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**CELCOM AXIATA AND UNIVERSITI MALAYSIA KELANTAN FOSTER
ENTREPRENEURSHIP EXCELLENCE**

Memorandum of Understanding aims to promote entrepreneurship through digitisation

KUALA LUMPUR, 2 SEPT 2016 – **Celcom Axiata Berhad**, Malaysia's leading data provider today partnered with Universiti Malaysia Kelantan (UMK), to ink a Memorandum of Understanding (MoU) to foster academic and entrepreneurial excellence through digitisation.

As part of the MoU, Celcom Axiata will create numerous entrepreneurial opportunities as well as pave way for strategic alliances for internships, via the development of E - Learning entrepreneurial-based modules, and encourage students to introduce their online marketing strategies on digital shopping platforms.

Aside from this, Celcom Axiata will also boost data connectivity services by enabling 4G and Wi-Fi hotspots for 8946 UMK students across three UMK campuses in Bachok, Jeli and Pengkalan Chepa, to encourage start-ups of online businesses (*e-usahawan*).

The MoU was signed by **Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad** and **Professor Dato' Dr. Mortaza Mohamed, Vice Chancellor of Universiti Malaysia Kelantan (UMK)**, in the presence of Saiful Bahrin Abdul Ