empathy in Action	https://new.apu.edu.my/news/empathy-action
19	Empowering change through Community Clean-Up and Terrarium Workshop for Seniors	https://new.apu.edu.my/news/empowering-change-community-clean-up-terrarium-workshop-seniors
20	Numerical Minds Renewing Their Commitment to Sustainability	https://new.apu.edu.my/news/numerical-minds-renewing-their-commitment-sustainability
21	A Surreal Win with Augmented Reality Project at ARFestKL	https://new.apu.edu.my/news/surreal-win-augmented-reality-project-arfestkl

NUMERICAL MINDS RENEWING THEIR COMMITMENT TO SUSTAINABILITY *Tuesday 17 December 2024, 03:21 pm*

APU's SoMAQS Takes the Lead in National Environment Day 2024

The Asia Pacific University of Technology & Innovation (APU) joined hands with the Department of Environment of the Federal Territory of Kuala Lumpur (JASWPKL), IJM Land, Cochrane National School (SK Cochrane), and the National Defence University of Malaysia (UPNM) to celebrate **National Environment Day 2024** on 31st November.

Themed "Alam Sekitar Tanggungjawab Bersama" (The Environment is Our Shared Responsibility), the event brought together diverse communities at the IJM Land Centre of Excellence Gallery, Pantai Central Park, Kuala Lumpur.

(From left) Ms Hazlina Darman and Dr Rahimah Abdul Rafar led APU students from the School of Mathematics, Actuarial and Quantitative Studies (SoMAQS) collecting litter along a scenic route at the IJM Land Centre of Excellence Gallery, Pantai Central Park.

Under the stewardship of Ms Hazlina Darman and Dr Rahimah Abdul Rafar from the School of Mathematics, Actuarial and Quantitative Studies (SoMAQS), APU students embraced this meaningful day of community engagement and environmental stewardship.

(Left to right) Mr Ahmad Badri Bin Mohammad, Principal of SK Cochrane; Puan Hajah Zuraini Haji Ahmad Tajudin, Director of JASWPKL; Tuan Abdullah Izhar bin Mohamed Yusof, Political Secretary to the Minister of Communication; and Mr Alex Kwan, Senior Manager of IJM Land, were present to grace the event.

Inspiring Action Through Meaningful Activities

Graced by **Tuan Abdullah Izhar bin Mohamed Yusof**, Political Secretary to the Minister of Communication, and **Puan Hajah Zuraini Haji Ahmad Tajudin**, Director of JASWPKL, the event was packed with impactful activities aimed at fostering environmental consciousness:

- **Fun Walk:** Participants collected litter along a scenic route, blending fitness with environmental action.
- **Terrarium Workshop:** Attendees learned to create self-sustaining plant ecosystems, gaining a new appreciation for nature's intricate balance.
- **E-Waste Collection:** The dedicated drive for proper disposal of electronic waste highlighted the importance of reducing environmental toxins.
- **Free Medical Check-Up:** Promoting holistic sustainability, this initiative underscored the connection between human health and environmental well-being.

By involving students in National Environment Day 2024, APU is shaping not only responsible professionals but also conscious global citizens who recognise that safeguarding the planet begins with each of us.

Educational and Community Impact

For students and educators alike, the event served as a dynamic learning experience. Students engaged with nature through hands-on activities such as the terrarium workshop and the e-waste drive, fostering creativity, responsibility, and environmental mindfulness. Educators found fresh opportunities to integrate these themes into their teaching, enriching lessons with real-world sustainability practices.

Beyond academic enrichment, the event catalysed community action, inspiring attendees to adopt sustainable practices and reinforcing the message that every individual has a role in protecting the planet.

A Renewed Commitment to Sustainability

National Environment Day 2024 was more than just a celebration—it was a call to action. With every activity, participants were left with a deeper understanding of environmental issues and actionable steps to address them, proving that environmental care is a shared responsibility.

A Thoughtful Reflection

Associate Professor Dr Rajasegeran Ramasamy, Head of SoMAQS, emphasised the importance of such initiatives: "National Environment Day 2024 was a powerful reminder that education and action go hand in hand in building a sustainable future. By involving our students in these meaningful activities, we are shaping not just responsible professionals but also conscious global citizens who recognise that safeguarding the planet begins with each of us."

Through its active participation, APU showcased its unwavering commitment to sustainability, inspiring future leaders to embrace the cause and make a difference.

LESSONS IN SUSTAINABILITY AND QUALITY CONTROL AT LEADING MINERAL WATER COMPANY SPRITZER

Monday 15 July 2024, 05:54 pm

A group of APU SoMM students visited Spritzer Berhad. to learn about their complete process, from water source in the rainforest to bottling and packaging, and were impressed by the company's commitment to quality and sustainability.

A group of 36 students from **Asia Pacific University of Technology & Innovation's (APU) School of Marketing and Management (SoMM)** recently went deep into a pristine 400-acre tropical rainforest to find a hidden supply of crystal-clear water.

They went to Spritzer Berhad., Malaysia's leading bottled water group located in Taiping, Perak, which has been in business since 1989.

They manufacture, distribute, promote, and sell their full product range, which includes natural mineral water and non-carbonated fruit flavoured drinks.

Led by Ms. Harjinder Kaur, these students from varied backgrounds, including marketing, digital marketing, and human resource management, embarked on a journey to discover the secrets of Spritzer.

The visit began with a warm greeting from the Spritzer team, led by Ms Eng Qi Qian (Spritzer's Event and Promotions Executive), who explained the company's dedication to excellence and sustainability.

Following a brief history of Spritzer, the students were led on a guided tour of Eco Park's state-of-the-art bottling factory and natural spring, where they witnessed the entire process from water purification, bottling to packaging.

It was an eye-opening experience to witness the entire process from the source in the heart of the rainforest to the finished product on store shelves, dispelling the idea that bottled water is a simple process.

But Spritzer's commitment goes beyond just purity. The students were amazed by the company's pioneering sustainable practices. From using solar energy to harvesting rainwater, Spritzer is a champion for environmental responsibility.

The students even learned about Spritzer's global reach, where their premium mineral water transforms into 'Acillis' for health-conscious consumers in China and the UK.

The students actively participated in a Q&A session, grilling Spritzer's representatives about everything from water sourcing to the challenges of maintaining sustainability in a competitive market.

"It was a stimulating exchange that highlighted the importance of efficiency, quality control, and corporate responsibility in protecting our planet," said Ahmed El Bachir El Mouden, and Nuralwani Ahmad Rozzlan Sani.

The day ended with the students brimming with newfound knowledge and appreciation.

They expressed their awe at Spritzer's meticulous production processes, commitment to quality, and innovative eco-friendly practices.

"This industrial visit was not just about bottled water; it was a glimpse into the future of sustainable business practices where they used recycled materials and trying to reduce their carbon footprint," said Tan Xin Yi, and Liang Mei Yee.

The APU students left not only with a deeper understanding of the industry but also inspired to make a positive impact on the environment in their future endeavors.

So, the next time you reach for a bottle of Spritzer or Acillis, remember the incredible journey it took to get there — a journey that prioritizes purity, sustainability, and exploration!

APU STUDENTS DIVE INTO INNOVATION AND SUSTAINABILITY AT POS MALAYSIA BERHAD

Friday 22 November 2024, 10:55 am

The School of Marketing and Management (SoMM) at Asia Pacific University of Technology & Innovation (APU) recently organised an insightful two-part industrial visit to Pos Malaysia Berhad on 12th September and 10th October 2024.

Led by **Ms Harjinder Kaur** (Senior Lecturer, SoMM at APU), this visit provided students with an in-depth look at the operations and innovations at Malaysia's leading postal and logistics company.

Attended by over 60 students from various programmes, the visit encompassed both day and night activities, covering a broad spectrum of logistics and sustainability practices.

Activity 1 (Day 1): Company overview Presentation

The day's visit started with a comprehensive presentation by **Ms Alia Farhani**, a Talent Attraction and Boarding Team representative from Pos Malaysia.

The presentation highlighted Pos Malaysia's core services, including mail, courier, and logistics solutions, as well as the company's commitment to expanding into new areas such as retail services.

This session allowed students to appreciate the company's adaptability in meeting the demands of a modern logistics landscape.

Activity 2 (Day 1): Fulfilment Operations and Warehouse Tour

For the next phase of the trip, **Mr Keveljit Singh Gill,** Head of Fulfilment Operations at Pos Malaysia, led students on a tour of Pos Malaysia's fulfilment centre, where they observed critical stages of inventory management, order processing, and packaging.

Students learned about specialised processes, such as the handling of products from partners like Young Living, which require careful packaging and labelling, demonstrating how technology and well-coordinated processes are central to fulfilment operations.

Activity 3 (Day 1): Sustainability in Delivery

The morning activities concluded with an inspiring session on Pos Malaysia's sustainability initiatives, led by Mr Fadzili Ahmad Shiyuti, Head of Sustainability Delivery Strategy at Pos Malaysia.

He detailed Pos Malaysia's eco-friendly practices, including green logistics solutions, energy-efficient technologies, and waste management strategies.

Pos Malaysia's ambitious goal of achieving carbon neutrality by 2050 was a highlight for students, showing how the company integrates environmental responsibility into its operational strategies.

Activity 1 (Day 2): Evolving Business Model Presentation

The night tour began with a presentation from **Mr Anil**, Head of Talent Attraction and Acquisition at Pos Malaysia, who provided insights into Pos Malaysia's diversified business model.

He explained the company's transformation beyond traditional mail services to include parcel delivery, food mart services, and international logistics.

Additionally, he emphasised the company's proactive sustainability goals such as, implementing solar panels and electric vehicles to reduce their environmental impact.

Activity 2 and 3 (Day 2): Night Operations and Sustainability at the Integrated Parcel Centre

In this phase of the visit, students explored the extensive night operations at Pos Malaysia's Mail and Integrated Parcel Centre (IPC).

They observed the scale and precision of sorting, packaging, and dispatch processes, driven by advanced automation and efficient handling systems that manage high parcel volumes with speed and accuracy.

In addition, students gained insights into the facility's sustainability initiatives, such as eco-friendly packaging and waste reduction measures, showcasing Pos Malaysia's dedication to reducing environmental impact while maintaining operational excellence.

Activity 4 (Day 2): Interactive Q&A session

The night visit concluded with an engaging Q&A session, where students interacted with Pos Malaysia's staff to discuss industry challenges, career opportunities, and the future of parcel logistics.

This session provided valuable career insights and highlighted the dynamic and evolving nature of the logistics industry.

Student Perspectives

Sumaira Tash Had Raina, a student from Masters in Technology Management, found the visit to Pos Malaysia phenomenal, gaining valuable insights into the company's extensive history and was particularly inspired by Pos Malaysia's commitment to sustainability and its ambitious goal of achieving carbon neutrality by 2050.

Muhammad Abdullah Ashfaq, another student from Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing, found the visit profoundly enlightening as it bridged his academic knowledge with practical industry insights, whilst being impressed by Pos Malaysia's commitment to quality assurance.

Reflections on the Industrial Visit

Ms Harjinder highlighted how the industrial visit to Pos Malaysia had a profound impact on the students by offering real-world insights into the operations of a national courier service and the crucial role of logistics in modern business.

"Engaging with industry professionals not only stimulated critical thinking around logistical challenges but also allowed students to see firsthand how concepts from their coursework, such as operations management and customer service, are applied in a practical setting.

"This experience underscores APU's commitment to enriching academic journeys by bridging theoretical knowledge with hands-on industry exposure, preparing students to navigate and succeed in dynamic professional environments," she said.

APU STUDENTS' INDUSTRIAL VISIT TO FARM FRESH @ UPM *Thursday 05 September 2024, 02:09 pm*

The School of Marketing and Management (SoMM) at Asia Pacific University of Technology & Innovation (APU) organised an insightful and educational industrial visit to Farm Fresh @ UPM on 14th August 2024.

Under the guidance of **Ms Harjinder Kaur** (Senior Lecturer, SoMM at APU), the visit offered an exclusive learning experience for masters and undergraduate students, providing them with hands-on experience that integrates classroom theory with practical and real-world applications, particularly focusing on sustainability.

Activity 1: Exploring Sustainable Agriculture

Under the guidance of **Mr Yew Yen Lee**, the tour guide for the visit, students were introduced to the farm's rich history and commitment to organic farming

Under the guidance of Mr Yew Yen Lee, the tour guide for the visit, students were introduced to the farm's rich history and commitment to organic farming.

The students embarked on a truck tour, exploring various sections of the farm where they observed organic crop cultivation, advanced irrigation systems, and dairy processing.

They saw firsthand the use of techniques such as crop rotation, polyculture, and water conservation that support sustainable farming practices.

Activity 2: Insight into Dairy Production

For the next phase of the visit, students observed automated milking processes, pasteurisation, and the production of various dairy items, gaining insights into the efficiency and technology behind dairy production.
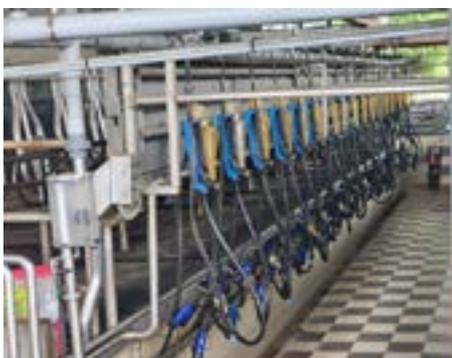
They were particularly intrigued by the precision of the automated systems and how they streamline operations.

Additionally, the students learned about the farm's commitment to reducing waste and enhancing product quality through innovative techniques.

Activity 3: Sustainable Innovation

In this phase of the visit, students learned about Farm Fresh's innovative waste management system, which transforms organic waste into compost and employs strategies to minimise waste.

Additionally, the farm's commitment to renewable energy was demonstrated through its use of solar panels, reflecting its efforts to reduce reliance on non-renewable energy sources.

Discussions on animal welfare and ethical practices were integral to the tour, highlighting humane treatment of livestock and ethical dairy farming.

Activity 4: Engaging Interactive Session

In the final phase of the visit, an engaging Q&A session allowed students to delve into sustainability challenges, innovative solutions, and strategic business practices with Mr Yew.

This interactive segment not only provided valuable insights but also offered students a chance to sample Farm Fresh products, giving them a firsthand experience of the premium quality of organic dairy items.

Student Perspectives

Noreldin Mohamed Taha Mansor, a student from Masters in Global Marketing Management, found the visit eye-opening, appreciating the farm's commitment to sustainability and ethical practices.

Muhammad Zakiey Azhar, a student from Masters in International Business Communications, was notably impressed by the sophisticated waste management and aquaponic systems showcased and is enthusiastic about incorporating these innovative practices into his future professional projects.

Faheema Check Mohamad, a student from Bachelor of Arts (Honours) in Business Management (E-Business), valued the farm's eco-friendly methods and the hands-on learning experience, which enhanced her understanding of organic farming.

Santa Ramiandrasoa, a student from Bachelor of Arts (Honours) in Business Management, highlighted the crucial insights gained from observing the waste management and animal welfare practices during the visit, emphasising their importance for future business operations.

Reflections on the Industrial Visit

Ms Harjinder presented a token of appreciation to **Muhammad Hambli,** Assistant Operation Manager at Farm Fresh, in recognition of the invaluable support and knowledge shared during the visit.

Ms Harjinder emphasised that the industrial visit was more than just an educational visit; it was a transformative experience that empowered students with practical knowledge and inspired them to advocate for sustainability in their future careers.

"By bridging theoretical concepts with real-world applications, the visit underscored the importance of integrating sustainability into business practices and preparing students to be conscientious leaders in the global marketplace."

APU STUDENTS EXPLORE AI ADVANCEMENTS AT TESLA MALAYSIA

Wednesday 23 October 2024, 03:20 pm

A Journey into the Future of Technology

APU's visiting group, led by Asst Prof Ts Dr Maythem (front), exploring Tesla Malaysia and is being received by the company representatives.

On 8th October 2024, fifty students from the School of Computing (SoC) at the Asia Pacific University of Technology and Innovation (APU) embarked on a remarkable industrial visit to **Tesla Malaysia,** gaining firsthand insights into the cutting-edge AI technologies that drive Tesla's innovative products.

Organised by **Assistant Professor Ts Dr Maythem Kamal Abbas Al-Adilee**, this visit provided students with an exclusive opportunity to explore Tesla's contributions to sustainable energy and AI-powered solutions.

The day began with a warm welcome from Tesla representatives **Ms Yinyin Loo and Ms Arya**, who introduced the group to Tesla's overarching mission: to accelerate the world's transition to sustainable energy. The session offered students a comprehensive overview of Tesla's electric vehicles, energy products, and the pivotal role that Artificial Intelligence (AI) plays in Tesla's technological advancements.

APU students enthusiastically explored the features of the Tesla EV.

A key highlight of the visit was the in-depth exploration of AI applications in Tesla's self-driving cars and energy management systems. For the students, the real-world demonstrations of these technologies made a lasting impression, as they were able to witness firsthand the innovation driving Tesla's success.

A landscape showcasing the company name is set amidst the garden in front of the office building.

Liew Kar Yan, a Bachelor of Computer Science (Hons) in Intelligent Systems student, shared her thoughts: "The Tesla visit was extremely well-organised and gave us a deep insight into their technological implementation and milestones. One of the most impressive parts of the tour was the presentation on the advancements in battery technology. It gave me a new appreciation for the company's focus on sustainability."

Her coursemate, **Andrew How Rui Qin,** echoed the enthusiasm: "I had an engaging and insightful experience. The presenter shared a detailed overview of Tesla's history, mission, and future plans, including their vision for autonomous ride-sharing vehicles, which could allow owners to generate income while at work. The facility tour and Tesla car showcase were amazing—it was exciting to explore the design and features up close."

The industrial trip concluded with every student feeling satisfied with their experience.

Asst Prof Ts Dr Maythem concluded, reflecting on the significance of such visits for students: "At Tesla, we saw how revolutionary technology is shaping the future, and this is exactly what excites our young students. Organising industrial tours like this allows them to connect their classroom knowledge with real-world applications. It motivates them to dive deeper into the tech world, especially in the fields of AI and sustainable energy, which are critical to shaping their future careers."

This visit not only inspired students to explore new technological frontiers but also gave them a glimpse into the innovative work environment of one of the world's most forward-thinking companies

KEY ENGAGEMENTS UNDER SDG 12 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	Building Resilient Communities with Sustainable Future Fusion's Drive for Food Security and Digital Empowerment	https://new.apu.edu.my/news/building-resilient-communities-sustainable-future-fusions-drive-food-security-and-digital
2	APU's SoGHT Students Unravel Retail and Services Management Secrets	https://new.apu.edu.my/news/apus-soght-students-unravel-retail-and-services-management-secrets
3	Empathy in Action	https://new.apu.edu.my/news/empathy-action
4	Empowering change through Community Clean-Up and Terrarium Workshop for Seniors	https://new.apu.edu.my/news/empowering-change-community-clean-up-terrarium-workshop-seniors
5	Numerical Minds Renewing Their Commitment to Sustainability	https://new.apu.edu.my/news/numerical-minds-renewing-their-commitment-sustainability
6	Pioneering Sustainable Agriculture	https://new.apu.edu.my/news/pioneering-sustainable-agriculture
7	APU's SoMAD Students Shine Bright at the Student Kancil x sCoolers Awards 2024!	https://new.apu.edu.my/news/apus-somad-students-shine-bright-student-kancil-x-scoolers-awards-2024
8	APU Students attend AFECA Asia Mice Youth Challenge 2024	https://new.apu.edu.my/news/apu-students-attend-afeca-asia-mice-youth-challenge-2024
9	APU Students' Industrial Visit to Carlsberg Brewery Malaysia Berhad	https://new.apu.edu.my/news/apu-students-industrial-visit-carlsberg-brewery-malaysia-berhad
10	Award-Winning IoT Solutions by Trailblazing APU Innovators at iCAN 2024	https://new.apu.edu.my/news/award-winning-iot-solutions-trailblazing-apu-innovators-ican-2024
11	A Collaborative Triumph Championing Excellence	https://new.apu.edu.my/news/collaborative-triumph-championing-excellence
12	Elevating Industrial Design Education at APU With Academic Conferred As CIDe	https://new.apu.edu.my/news/elevating-industrial-design-education-apu-academic-conferred-cide
13	Embracing the Human Spark in an AI-Fuelled Future: Insights from the MRSM Conference	https://new.apu.edu.my/news/embracing-human-spark-ai-fuelled-future-insights-mrsm-conference
14	Innovating for tomorrow at the APU Sustainable Hackathon 2024	https://new.apu.edu.my/news/innovating-tomorrow-apu-sustainable-hackathon-2024
15	Unlocking the potential of Industry Revolution 4.0 careers	https://new.apu.edu.my/news/unlocking-potential-industry-revolution-4-careers
16	Global Gathering: APU's SoB & AMER Co-Hosts Sustainable Business Engagement International Conference	https://new.apu.edu.my/news/global-gathering-apus-sob-amer-co-hosts-sustainable-business-engagement-international-conference
17	APU Students Explore AI Advancements at Tesla Malaysia	https://new.apu.edu.my/news/apu-students-explore-ai-advancements-tesla-malaysia
18	APU Students' Industrial Visit to Farm Fresh @ UPM	https://new.apu.edu.my/news/apu-students-industrial-visit-farm-fresh-upm
19	Lessons in sustainability and quality control at leading mineral water company Spritzer	https://new.apu.edu.my/news/lessons-sustainability-and-quality-control-leading-mineral-water-company-spritzer
20	APU and LUSH Malaysia signing a partnership for Sustainability and Growth	https://new.apu.edu.my/news/apu-and-lush-malaysia-signing-partnership-sustainability-and-growth
21	APU Staff Training on Google Cloud Generative AI Studio Enhances Technological Expertise	https://new.apu.edu.my/news/apu-staff-training-google-cloud-generative-ai-studio-enhances-technological-expertise
22	Art Meets Action: APU Students Deep Dive Into the Future at The Postnormal MADANI Exhibition	https://new.apu.edu.my/news/art-meets-action-apu-students-deep-dive-future-postnormal-madani-exhibition

KEY ENGAGEMENTS UNDER SDG 12 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
23	#JanganKenaScam: APU Empowers Students and Staff Against Financial Scams	https://new.apu.edu.my/news/jangankenascam-apu-empowers-students-and-staff-against-financial-scams
24	Where Technology Meets Artistry	https://new.apu.edu.my/news/where-technology-meets-artistry
25	APU Students Promote Environment & Sustainability Awareness at Public Transport Marathon	https://new.apu.edu.my/news/apu-students-promote-environment-sustainability-awareness-public-transport-marathon
26	Experiencing Glamping Adventure, Exploring Eco-Luxury for APU Hospitality & Tourism Students	https://new.apu.edu.my/news/experiencing-glamping-adventure-exploring-eco-luxury-apu-hospitality-tourism-students
27	APU & Insanas Enterprise Robotics Research Revolutionising Food Processing Automation	https://new.apu.edu.my/news/apu-insanas-enterprise-robotics-research-revolutionising-food-processing-automation
28	APU Students Leading the Charge on Food Security & Sustainability	https://new.apu.edu.my/news/apu-students-leading-the-charge-on-food-security-and-sustainability
29	APU fostering Active Environment & Social Consciousness	https://new.apu.edu.my/news/apu-fostering-active-environment-social-consciousness
30	APU Foundation Students Promote Responsible E-Waste Disposal and Management	https://new.apu.edu.my/news/apu-foundation-students-promote-responsible-e-waste-disposal-and-management
31	APU Master's Student Earns Top Honours at IMAC 2024 with Pioneering Study on Greenwashing	https://new.apu.edu.my/news/apu-masters-student-earns-top-honours-imac-2024-pioneering-study-greenwashing
32	APU Students dive into Innovation and Sustainability at Pos Malaysia Berhad	https://new.apu.edu.my/news/apu-students-dive-innovation-and-sustainability-pos-malaysia-berhad
33	APU Students Shine with Platinum and Gold Wins at 2024 MIIP Awards	https://new.apu.edu.my/news/apu-students-shine-platinum-gold-wins-2024-miip-awards
34	Batu Caves: Wonders for Tourism Students	https://new.apu.edu.my/news/batu-caves-wonders-tourism-students
35	Beyond Lectures: 360° Media Marketing Secrets Revealed During Media Agency Visit by APU Students	https://new.apu.edu.my/news/beyond-lectures-360-media-marketing-secrets-revealed-during-media-agency-visit-apu-students
36	Future Environmental Advocates Embrace Nature in 'Go Green FRIM Explore Race 2024'	https://new.apu.edu.my/news/future-environmental-advocates-embrace-nature-go-green-frim-explore-race-2024
37	Unlocking IFRS for Insurers APU Actuarial Science Club Organised a Comprehensive Online Talk	https://new.apu.edu.my/news/unlocking-ifrs-insurers-apu-actuarial-science-club-organised-comprehensive-online-talk

APU CHAMPIONS TOURISM TALENT DEVELOPMENT TO SAFEGUARD MALAYSIA'S HERITAGE

Friday 20 December 2024, 12:14 pm

On 21 November 2024, the Asia Pacific University of Technology & Innovation (APU) signed a landmark Memorandum of Understanding (MoU) with the **Kuala Lumpur Tourism, Entrepreneurs, Stakeholders Association (KLTESA)**, marking a pivotal collaboration aimed at advancing Kuala Lumpur's tourism sector while safeguarding its rich cultural heritage.
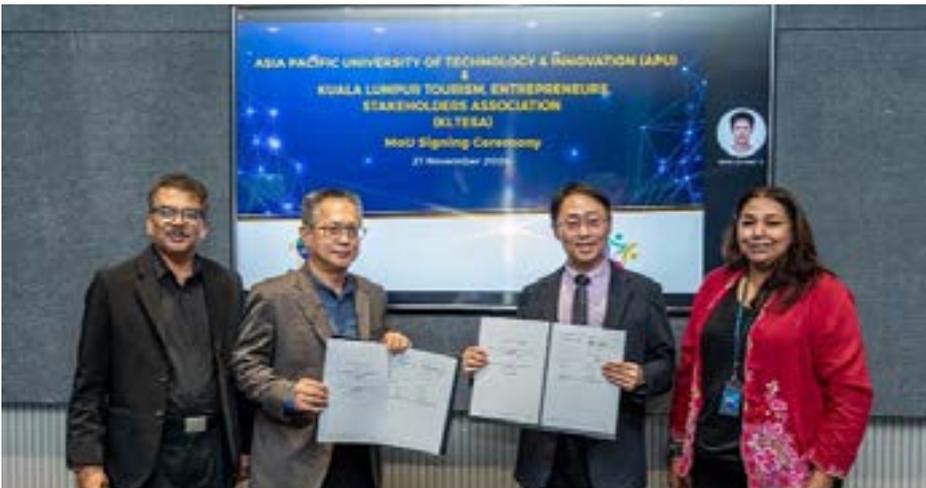
Prof Dr Ho Chin Kuan, Vice-Chancellor of APU (2nd from right), and Mr Oh Soon Meng (2nd from left), Chairman of KLTESA, display the signed documents. Also present were (from left) Mr Ramesh Pillai Govinda Pillai, Mentor of KLTESA, and Ms Cynthia Mala Paul Dorairaj, Advisor of SFF@APU and lecturer at APU's School of Business.

The ceremony, held on APU's campus at Technology Park Malaysia, was co-chaired by Professor **Dr Ho Chin Kuan** (Vice-Chancellor, APU) and **Mr Oh Soon Meng** (Chairman, KLTESA). It was attended by representatives from both parties, including **Mr Khoo Hock Aun** (Partnership Bureau Chairperson, KLTESA), **Ms Mayli Lim** (Social Chair, KLTESA), **Ms Irene Chan** (Mentor, KLTESA), **Mr Ramesh Pillai** (Mentor, KLTESA), and **Ms Cynthia Mala Paul Dorairaj** (Advisor of SFF@APU and lecturer at APU's School of Business).

The partnership, anchored under APU's School of Business (SoB), is dedicated to developing sustainable tourism practices that celebrate Kuala Lumpur's unique cultural identity. This initiative is strongly aligned with the United Nations Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals).

Khoo Lay Yang (centre), President of SFF@APU and a graduate of APU's Diploma in Information and Communications Technology (Software Engineering) participated in the networking session following the MoU signing ceremony – an excellent avenue for real-world learning with industrial players.

Empowering Students through Hands-On Learning

At the heart of this collaboration lies the commitment to nurturing future leaders in tourism and cultural heritage management. Through structured mentorship programmes and internships, industry professionals will share invaluable insights with APU students, equipping them with practical skills and knowledge to thrive in the tourism sector.

Sustainability Future Fusion SFF@APU , a pioneering student organisation dedicated to sustainable development, will play a key role in this partnership. SFF will lead cultural and tourism initiatives, including workshops, community projects, and events, all designed to instil a deep understanding of sustainable tourism practices and cultural preservation among students and the community.

Working closely with KLTESA and the SoB, SFF will spearhead workshops focusing on practical skills development, climate-conscious tourism practices, and cultural awareness. These efforts aim to create a holistic learning experience, blending academic knowledge with real-world applications.

The MoU signing ceremony was attended by representatives from KLTESA and APU, including (from left, first row) Mr Khoo Hock Aun (Partnership Bureau Chairperson, KLTESA), Prof Dr Ho Chin Kuan (Vice-Chancellor, APU), Ms Mayli Lim (Social Chair, KLTESA), Ms Irene Chan (Mentor, KLTESA), Mr Ramesh Pillai (Mentor, KLTESA), Mr Oh Soon Meng (Chairman, KLTESA), and Ms Cynthia Mala Paul Dorairaj (Advisor of SFF@APU and lecturer at APU's School of Business).

A Collaborative Vision for a Sustainable Future

This strategic alliance positions Kuala Lumpur as a beacon of sustainable tourism while fostering a new generation of professionals who will champion cultural preservation and climate-conscious practices. The combined expertise of APU's academic resources and KLTESA's industry insights ensures a robust and impactful collaboration, benefiting both the tourism sector and local communities.

Professor Dr Ho Chin Kuan, Vice-Chancellor of APU, expressed his enthusiasm for this partnership: "This collaboration underscores APU's dedication to developing future-ready talents who can seamlessly integrate sustainability and innovation into Malaysia's tourism industry. By empowering our students with hands-on learning opportunities and fostering a deeper appreciation for cultural heritage, we are shaping a future where tourism thrives while preserving the essence of our national identity."

This partnership not only strengthens Kuala Lumpur's position as a sustainable tourism destination but also creates meaningful pathways for students to make lasting contributions to the preservation and promotion of Malaysia's cultural treasures.

APU STUDENTS PROMOTE ENVIRONMENT & SUSTAINABILITY AWARENESS AT PUBLIC TRANSPORT MARATHON *Thursday 25 July 2024, 02:27 pm*

On June 29, 2024, 200 enthusiastic participants, including students from Asia Pacific University of Technology & Innovation (APU), gathered for the Public Transport Marathon, an innovative event hosted by the Operation Smile Club (OSC) from APU.

Held at the LaLaport Bukit Bintang City Centre, this initiative aimed to promote the use of public transport while raising awareness of the need to reduce global emissions, aligning with Sustainable Development Goal 13 (SDG 13).

The Public Transport Marathon, open to the public, brought together 40 teams, encouraging sustainable travel habits among all participants.

LaLaport Bukit Bintang City Centre, strategically chosen for its proximity to LRT and MRT stations, generously sponsored the venue. RapidKL played a significant role in this eco-friendly adventure by offering MyCity passes at a rate of RM6 per day for Malaysians and RM10 per day for foreign participants. These passes provided unlimited city-wide travel, helping to lower transportation costs.

Participants were allowed to explore 11 different stations and engage in fun activities at nearby attractions while promoting both public transport usage and local tourism. The day was filled with enriching experiences as participants visited key attraction points near the RapidKL stations, participating in activities that fostered team spirit and environmental awareness. The hands-on approach allowed participants to experience firsthand the benefits of using public transport and appreciate its positive impact on the environment.

The event also featured a competitive element, with the winning team receiving a cash prize of RM1,000. The Operation Smile Club (OSC) has a history of supporting sustainability efforts, having previously donated RM1,500 to the Free Tree Society for tree planting initiatives and another RM1,500 to the Society for the Prevention of Cruelty to Animals (SPCA) to support animal shelter maintenance.

The winning team of the Public Transport Marathon (picture on top). The Operation Smile Club (OSC)has a history of supporting sustainability efforts, having previously donated RM1,500 to the Free Tree Society for tree planting initiatives (left) and another RM1,500 to the Society for the Prevention of Cruelty to Animals (SPCA) (right).

Brendan Chiah, an alumnus of APU with a BA (Hons) in Computer Science specialising in Data Analytics, shared his thoughts: "Initially, I wasn't hyped about PTM 2024, having attended many university events. But seeing the event at Lalaport, organised by the Operation Smile Club, was impressive. The open-world design encouraged exploring KL, and the tasks highlighted teamwork. We won not by solving puzzles, but by understanding and connecting."

Mohammed Muneeb Shaikh, a first-year BA (Hons) Computer Science (Cyber Security) international student from India, was part of the organising committee. He shared, "I was inspired by everyone's enthusiasm and enjoyed helping and interacting with so many people. The day's energy and teamwork were great, and I'm proud to have contributed to an event that showcased the importance of our public transport system."

Mahishkumar Ganeson, a second-year Bachelor in Petroleum Engineering (Hons) student at APU, shared his observations: "Enthusiastic runners of all ages and backgrounds came together for the well-organised public marathon competition. Throughout the race, competitors showed outstanding sportsmanship and resolve, pushing themselves to meet personal objectives. It was a great occasion that encouraged a feeling of camaraderie and constructive rivalry among all those engaged."

Dalton Gan, a Year Two student of APU majoring in BA (Hons) in Software Engineering, shared: "From meeting new friends to exploring KL together and winning the public marathon together, this has truly been an amazing ride. Through this event, I've learned about so many new spots in KL and their historical significance. I hope more people can join this event so they can come to appreciate the convenience that public transport brings to us and the beauty of Malaysia."

The event concluded with a strong sense of community and a renewed commitment to sustainability. The collaboration with RapidKL and the support from LaLaport Bukit Bintang City Centre exemplified the potential for public-private partnerships in driving positive environmental change.

As these 200 participants return to their daily lives, they carry with them the knowledge and experiences gained from this initiative, ready to advocate for and practice more sustainable travel habits.

President of Operation Smile Club, Ho See Hui, reflected: "I am thrilled with how well the Public Transport Marathon 2024 turned out. It was great to see students and the community come together for this cause. This event not only showed off the perks of public transport but also brought participants closer together. I believe our efforts will inspire more sustainable habits in daily life. Big thanks to our committee, especially project manager Jack Ser, and to everyone who joined in and made this event so special!"

Mr Gurpardeep Singh, the Chief Operating Officer of APU concluded, "The Public Transport Marathon not only encouraged the use of public transport but also sparked a larger conversation on how individual actions can contribute to global efforts in combating climate change. Together, we can make a difference and work towards a greener, more sustainable future for Malaysia."

BRIKOOLE: MALAYSIA'S JAMES DYSON AWARD WINNER FROM APU REDEFINES SUSTAINABLE COOLING SYSTEM WITH A 'BREATHABLE BRICK'

Friday 13 September 2024, 10:11 am

The James Dyson Award, an international design award, today announces its national winner: **Brikoole**, a groundbreaking invention which aims to combat increasing energy consumption and demand for electricity. It is a passive cooling system designed to be integrated within a building's structure.

Wayne Chong Chee Kin (left) and Nixon Ng Kah Zun are the creators of Brikoole – a sustainable cooling system featuring the 'breathable brick' they are holding. (Photo credited to James Dyson Award)

With climate change being a key concern for the winning team – **Wayne Chong Chee Kin**, 23, and **Nixon Ng Kah Zun**, 22, graduating students of the Asia Pacific University of Technology and Innovation (APU), used controlled airflow and evaporative cooling methods to reduce indoor temperatures without external energy sources.

Globally, buildings consume up to 40% of the world's total energy and by 2030, it is expected to increase to 50%. 1 Malaysia ranks third in the world in terms of carbon emissions, with an average annual rate of 4.7%. [2]

Nixon Ng Kah Zun (left), an industrial design graduating student, worked closely with Wayne Chong Chee Kin, a mechatronic engineering graduating student, in creating Brikoole, which exemplifies how the integration of engineering principles with design creativity can lead to innovative solutions. (Photo credited to James Dyson Award)

Chong, a new graduate with a **Bachelor of Mechatronic Engineering with Honours** degree, and Ng, a final year student studying a **Bachelor of Arts (Honours) in Industrial Design** degree, are the brains behind Brikoole.

"The main motivation behind Brikoole came from observing the increasing energy consumption and environmental impact of traditional air conditioning systems in tropical climates. Someone that I care a lot about recently had a spike in their electricity bill to an amount that is severely affecting their family's financial status, which led me to dive deep into this problem," Nixon shared.

Brikoole's intricate internal structure is prototyped using a 3D-printed mesh made from wood PLA, with the advanced 3D printer located in the 3D modelling lab on APU's campus. (Photo credited to James Dyson Award)

Taking cues from ancient wisdom, Brikoole is inspired by natural ventilation systems like termite mounds, wind catchers, and Salsabil fountains. The Brikoole employs a multi-layered approach to achieve its cooling effect. The exterior of the brick features strategically placed ventilation holes that allow air to enter. This air then passes through an intricate internal structure – currently, a 3D-printed mesh made of wood PLA, with plans to transition to ceramic in the final design. This mesh is kept consistently moist via an integrated water distribution system. As air traverses this humid environment, evaporation occurs, effectively cooling the air. This cooled air is channelled into the building's interior, creating a refreshing and comfortable atmosphere.

Brikoole is inspired by natural ventilation systems like termite mounds, wind catchers, and Salsabil fountains. The Brikoole employs a multi-layered approach to achieve its cooling effect. (Photo credited to James Dyson Award)

"It took us two months to research, test and develop the prototype. From our tests, we learned that using the right geometry pattern was important in achieving optimum results" Chong shared. The duo was mentored by **Mr Eekang Ooi**, CIDe, Lecturer at the School of Media, Arts and Design (SoMAD).

In tropical climates like Malaysia, Brikoole can reduce temperatures by up to 6.2 degrees Celsius, achieving a comfortable 31 degrees Celsius compared to 37 degrees Celsius. Therefore, it decreases the reliance on active cooling, such as air conditioners. With time, electricity consumption and carbon emissions associated with fossil fuel generation are reduced significantly.

The Brikoole distinguishes itself in sustainable architecture by uniquely incorporating evaporative cooling directly into the building material. Unlike conventional passive cooling methods, which often need separate systems or extensive architectural changes, their solution is naturally modular and scalable. Brikoole can be effortlessly integrated into a wide range of building designs and styles, making sustainable cooling more versatile and accessible.
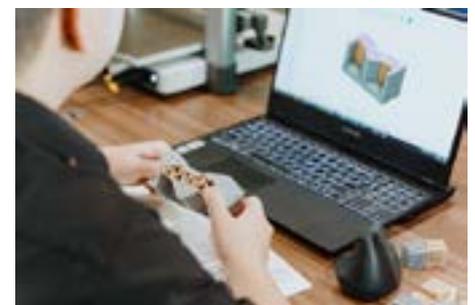
After winning the National James Dyson Award, the two APU winners are committed to conducting comprehensive real-world testing. They aim to refine the prototype by replacing the current wood PLA mesh with a more efficient 3D-printed ceramic internal structure. (Photo credited to James Dyson Award)

The James Dyson Award is an international design competition that celebrates and inspires the next generation of problem solvers. It encourages young engineers to develop solutions that address real-world challenges. As the national winner, Brikoole takes home **RM29,300** to support its next steps in development and commercialisation, including refining the prototype's material from the current wood PLA mesh to a more efficient 3D-printed ceramic internal structure. They are also committed to conducting comprehensive real-world testing in the tropics and exploring potential design variations to cater to specific building types and regional climate challenges.

At APU, the Industrial Design programme is uniquely run with a balanced approach between artistic design and fundamental engineering knowledge. (Photo credited to James Dyson Award)

"APU's achievement exemplifies how the integration of engineering principles with design creativity can lead to innovative solutions. At APU, the Industrial Design programme is uniquely run with a balanced approach between artistic design and fundamental engineering knowledge. This method allows students to not only address complex challenges but also transform creative ideas into tangible, functional products. Brikoole stands as a perfect example of this teaching philosophy in action," remarked Mr Eekang Ooi, the mentor.

Ms Debbie Liew Pooi Kuan, Head of SoMAD chimed in, "This victory underscores APU's continuous commitment to nurturing innovation and excellence in our students. Having secured the National Runner-Up position in 2022 and being named National Champions in both 2021 and 2020, this latest success with Brikoole reaffirms our place as a leader in creative

A conceptual illustration showing the application of Brikoole in households, apartments, or high-rise buildings.

engineering and design. It is a testament to the dedication of our students and faculty, and the collaborative spirit that drives our programmes to develop forward-thinking solutions for real-world challenges."

Sharon Yap, Head of Technology Development at Dyson, highlighted that "Brikoole is a wonderful example of how our young local engineers can bring a fresh perspective to age-old problems. Global warming continues to have a huge impact on Malaysia, and I am glad that our future generations are creating sustainable solutions to this problem. The James Dyson Award will provide a great platform for the team to further their invention, and I am hopeful that Brikoole will help to protect our planet from further degradation."

The Brikoole will progress to the next stage of the James Dyson Award. The international Top 20 shortlist, selected by Dyson engineers, will be announced on 16 October, and the global winners will be chosen by James Dyson on 13 November.

KEY ENGAGEMENTS UNDER SDG 13 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	APU Students Promote Environment & Sustainability Awareness at Public Transport Marathon	https://new.apu.edu.my/news/apu-students-promote-environment-sustainability-awareness-public-transport-marathon
2	APU Champions Tourism Talent Development to Safeguard Malaysia's Heritage	https://new.apu.edu.my/news/apu-champions-tourism-talent-development-safeguard-malaysias-heritage
3	Brikoole: Malaysia's James Dyson Award Winner from APU Redefines Sustainable Cooling System with a 'Breathable Brick'	https://new.apu.edu.my/news/brikoole-malaysias-james-dyson-award-winner-apu-redefines-sustainable-cooling-system
4	An Actuary's Journey to a Meaningful SDGs Future	https://new.apu.edu.my/news/actuarys-journey-meaningful-sdgs-future
5	2024 QS World University Rankings- Sustainability	https://new.apu.edu.my/news/2024-qs-world-university-rankings-sustainability

INNOVATING FOR TOMORROW AT THE APU SUSTAINABLE HACKATHON 2024 *Friday 13 September 2024, 11:10 am*

Asia Pacific University of Technology & Innovation (APU) hosted the Sustainable Hackathon, celebrating the innovative spirit of its students, from 23rd August 2024 to 24th August 2024.

This 24-hour hackathon was a collaborative effort by staff from the School of Marketing and Management (SoMM), School of Computing (SoC), and School of Mathematics, Actuarial, and Quantitative Studies (SoMAQS), all united under a common goal; which is to explore the intersection of technology and sustainability.

Key contributors of the hackathon included:

1. Ensign InfoSecurity
2. **Professor Ir EurIng Ts Dr Vinesh Thiruchelvam**, APIIT Education Group and APU's Chief Innovation & Enterprise Officer
3. **Ms Fiona Lalitha Sadagopan** (Senior Lecturer, SoMM at APU)
4. **Ms Harjinder Kaur** (Senior Lecturer, SoMM at APU)
5. **Mr David Ng Kok Meng** (Lecturer, SoMM at APU)
6. **Mr Gobinathan Manickam** (Lecturer, SoMM at APU)
7. **Ms T Tulasi Sathyabama Appalasamy** (Lecturer, SoC at APU)
8. **Mr Lee Chee Nian** (Lecturer, SoMAQS at APU)

Submission phase and pre-Hackathon Workshops

During the submission phase, students submitted innovative ideas that addressed sustainability challenges through the use of technology.

To refine and strengthen these ideas, pre-hackathon workshops were held on 15th August 2024, equipping students with the knowledge and skills needed to advance.

Dr Gaston Ngochembo, a Sustainability Expert from De Montfort University (DMU), delivered an insightful session on sustainability, highlighting key environmental issues and technological solutions.

This was followed by an engaging workshop led by **Dr Nor Azrul Mohd Zin** (Lecturer, SoMM at APU), focusing on the art and techniques of pitching, guiding students on how to effectively present their ideas to a judging panel.

At the end of the submission phase, out of the 14 initial submissions, eight outstanding ideas were selected to move forward to the hackathon phase.

Hackathon phase and Winning Innovations

The 24-hour hackathon phase was an intense period of creativity and innovation as teams developed prototypes and pitched their ideas.

The dynamic and collaborative environment, supported by access to state-of-the-art facilities and expert mentorship, fostered a spirit of determination as students worked tirelessly to transform their concepts into practical solutions.

Each presentation was carefully evaluated, leading to the recognition of the top three teams whose projects stood out for their innovation and impact.

The final pitching session was marked by fierce competition, with teams showcasing their unique approaches to sustainability.

In first-place, team GreenPulse developed an algae-based biofuel solution, impressing judges with its feasibility and potential environmental benefits.

In second-place, team Sunshine Farme presented an artificial intelligence (AI) and Internet of Things (IoT) system for energy prediction and real-time monitoring in agriculture, offering a smart approach to sustainable farming.

In third-place, team Nemo Inc introduced "Corallius," an innovative underwater drone designed to optimise coral growth, contributing to marine ecosystem restoration.

Empowering future Innovators

Despite the challenges of a 24-hour hackathon, students left the Sustainable Hackathon enriched with valuable skills, a deeper understanding of sustainability, and a renewed passion for innovation.

Through hands-on experience, they not only honed their technical and creative abilities but also learned the importance of collaboration and resilience in tackling real-world issues.

SUN, SAND, AND SOCIAL IMPACT: PROMOTING SUSTAINABILITY PRINCIPLES AND ENVIRONMENTAL AWARENESS AMONGST RUMAH SHALOM YOUTHS

Thursday 25 April 2024, 06:12 pm

'Ocean Guardians' is a day filled with laughter, teamwork, and making a positive impact, as APU students and youths from Rumah Shalom Orphanage join forces to work towards a sustainable future for our oceans, guiding young minds with ESG principles.

Forget textbooks for a day! On 23rd March 2024, **Asia Pacific University of Technology & Innovation (APU)** joined forces with youths from **Rumah Shalom Orphanage** in Port Dickson, Negeri Sembilan for a unique Environmental, Social, and Governance (ESG) project called 'Ocean Guardians'.

It a day filled with laughter, teamwork, and making a difference. The APU students, led by **School of Marketing and Management (SoMM) lecturer, Ms Harjinder Kaur and Mr David Ng Kok Meng**, were on a mission to instil environmental awareness, teamwork, and creativity in the underprivileged youths.

The day kicked off with a beach cleaning activity. But it was not just about picking up trash. The APU students transformed it into a learning experience, discussing the importance of coastal conservation and the threats plastic pollution poses to marine life.

Armed with gloves, hats, and trash bags, the youths became eco-warriors, cleaning the beach with newfound enthusiasm.

Next up was a friendly volleyball tournament. The competitive spirit soared as the youths showcased their teamwork, communication, and sportsmanship.

Cheers erupted as they strategized, rallied points, and celebrated victories and defeats together as a valuable lesson in perseverance and the power of collaboration.

Unleashing their creativity was the theme for the final activity — a sandcastle building competition. From resourcefulness to problem-solving, the youths put their imaginations to the test, building magnificent sandcastles under the warm sun.

Laughter filled the air as they collaborated and revelled in the joy of creating something unique together and the day ended with happy faces and a sense of accomplishment.

Ms. Harjinder beamed as she shared the youths' enthusiastic requests for more such outings.

"They had a blast bonding with each other," she claimed. "These experiences are rare for them, and they were not just happy about the beach trip — it was their first time ever in Port Dickson! They truly appreciate the effort our university team put in."

Mr. David echoed the sentiment, highlighting the project's impact on youth development.

"These activities are crucial for nurturing young minds," he added, "Not only do they raise environmental awareness, but they also instil a sense of responsibility and community involvement. This project was

not just about cleaning the beach; it was a step towards a more sustainable future for our oceans, and the youths were a vital part of it."

This ESG project nicely illustrates APU's dedication to ESG activities. The Vice Chancellor, Prof. Dr. Ho Chin Kuan, remarked that "APU strives to embed environmental and social awareness within its staff and students."

The 'Ocean Guardians' project is a testament to this commitment, bringing together students and youths to create a positive impact on the environment and the community.

KEY ENGAGEMENTS UNDER SDG 14 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	Innovating for tomorrow at the APU Sustainable Hackathon 2024	https://new.apu.edu.my/news/innovating-tomorrow-apu-sustainable-hackathon-2024
2	Lessons in sustainability and quality control at leading mineral water company Spritzer	https://new.apu.edu.my/news/lessons-sustainability-and-quality-control-leading-mineral-water-company-spritzer
3	Island Night 2024	https://new.apu.edu.my/news/island-night-2024
4	APU Team "Make Water Ok" Wins UNESCO Water Resilience Challenge 2024	https://new.apu.edu.my/news/apu-team-make-water-ok-wins-unesco-water-resilience-challenge-2024
5	APU's International Relations Students Explore KLEFF'24 Water Sustainability Dialogue Forum	https://new.apu.edu.my/news/apus-international-relations-students-explore-kleff24-water-sustainability-dialogue-forum
6	Sun, Sand, and Social Impact: Promoting Sustainability Principles and Environmental Awareness Amongst Rumah Shalom Youths	https://new.apu.edu.my/news/sun-sand-and-social-impact-promoting-sustainability-principles-and-environmental-awareness

GOAL 15: LIFE ON LAND
Goal 15 LIFE ON LAND - Sustainably Manage Forests, Combat Desertification, Halt And Reverse Land Degradation, Halt Biodiversity Loss

Research Publication	2
SDG 15 Related Activities	6

FUTURE ENVIRONMENTAL ADVOCATES EMBRACE NATURE IN 'GO GREEN FRIM EXPLORE RACE 2024'

Thursday 30 May 2024, 09:55 am

In a spirited celebration of Earth Day under the theme "Planet vs Plastic", 50 students and four lecturers from the School of Mathematics, Actuarial and Quantitative Studies (SoMAQ) at Asia Pacific University of Technology & Innovation (APU) participated in the 'GO GREEN FRIM EXPLORE RACE' at the Forest Research Institute Malaysia (FRIM) on 27th April 2024.

This event was organised by the Federal Territory of Kuala Lumpur Department of Environment (JASWPKL) in collaboration with FRIM and Secret Recipe.

The event, led by **Ms Hazlina Darman** (Lecturer, SoMAQ at APU), with assistance from **Ms Sarah Musa** (Lecturer, SoMAQ at APU), **Dr Rahimah Abdul Rafar** (Lecturer, SoMAQ at APU), and **Ms Noraimah Farah Md Rahim** (Senior Lecturer, SoMAQ at APU), aimed to impart practical knowledge beyond the classroom, fostering a greater appreciation for nature among students.

Ms Hazlina said APU is the first university in Malaysia to launch the Green Community Movement at the FRIM FPS site.

"This movement is designed to engage the broader FRIM community post-COVID-19, emphasising the importance of heritage assets and their role in environmental education.

"The event underscored the concept of Citizen Science, particularly targeting the younger generation in urban and suburban areas, to instil a deeper understanding and respect for biodiversity and environmental conservation," she said.

The students embarked on a 2.5-kilometer route, engaging in various tasks designed to enhance their observational skills, teamwork, cognitive abilities, and time management.

This immersive experience featured five unique stations:

1. **Botany Walk & Hunt in Boardwalk Denai Latif:** Students collected clues along a scenic route, enhancing their botanical knowledge and observational skills as they identified different plant species and ecological features.

2. **Put Waste in the Right Place at Paya Burung**: Students gathered natural materials such as leaves, branches, and wood, learning the importance of proper waste management and the role of organic matter in maintaining healthy ecosystems.

3. **Waste to Wealth:** Students used the materials collected to create compost, gaining hands-on experience in sustainable waste recycling and understanding the process of turning organic waste into fertiliser.

4. **Seed to Spoon:** Students engaged in rice planting activities, experiencing the agricultural cycle firsthand and learning about the journey of food from seed to harvest, emphasising the significance of sustainable farming practices.

5. **E-Waste Crossword Puzzle:** This mental challenge focused on electronic waste management, encouraging students to think critically about the lifecycle of electronic products and the environmental impact of e-waste.

Despite the physical challenges, the students enthusiastically embraced each task, demonstrating remarkable resilience and a keen eagerness to learn.

The three fastest teams to complete all stations were rewarded with hampers and cash prizes, generously sponsored by JASWPKL, FRIM, and Secret Recipe.

The first-place team has received a cash prize of RM300 and a hamper.

The second-place team has received a cash prize of RM200 and a hamper.

The third-place team has received a cash prize of RM100 and a hamper.

Despite feeling fatigued, the students departed the event enriched with newfound knowledge and a deepened reverence for the natural world.

Through hands-on experiences, they not only gained insights into waste management and biodiversity but also cultivated a stronger bond with nature. event exemplifies the transformative potential of experiential learning, igniting a passion within the students to become future environmental advocates.

CULTIVATING A GREENER TOMORROW
Monday 01 July 2024, 05:41 pm

The Asia Pacific University of Technology & Innovation (APU) Society of Petroleum Engineers Student Chapter (APU SPE SC), under the guidance of **Dr Wong Siew Fan** (Senior Lecturer, School of Engineering at APU), embarked on a Corporate Social Responsibility (CSR) mission on 25th May 2024, with the motto "Striving towards a greener future, beyond oil."

The SPE student chapter from APU teamed up with the Free Tree Society at Taman Tugu for a memorable tree planting event that blended education with profound fulfilment.

This immersive introduction set the stage for hands-on activities, as students eagerly collaborated under expert guidance, preparing soil and gaining a profound appreciation for the nurturing process of new life through seed planting techniques.

Dr Wong lauded the students for their unwavering dedication, praising their remarkable commitment to shaping a more sustainable future.

"This initiative not only raised environmental consciousness but also nurtured a strong sense of community within APU SPE SC.

"Moreover, through their tree-planting efforts, these aspiring petroleum engineers have created a lasting legacy that will enrich the local ecosystem for generations, embodying exceptional environmental stewardship and motivation," she said.

Student Perspectives
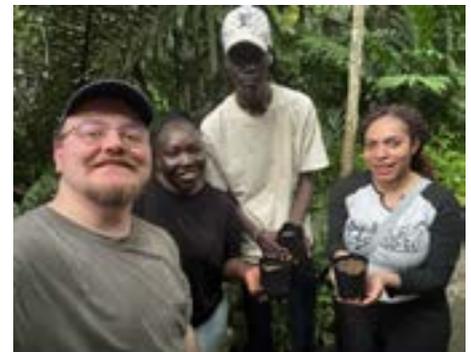
Levi Louis Mark shared his enthusiasm for participating in the tree planting event with his peers and Dr Wong, describing the experience as not only enjoyable but also deeply rewarding, as he felt he was making a tangible and positive difference for the planet.

Sami Iqbal Sufi found participating in the tree planting event deeply inspiring, noting the dedication to creating a greener future and the satisfaction of knowing that his team's efforts would benefit future generations with shade and clean air.

Divvya Kouyuska cherished the tree planting event with her peers as a delightful blend of collaborative teamwork, heightened environmental consciousness, and memorable moments of fun, eagerly looking forward to future opportunities to contribute meaningfully to the planet's well-being.

The day commenced with a forest tour guided by an expert, immersing students in the marvels of diverse plant life and underscoring the imperative of preserving these ecosystems.

The highlight was each student planting a seed, witnessing firsthand the tangible impact of their efforts.

KEY ENGAGEMENTS UNDER SDG 15 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	Empathy in Action	https://new.apu.edu.my/news/empathy-action
2	Future Environmental Advocates Embrace Nature in 'Go Green FRIM Explore Race 2024'	https://new.apu.edu.my/news/future-environmental-advocates-embrace-nature-go-green-frim-explore-race-2024
3	Indonesia's Independence Day Celebration @ APU	https://new.apu.edu.my/news/indonesias-independence-day-celebration-apu
4	The Pillar of Strength of APU Wins Best Cultural Diversity Film Award	https://new.apu.edu.my/news/pillar-strength-apu-wins-best-cultural-diversity-film-award
5	DYMM Tengku Permaisuri Selangor Launches APU Smile Fest: Euphoria	https://new.apu.edu.my/news/dymm-tengku-permaisuri-selangor-launches-apu-smile-fest-euphoria
6	Cultivating a Greener Tomorrow	https://new.apu.edu.my/news/cultivating-greener-tomorrow

ISLAND NIGHT 2024
Wednesday 23 October 2024, 12:55 pm

Vibes, Culture, and Endless Fun!

Island Night 2024: Eternal Utopia – The Magic of Islands was nothing short of spectacular, blending culture, fun, and pure community vibes! Held on Friday, October 11th, it was nearly five hours of non-stop energy with about 500 people enjoying performances, surprises, and spontaneous moments that lit up the night!

A group photo of the Island Night 2024 crew, including the working committee members and volunteers.

The venue was transformed into a colourful tropical paradise, with decorations radiating the island spirit. Each nation was represented by its own bright colours, making the space come alive. The event wasn't just about fun; it celebrated island cultures, promoted unity, and raised awareness of turtle conservation—all while giving students a platform to proudly showcase their heritage.

The night kicked off with a **Futsal Tournament Prize Giving ceremony**, where teams from Madagascar, Seychelles, and Mauritius claimed the top three spots. But the real fun was just getting started.

As performances began, the audience was transported by a mix of traditional and modern dance, music, and storytelling. Students from the Maldives, Madagascar, Mauritius, Seychelles, and Sri Lanka brought their unique cultural vibes to the stage, captivating everyone with rich traditions and colourful performances.

"The Tales Between Sand and Sea" – a captivating performance by the Maldives student community.

Engku Khalish Haziq Bin Engku Ahmad Nasri, a local student pursuing his Bachelor in Banking and Finance (Hons), was clearly impressed. "The performance that night was exhilarating. I was impressed by all of the dancers and the creativity of each nation. My favourite was Maldives, my friend's country, where her group made a play to explain the history of Maldives as well as its culture," he shared.

Student-performers from Madagascar sang a folk song Voninkazo Adaladala.

The crowd loved how the show blended old-school and modern styles, making them feel like they were travelling the islands without leaving their seats. With vibrant costumes and high-energy performances, the night's electric atmosphere had everyone reaching for their phones to snap pics. Plus, a beautifully designed backdrop created the perfect photo-op for unforgettable memories with friends and family.

Anshika Suryavanshini Ramphul (2nd from right) and her team from Mauritius showcased Geet-Gawai, a vibrant pre-wedding ceremony blending rituals, prayers, songs, music, and dance.

One of the coolest moments? An impromptu dance jam that broke out, and it didn't matter if you knew the moves—everyone joined in!

Shoutout to the organising committee, led by **Anshika Suryavanshini Ramphul** from Mauritius, for making it all happen. Not only did they pull off an epic event, but they also raised RM5,000 in sponsorship from **PayNet**, promoting cashless payments throughout the night. "We handled everything via QR payments—from sales to registrations," Anshika shared proudly.

The Seychelles community delivered an electrifying Lagann Kreol performance that had everyone's hearts pumping.

The Seychelles community delivered an electrifying Lagann Kreol performance that had everyone's hearts pumping.

To make it even more meaningful, part of the event's profits went to the **Turtle Conservation Society of Malaysia,** helping preserve marine life and protect endangered species. This reflected the event's strong commitment to island ecosystems and environmental awareness.

The Atrium at APU was filled with VIPs and a diverse audience from all backgrounds.

Island Night 2024 wasn't just about celebration—it was about giving back, dancing the night away, and creating unforgettable memories. Many attendees called it one of the best Island Nights in years, with incredible performances that will be talked about for a long time!

APU HOSTS DUAL EVENTS CELEBRATING SUSTAINABILITY AND HUMANITY
Thursday 26 December 2024, 10:22 am

Literary Appreciation Meets Creative Solutions for a Sustainable Future

On 21 November 2024, the Asia Pacific University of Technology & Innovation (APU) campus buzzed with energy as two impactful events took place concurrently, highlighting the importance of sustainability – both for the environment and humanity.

Jointly organised by the School of Business (SoB) and the Sustainability Future Fusion (SFF) @ APU – a pioneering student-led organisation committed to sustainable development – the events brought together literary exploration and creative solutions for global challenges.

The APU community enjoyed a stimulating "Meet & Greet" session with a renowned author while also engaging with the thought-provoking SDG Poster Exhibition on campus.


A Conversation with Hussin Alkheder: Humanity Through Storytelling

The "Meet & Greet" session featured **Mr Hussin Alkheder**, an acclaimed author from Damascus, Syria, who has penned five fictional novels, including "Maze of Destiny" and "Daughter of Damascus". Participants gained valuable insights into the art of storytelling, with Alkheder sharing how his works reflect humanity's struggles and moral dilemmas in times of crisis.

Students were particularly captivated as Alkheder discussed the inspiration and challenges behind "Maze of Destiny" – a powerful tale depicting a Syrian family's survival amidst war. The novel vividly portrays the human cost of conflict while celebrating the enduring strength of the human spirit.

The interactive Q&A session that followed showcased the deep interest of APU students, with questions ranging from writing techniques to character development.

Alkheder's session provided a unique perspective on the role of literature in reflecting societal issues and emphasised the importance of resilience and empathy in navigating life's complexities.

SDG Poster Exhibition: Innovation for a Better Future

Running parallel to the book discussion, the SDG Poster Exhibition featured 15 innovative student projects under the guidance of **Ms Cynthia Mala Paul Dorairaj,** a SoB lecturer and Advisor of SFF. The exhibition demonstrated how business education at APU aligns with the United Nations Sustainable Development Goals (SDGs), presenting creative solutions to real-world challenges.

Students explored posters that tackled various sustainability themes, showcasing their ingenuity in addressing global issues. These projects emphasised the importance of SDG principles, particularly focusing on SDG 4: Quality Education and SDG 11: Sustainable Cities and Communities.

Voices from the APU Community

Reflecting on the event's success, **Khoo Lay Yang**, President of SFF, remarked: "As students, we're proud to organise events that bring together cultural enrichment and sustainable development. Through these initiatives, we're not just learning about SDGs – we're actively engaging with them while creating meaningful experiences for our fellow students."

Students who volunteered at the event also expressed their enthusiasm for its impact. **Kyaw Zay Ya**, a Foundation Programme student and dedicated volunteer, shared: "The SDG Poster Exhibition and Book Launching event was inspiring. We were happy to help open the book booth, which showcased a great book on the development of the SDGs. The posters were creative and effectively highlighted the importance of these goals, sparking meaningful discussions on how we can contribute to a better future."

APU's Commitment to Holistic Education

The successful integration of these two events underscored APU's dedication to providing a holistic educational experience. By blending cultural engagement with sustainable development principles, APU continues to nurture socially conscious leaders who can drive meaningful change in society.

Through initiatives like the Meet & Greet session with Mr Hussin Alkheder and the SDG Poster Exhibition, APU reaffirms its commitment to supporting the United Nations' SDG agenda, fostering an environment where education, creativity, and sustainability come together to create a better world.

APU PSYCHOLOGY SOCIETY'S VIBRANT CELEBRATION OF CULTURES AND DIVERSITY *Monday 10 June 2024, 06:30 pm*

Building a Cohesive, Inclusive, and Supportive Community Through Food, Dance, and Diversity

The APU Psychology Society Cultural Night, held on June 1st, was an exhilarating celebration that brought students together through the universal languages of food and dance.

The event featured a diverse array of culinary delights, with students proudly presenting traditional dishes from their homelands. From spicy Indian curries to savoury Japanese cuisine, the evening was a gastronomic journey around the world, highlighting the rich tapestry of cultures within the APU community.

The event was graced by the presence of the School of Psychology Head, **Ms Vinorra Shaker**, and Programme Leader, **Dr Zhooriyati Sehu Mohamad**. The second annual cultural event held by the APU Psychology Society was a success, thanks to the efforts of the society members and co-advisors **Ms Dhevaania,** Psychology Lecturer, and **Ms Amirah Husna**, Psychology Lab Technician.

Traditional dances from various regions added to the evening's vibrancy. Students donned their cultural attire and performed dances that told stories of their heritage, captivating the audience with their graceful movements and intricate choreography. These performances not only entertained but also educated attendees, fostering a deeper appreciation for the diversity within the student body.

The student acted out the word to his group members during a game of charades for ice-breaking.

Emphasising the Cultural Night's broader impact, it contributed to several **Sustainable Development Goals (SDGs)** of the **United Nations**, which included **SDG 10: Reduced Inequalities** – By celebrating diverse backgrounds, the event promoted a more inclusive campus environment; **SDG 16: Peace, Justice, and Strong Institutions** – Through open and respectful cultural dialogue, students learned to appreciate and embrace differences, contributing to a more harmonious community; **SDG 3: Good Health and Well-being** – The sense of belonging and community is crucial for mental health, reducing feelings of isolation and promoting overall well-being.

The guests enjoy various traditional dishes served during the APU Psychology Society Cultural Night.

Sasweda Ramesh Kumar, a Bachelor of Science (Honours) in Psychology student, reflected on her participation: "The games that we played at the beginning of the night allowed us to open up and get to know the people around us. We were also able to understand people we already know in greater depth."

Sean Cedric Chua, who is also studying for a bachelor's degree in psychology, enthused, "I was able to meet many new people from the psychology community as well as other courses. The chance to mingle with so many people and have a good time was very much appreciated!"

Jun Sasaki, an international student from Japan who is also a psychology student, shared, "The cultural night helped me to link with my other psychology and non-psychology uni-mates. It opened my eyes to the diversity of culinary culture. I hope that I can join more events like this in the future."

The first event held by the APU Psychology Society was a success, thanks to the efforts of the society members and co-advisors Ms Dhevaania, Lecturer of the School of Psychology, and Ms Amirah Husna, Psychology Lab Technician of the School.

By bringing students together to share their traditions and learn from one another, the event highlighted the importance of cultural exchange in building a cohesive, inclusive, and supportive community within and beyond the campus.

VIBRANT WORLD CULTURAL DIVERSITY DAY @ APU

Friday 21 June 2024, 12:42 pm

Asia Pacific University of Technology & Innovation (APU) came alive with vibrant colours, melodies, and rhythms as it celebrated World Cultural Diversity Day on 21st May 2024.

Organised by Sustainability Future Fusion (SFF), Camerata dell' Arte of Kuala Lumpur, and the Kuala Lumpur Tourism Stakeholders Association, the celebration underscored the unity in diversity, bringing together students and performers from different parts of the globe to share their unique traditions and customs.

Key contributors of the event included:

1. **Ms Cynthia Mala Paul Dorairaj,** Advisor of SFF
2. **Khoo Lay Yang,** President of SFF
3. **Kaung Thant,** Vice President of SFF
4. **Nor Syazathirah Ardini Shahril Aza,** Vice Secretary of SFF
5. **Shams Shehryar**, Leader of Art Direction Team (ADT)
6. The School of Business (SoB) at APU

The event began with captivating Malaysian and Indonesian cultural presentations, where hobby guitarists **Rick Ong** and **Autilig Cheong** delighted the audience with a melodic medley of cultural songs.

A standout moment was the Mupun Tauh group's traditional dance from Sarawak, featuring the Kelabit (Orang Ulu) and accompanied by the live Sape', a traditional Borneo lute, showcasing Sarawak's rich heritage.

Adding to the international flair, the event featured performances from Egypt, Seychelles, Bangladesh, Pakistan, India, Russia, and Uzbekistan.

Highlights included traditional Chinese music by APU Music Club members, a special performance by Seng Zuo Huo, and a heartwarming bamboo dance by children from the United Nations High Commissioner for Refugees (UNHCR) in Cambodia.

The event concluded with a Spanish Flamenco guitar medley by TY Mok and a spectacular 12-piece string orchestra performance.

As the final notes faded and performers took their bows, the spirit of unity resonated through APU, reminding everyone that despite our differences, we are all part of a global family connected by shared humanity and cultural heritage.

KEY ENGAGEMENTS UNDER SDG 16 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	Indonesia's Independence Day Celebration @ APU	https://new.apu.edu.my/news/indonesias-independence-day-celebration-apu
2	Island Night 2024	https://new.apu.edu.my/news/island-night-2024
3	Empowering change through Community Clean-Up and Terrarium Workshop for Seniors	https://new.apu.edu.my/news/empowering-change-community-clean-up-terrarium-workshop-seniors
4	APU Master's Student Earns Top Honours at IMAC 2024 with Pioneering Study on Greenwashing	https://new.apu.edu.my/news/apu-masters-student-earns-top-honours-imac-2024-pioneering-study-greenwashing
5	APU Hosts Dual Events Celebrating Sustainability and Humanity	https://new.apu.edu.my/news/apu-hosts-dual-events-celebrating-sustainability-and-humanity
6	APU SoF Students Fired Up by ASB-UNHCR Conference Links SDGs to Refugee Solutions	https://new.apu.edu.my/news/apu-sof-students-fired-asb-unhcr-conference-links-sdgs-refugee-solutions
7	DMU & APU Psychology Students Share Knowledge and Culture During Global Study Trip	https://new.apu.edu.my/news/dmu-apu-psychology-students-share-knowledge-and-culture-during-global-study-trip
8	APU Psychology Society's Vibrant Celebration of Cultures and Diversity	https://new.apu.edu.my/news/apu-psychology-societys-vibrant-celebration-cultures-and-diversity
9	Unity & Diversity celebrated at APU Merdeka Fiesta 2024	https://new.apu.edu.my/news/unity-diversity-celebrated-apu-merdeka-fiesta-2024
10	Vibrant World Cultural Diversity Day @ APU	https://new.apu.edu.my/news/vibrant-world-cultural-diversity-day-apu
11	Giving Back to the Community: APU Delivers Interactive AI and Tradition Workshop to SMA Batik 1 Surakarta Students	https://new.apu.edu.my/news/giving-back-community-apu-delivers-interactive-ai-tradition-workshop-sma-batik-1-surakarta
12	FinTech Today 2.0: Unveiling the Future of Finance & Banking	https://new.apu.edu.my/news/fintech-today-2-unveiling-future-finance-banking
13	Empowering Young Minds through Technology and Community Engagement	https://new.apu.edu.my/news/empowering-young-minds-through-technology-community-engagement
14	APLC Embraces Multiculturalism with a Vibrant Celebration of Unity and Diversity	https://new.apu.edu.my/news/aplc-embraces-multiculturalism-vibrant-celebration-unity-diversity
15	Yemen's National Independence Day Celebration @ APU	https://new.apu.edu.my/news/yemens-national-independence-day-celebration-apu
16	APU Students Take a Stand Against Corruption at 2024 AMAR Anti-Corruption Talk	https://new.apu.edu.my/news/apu-students-take-stand-against-corruption-2024-amar-anti-corruption-talk

APU AND LUSH MALAYSIA SIGNING A PARTNERSHIP FOR SUSTAINABILITY AND GROWTH

Tuesday 03 December 2024, 03:48 pm

Asia Pacific University of Technology & Innovation (APU) and LUSH Malaysia are thrilled to announce the signing of a Memorandum of Understanding (MoU) to formalise their collaboration in promoting sustainability, ethical business practices, and student development.

LUSH Malaysia serves as an industry leader dedicated to promoting sustainability, ethical business practices, and the development of eco-friendly products that inspire environmental responsibility.

The signing ceremony, held on 22nd October 2024, marked a pivotal moment for academia-industry collaboration.

The MoU, signed by **Professor Dr Ho Chin Kuan**, Vice-Chancellor of APU, and **Dr Harvinder,** Director of LUSH Malaysia, underscores the mutual commitment to harness the collective strengths and expertise of both entities to advance sustainability and inspire impactful change.

"We are excited to embark on this journey with LUSH Malaysia," said Prof Ho.

"By combining our resources and expertise, we are confident that we can achieve remarkable progress in promoting sustainability and empowering future leaders to make a meaningful difference."

Dr Harvinder echoed this sentiment, stating that the collaboration signifies LUSH Malaysia's and APU's dedication to promoting sustainability and empowering future generations.

"We believe that the synergy between our organisations will lead to innovative solutions and create meaningful value for stakeholders in the sustainability and ethical business ecosystem."

Engaging Activities and Networking Opportunities

A standout feature of the ceremony was a hands-on bath bomb workshop led by LUSH Malaysia after the signing ceremony.

Students actively participated in crafting sustainable products while gaining insights into ethical production methods.

The workshop concluded with a networking session, where students, lecturers, and industry professionals exchanged ideas and explored opportunities for collaboration.

This interactive and collaborative atmosphere not only enhanced learning but also strengthened connections between academia and industry, paving the way for future initiatives.

A Step towards a Sustainable future

This partnership marks a significant step toward a sustainable future, where academia and industry work together to create innovative solutions.

By promoting a culture of sustainability and ethical practices, APU and LUSH Malaysia are dedicated to nurturing the leaders of tomorrow while contributing to meaningful change that benefits the planet and its future.

APU & 9 UNIVERSITIES EMBRACING IMMERSIVE LEARNING BY JOINING CELCOMDIGI METAVERSITY INITIATIVE *Monday 08 April 2024, 12:24 pm*

On March 22, 2024, the Asia Pacific University of Technology & Innovation (APU) and nine other esteemed public and private universities made a pivotal commitment to adopt immersive learning modules offered by CelcomDigi Metaversity. This groundbreaking initiative, unveiled in Petaling Jaya and officiated by **Datuk Mustapha Sakmud**, Deputy Minister of Higher Education, marks a transformative shift towards experiential education within a virtual environment.

The immersive modules empower students to apply their skills across diverse sectors, from healthcare to robotics and cybersecurity, fostering innovation and practical expertise. Graduates of these courses will earn a metaverse certification accredited by VIRNECT and XRA, enhancing their marketability in emerging industries.

Prof Dr Vinesh Thiruchelvam, APU's Chief Innovation Officer and Enterprise Officer (3rd from the right) joins the leadership of nine universities in posing for a group photo at the launch of CelcomDigiMetaversity at the company headquarters in Petaling Jaya.

Under the partnership, CelcomDigi will collaborate with the Ministry of Higher Education (MOHE) to implement advanced metaverse, XR, and AI educational solutions across 21 universities nationwide, with a particular focus on fostering Industry 4.0 talent.

APU's team (from left): Ts Dr Siti Azreena Binti Mubin, Prof Dr Vinesh Thiruchelvam, Mr Imran Mahalil, Sagar Prema Rajan, and Tan Yan Wen, at their project booth during the event.

APU, together with these nine universities: Universiti Malaya (UM), Universiti Sultan Zainal Abidin (UniSZA), Universiti Teknologi Mara (UTM), Universiti Kebangsaan Malaysia (UKM), Universiti Teknologi Malaysia (UTM), MAHSA University, Universiti Malaysia Sabah (UMS), Universiti Malaysia Terengganu (UMT), and UniversitiTeknikalMalaysia Melaka (UTeM), will leverage CelcomDigi's connectivity solutions to drive digital transformation and innovation, bolstered by 5G and IoT technologies.

Tan Yan Wen (left), an APU student from the XR-Studio, explains the mechanics of the mixed reality technology project to Datuk Mustapha Sakmud (right), the Deputy Minister of Higher Education, and the audience.

The launch event showcased the APU XR Studio team's cutting-edge Mixed Reality (MR) technology, demonstrating the university's commitment to pioneering digital education while addressing UN's Sustainable Development Goals No. 4, 9 & 15 under the leadership of **Professor Dr Vinesh Thiruchelvam,** APU's Chief Innovation Officer and Enterprise Officer.

Together with **Ts Dr Siti Azreena Binti Mubin,** Senior Lecturer of the School of Computing (SOC), members of APU's XR Studio team which included **Mr Imran Mahalil,** the VR Engineer and lecturer; **Mohammad Tahmidul Hasan** and **Sagar Prema Rajan,** Master's students at XR-Studio; and **Tan Yan Wen**, a multimedia technology student, had the opportunity to present their innovative project outcome to the guest of honour and audiences at the event.

Through this initiative, APU and its partners are poised to spearhead a new era of immersive education, bridging academia and industry to nurture tomorrow's digital leaders.

APU FORMALISES STRATEGIC COLLABORATION WITH JSB FOR ADVANCING MANAGEMENT EDUCATION

Tuesday 20 February 2024, 04:41 pm

A strategic collaboration between APU and Jansons School of Business (JSB), India, was formalised by Prof. Dr. Ho Chin Kuan (centre), Vice Chancellor of APU, and Prof. Dr. AGV Narayanan (2nd from the left), Director of JSB. Both signatories were flanked by Assoc. Prof. Dr Chong Lee Lee, Head of the School of Accounting and Finance (SoAF) on the left; Dr Hafinaz Hasniyanti Hassan, Senior Lecturer of SoAF on the right, and Assoc. Prof. Dr Senthil Kumar Thiagarajan of SoAF (2nd from the left).

The Asia Pacific University of Technology and Innovation (APU) is pleased to announce the formalisation of a strategic collaboration between APU and **Jansons School of Business (JSB), India**, aimed at enhancing collaboration in syllabi development, joint research, student mobility, and online/offline content delivery.

JSB, a distinguished Business School accredited by the Accreditation Council for Business Schools and Programmes (ACBSP), USA, is dedicated to cultivating practical business leaders with the potential to revolutionise management and leadership practices.

The Memorandum of Understanding (MoU) signing ceremony took place on January 30, 2024, at APU's state-of-the-art campus located at MRANTI Park, Bukit Jalil, Kuala Lumpur.

The agreement was formalised by Professor Dr Ho Chin Kuan, Vice Chancellor

of APU, and Professor Dr AGV Narayanan, Director of JSB. Representatives from both institutions were present to commemorate this significant milestone.

This strategic partnership is designed to harness the unique strengths and expertise of both organisations, pushing the boundaries of management education. APU and JSB mutually acknowledge the benefits of collaboration in curriculum development, research and development, and student mobility.

Professor Dr. Ho Chin Kuan expressed his enthusiasm about the collaboration, stating, "We are very pleased to embark on this journey with JSB." Professor Dr. AGV Narayanan added, "This collaboration signifies a significant step forward in our commitment to fostering a dynamic atmosphere between the institutions for resource sharing and pedagogy enhancement."

Both institutions are dedicated to working closely to ensure the success of this venture. This collaboration underscores their shared commitment to advancing the field of management education through joint initiatives.

APU and JSB look forward to the fruitful outcomes of this collaboration and the positive impact it will have on their academic communities.

APU'S SCHOOL OF FOUNDATION AND ELSHADDAI REFUGEE SCHOOL COLLABORATE FOR 5TH CSR PROJECT *Wednesday 19 June 2024, 05:02 pm*

Lecturers responsible for overseeing the entire project:
1. **Ms Iman Danish Sha** (Lecturer, SoF at APU)
2. **Ms Nur Azliyana Abdul Kadir** (Lecturer, SoF at APU)

The students created and presented their stories through slides, which ranged from historical narratives about the Roman Empire to cooking recipes and beloved childhood tales like Cinderella, all filled with passion and imagination.

The School of Foundation (SoF) at Asia Pacific University of Technology & Innovation (APU) successfully hosted their 5th Corporate Social Responsibility (CSR) project in collaboration with Elshaddai Refugee School on 24th May 2024.

The project was marked by the enthusiastic participation of APU volunteers, who led an engaging workshop on digital literacy for refugee students, making a significant impact on their educational journey.

The volunteers focused on teaching the students the art of digital storytelling using Microsoft PowerPoint.

This hands-on workshop provided a platform for the students to unleash their creativity while enhancing their digital skills.

Through workshops like this, the initiative successfully blended educational growth with meaningful human connections, leaving a lasting impact on both the students and the volunteers.

The project exemplified how collaborative efforts can create empowering learning experiences and foster a sense of unity and purpose within the community.

CELEBRATING 50 YEARS OF MALAYSIA-CHINA DIPLOMATIC RELATIONS *Thursday 08 August 2024, 06:20 pm*

APU Hosts Book Launch and Forum Discussion

In celebration of the 50th Anniversary of Malaysia-China Diplomatic Relations, Asia Pacific University of Technology & Innovation (APU) proudly hosted the book launch of **The Story of China and Malaysia** and a forum discussion, graced by a proxy of the guest of honour, **Deputy Prime Minister of Malaysia, YAB Dato' Seri Dr Ahmad Zahid Hamidi.**

(L-R) Datuk Fu Ah Kiow, Datuk Parmjit Singh, Datuk Muhd Khair Razman, Datuk Seri Ir Dr Wee Ka Siong, and Datuk Chong Sin Woon cut red ribbon hydrangea to launch "The Story of China and Malaysia" edited by former China ambassadors to Malaysia, Dr Huang Huikang and Mr Hu Zhengyue.

Due to his tight schedule, the DPM was represented by **Datuk Muhd Khair Razman Mohamed Annuar,** Secretary-General, Ministry of Rural and Regional Development.

Organised by the APU China Students Association (APUCSA) in collaboration with the Malaysia China Welfare Advisory Society (MCWAS), this event took place on August 6, 2024, at APU, located in Technology Park Malaysia.

Distinguished attendees included **Datuk Seri Ir Dr Wee Ka Siong**, Member of Parliament for Ayer Hitam and President of the Malaysian Chinese Association (MCA); **Datuk Chong Sin Woon**, Advisor of Malaysia China Welfare Advisory Society; **Datuk Fu Ah Kiow**, former Deputy Higher Education Minister, and the host, **Datuk Parmjit Singh**, Co-Founder and CEO of APIIT Education Group and APU.

Reflecting on a 50-Year Friendship

APU hosted the book launch of "The Story of China and Malaysia" in celebration of the 50th Anniversary of Malaysia-China Diplomatic Relations. The event was graced and witnessed by (from left) Datuk Fu Ah Kiow, Datuk Muhd Khair Razman, Datuk Parmjit Singh, Datuk Seri Ir Dr Wee Ka Siong, and Datuk Chong Sin Woon.

The book launch celebrated the journey of friendship, cooperation, and mutual respect between Malaysia and China over the past fifty years. This milestone reflects the enduring bond and profound relationship that the two countries have cultivated.

In his keynote speech, read by Datuk Muhd Khair Razman, Dato' Seri Ahmad Zahid Hamidi highlighted the enduring friendship, cooperation, and mutual respect between Malaysia and China over the past five decades.

"Today, we not only celebrate the launch of a book but also commemorate a remarkable journey that began precisely five decades ago. Fifty years is a significant milestone. We have witnessed extraordinary growth in our bilateral relations. What began as a trade relationship valued at less than USD 200 million has now blossomed into a robust economic partnership with bilateral trade exceeding USD 190 billion, a staggering 950-fold increase," said the Deputy Prime Minister.

Deputy Prime Minister Dato' Seri Dr Ahmad Zahid Hamidi's keynote speech, read by Datuk Muhd Khair Razman, highlighted the enduring friendship, cooperation, and mutual respect between Malaysia and China over the past five decades.

In his speech, Dato' Seri Ahmad Zahid Hamidi commended Datuk Parmjit Singh for his efforts in promoting educational exchanges and collaborations between Malaysia and China. Notably, APU is collaborating with Guilin University of Technology in Guangxi Province to establish the first Sino-Malaysia joint institution in Southwest China, focusing on computing.

"I encourage APIIT, with its expertise in tech and engineering, to consider expanding into TVET (Technical and Vocational Education and Training) programmes. By enhancing the branding of TVET and making it a preferred pathway, APIIT can attract students to both academic and technical programmes, thereby fulfilling the growing demand for skilled talent in our industries," added DPM.

The Story of China and Malaysia

The highlight of the event was the launch of **The Story of China and Malaysia**, a noteworthy addition to the "You and Us" series published by China Intercontinental Press. This series explores the historical, cultural, and economic exchanges that have shaped the relationship between China and Malaysia over the past five decades.

Edited by former China ambassadors to Malaysia, **Dr Huang Huikang** and **Mr Hu Zhengyue,** the book chronicles the shared history, present cooperation, and future vision of Malaysia-China relations. It stands as a testament to the vibrant and dynamic relationship between the two nations.

Datuk Seri Ir Dr Wee Ka Siong specially acknowledged both editors in his speech: "I would like to take this opportunity to honour the distinguished editors of the book we are launching today, Dr Huang Huikang and Mr Hu Zhengyue. Their contributions to the Malaysia-China relationship have been invaluable, and this book stands as a testament to their dedication and insight."

Forum Discussion: Envisioning the Future

Following the book launch, the event features a thought-provoking forum discussion moderated by APU's **Vice-Chancellor Professor Dr Ho Chin Kuan.** The panel included **Dato' Dr Rajah Rasiah,** Distinguished Professor of Economics at the Asia Europe Institute, University of Malaya; **Dr Ngeow Chow Bing**, Associate Professor and Director of the Institute of China Studies at the University of Malaya, and **Mr Stephen Lai**, Chairman of the Malaysia-China (Greater Bay Area) Science-Tech Innovation Alliance.

This forum serves as a platform for engaging dialogue on the future of Malaysia-China relations, examining key areas of cooperation, and exploring opportunities for further strengthening ties. The event facilitated fruitful discussions and insights, paving the way for even greater collaboration and understanding between Malaysia and China.

APU's Commitment to International Collaboration

Datuk Parmjit Singh reaffirmed APU's dedication to nurturing international understanding and collaboration: "At APU, we take immense pride in fostering an environment that encourages cross-cultural understanding and collaboration. We continuously develop relationships with universities around the globe, and in China, we have numerous partnerships for initiatives such as student exchange, student transfer, and research collaboration."

Datuk Parmjit appreciated the APU China Students Association for working together with the Malaysia-China Welfare Advisory Society to make this event meaningful and impactful in commemorating the 50th anniversary of Malaysia-China Diplomatic Relations: "This is a perfect example of how our diverse student communities can come together to celebrate shared values and build lasting relationships."

For the country, celebrating the golden anniversary is a tribute to the enduring friendship between Malaysia and China. This moment also serves to envision a future brimming with mutual growth, prosperity, and strengthened global connections.

A forum discussion on the future of Malaysia-China relations was moderated by (L-R) Prof Dr Ho Chin Kuan and featured panellists Dato' Dr Rajah Rasiah, Dr Ngeow Chow Bing, and Mr Stephen Lai.

KEY ENGAGEMENTS UNDER SDG 17 FOR 2024

| NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
1	APU Hosts Dual Events Celebrating Sustainability and Humanity	https://new.apu.edu.my/news/apu-hosts-dual-events-celebrating-sustainability-and-humanity
2	APU's International Relations Students Explore KLEFF'24 Water Sustainability Dialogue Forum	https://new.apu.edu.my/news/apus-international-relations-students-explore-kleff24-water-sustainability-dialogue-forum
3	APU Champions Tourism Talent Development to Safeguard Malaysia's Heritage	https://new.apu.edu.my/news/apu-champions-tourism-talent-development-safeguard-malaysias-heritage
4	APU and LUSH Malaysia signing a partnership for Sustainability and Growth	https://new.apu.edu.my/news/apu-and-lush-malaysia-signing-partnership-sustainability-and-growth
5	To the Land of the Alps, We Go!	https://new.apu.edu.my/news/land-alps-we-go
6	APU & 9 Universities Embracing Immersive Learning by Joining CelcomDigi Metaversity Initiative	https://new.apu.edu.my/news/apu-9-universities-embracing-immersive-learning-joining-celcomdigi-metaversity-initiative
7	APU and SkyeChip Forge Strategic Partnership to Advance IC Design Research	https://new.apu.edu.my/news/apu-and-skyechip-forge-strategic-partnership-advance-ic-design-research
8	APU's Media and Communication Students Get Industry Exposure at Radio Television Malaysia (RTM)	https://new.apu.edu.my/news/apus-media-and-communication-students-get-industry-exposure-radio-television-malaysia-rtm
9	SIET 2024: A Global Gathering of Engineering Minds	https://new.apu.edu.my/news/siet-2024-global-gathering-engineering-minds
10	APU and OMG (Oceanus Media Global) Forge Partnership to Revolutionise Virtual Production Education in Southeast Asia	https://new.apu.edu.my/news/apu-and-omg-oceanus-media-global-forge-partnership-revolutionise-virtual-production-education
11	APU Partners with AWS to Empower Malaysia's Tech Future Through the Skills to Jobs Tech Alliance	https://new.apu.edu.my/news/apu-partners-aws-empower-malaysias-tech-future-through-skills-jobs-tech-alliance
12	APU Partners With Fortinet Malaysia to Enhance Cybersecurity Education	https://new.apu.edu.my/news/apu-partners-fortinet-malaysia-enhance-cybersecurity-education
13	APU and Experian Malaysia Forge Dynamic Partnership to Empower Future IT Leaders	https://new.apu.edu.my/news/apu-and-experian-malaysia-forge-dynamic-partnership-empower-future-it-leaders
14	Celebrating World Tourism Day	https://new.apu.edu.my/news/celebrating-world-tourism-day
15	APU eWorldwide Group Partnership Empowers Women and Youth in Digital Skills	https://new.apu.edu.my/news/apu-eworldwide-group-partnership-empowers-women-and-youth-in-digital-skills
16	APU Psychology Students Explore the Realities of Mental Health Care at Hospital Bahagia Ulu Kinta	https://new.apu.edu.my/news/apu-psychology-students-explore-realities-mental-health-care-hospital-bahagia-ulu-kinta
17	APU XR Studio Partners with apoQlar Medical to Pioneer XR Advancements in Healthcare Education	https://new.apu.edu.my/news/apu-xr-studio-partners-apoqlar-medical-pioneer-xr-advancements-healthcare-education
18	APU's School of Foundation and Elshaddai Refugee School Collaborate for 5th CSR Project	https://new.apu.edu.my/news/apus-school-foundation-and-elshaddai-refugee-school-collaborate-5th-csr-project
19	APU Accounting & Finance Students Excel at MICPA X Ca ANZ Accountancy Week 2024	https://new.apu.edu.my/news/apu-accounting-finance-students-excel-micpa-x-ca-anz-accountancy-week-2024
20	APU Badminton Club Secure 1st Runner-Up at HELP Porcupine Cup 2024	https://new.apu.edu.my/news/apu-badminton-club-secure-1st-runner-help-porcupine-cup-2024

KEY ENGAGEMENTS UNDER SDG 17 FOR 2024

NO	TITLE / DESCRIPTION OF EVENT/ACTIVITY	URL OF EVENT REPORT / PUBLICISED ARTICLE
21	APU Educators Championing Social Change with Environmental Psychology Leadership	https://new.apu.edu.my/news/apu-educators-championing-social-change-environmental-psychology-leadership
22	APU Formalises Strategic Collaboration With JSB for Advancing Management Education	https://new.apu.edu.my/news/apu-formalises-strategic-collaboration-jsb-advancing-management-education
23	APU IMechE Student Chapter Welcomes New Leaders for the 2024-2025 Term	https://new.apu.edu.my/news/apu-imeche-student-chapter-welcomes-new-leaders-2024-2025-term
24	APU Students unlock Career Opportunities in SoMM Webinar with Skilio	https://new.apu.edu.my/news/apu-students-unlock-career-opportunities-somm-webinar-skilio
25	BDO Malaysia Visit Sparks Career Inspiration for APU Accounting & Finance Students	https://new.apu.edu.my/news/bdo-malaysia-visit-sparks-career-inspiration-apu-accounting-finance-students
26	Celebrating 50 Years of Malaysia-China Diplomatic Relations	https://new.apu.edu.my/news/celebrating-50-years-malaysia-china-diplomatic-relations
27	DLH Welcomes Back Prof. Dr. Edward C. Robeck to APU	https://new.apu.edu.my/news/dlh-welcomes-back-prof-dr-edward-c-robeck-apu
28	The First Quadruplets from Kazakhstan to Study Abroad in Malaysia	https://new.apu.edu.my/news/first-quadruplets-kazakhstan-study-abroad-malaysia
29	ICDBSE 2024: Fostering Digital Transformation and Lifelong Learning	https://new.apu.edu.my/news/icdbse-2024-fostering-digital-transformation-and-lifelong-learning
30	Multiple Awards for APU IEEE Student Branch at 2024 IEEE Malaysia Inspiration Night	https://new.apu.edu.my/news/multiple-awards-apu-ieee-student-branch-2024-ieee-malaysia-inspiration-night
31	Six medals for APU Taekwondo Club in the TYC Championship 2024!	https://new.apu.edu.my/news/six-medals-apu-taekwondo-club-tyc-championship-2024
32	SoGHT Raises a Toast to Success!	https://new.apu.edu.my/news/soght-raises-a-toast-to-success

APIIT EDUCATION GROUP
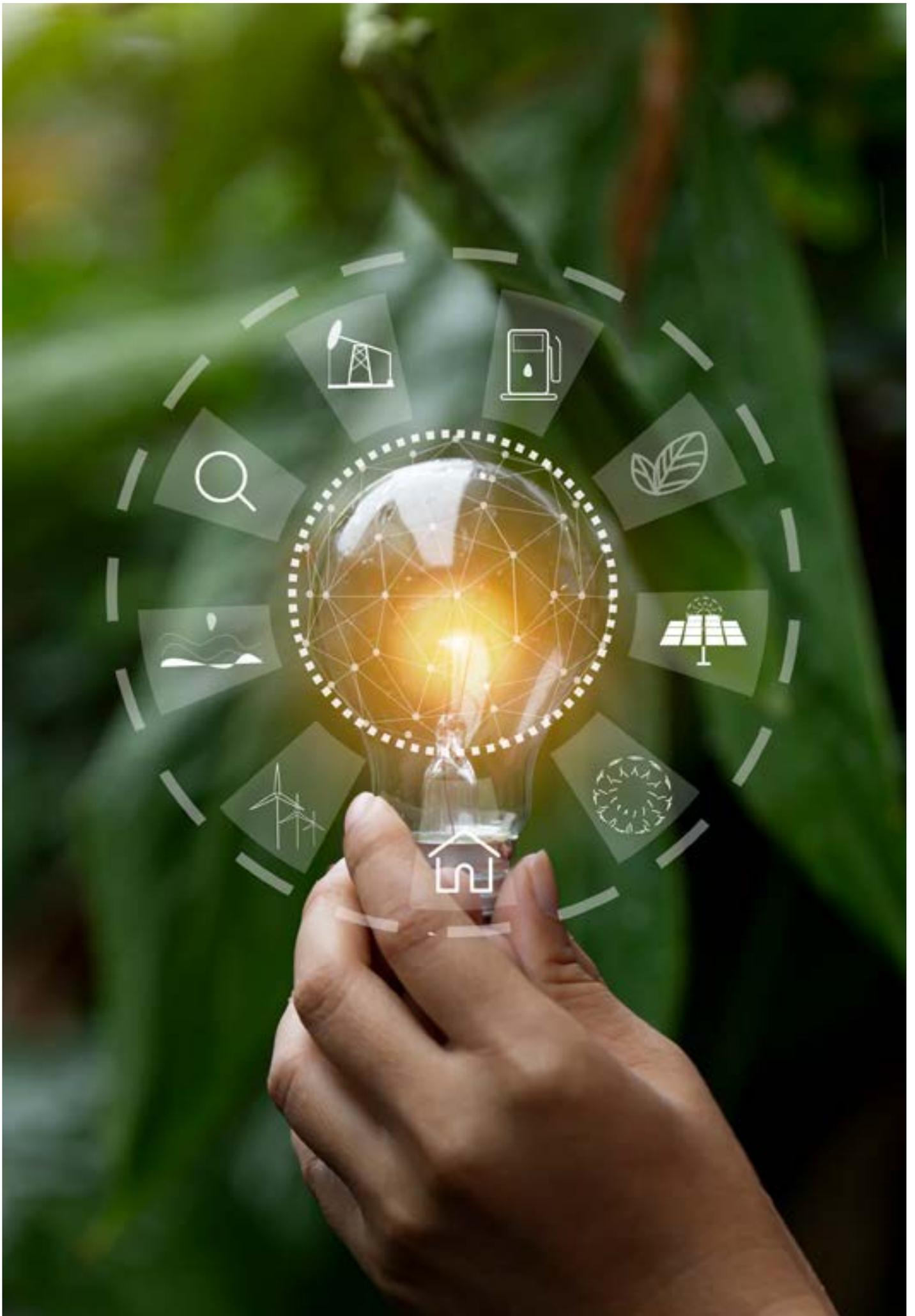
Asia Pacific University of Technology & Innovation (APU) Company no. 672203-A

Asia Pacific Institute of Information Technology (APIIT) Company no. 260744-W

(A Member of the APIIT Education Group)

Technology Park Malaysia, Bukit Jalil, 57000 Kuala Lumpur.
Tel : +603-8996 1000
Email : info@apu.edu.my

DU030(W) | DK121(W)

www.apu.edu.my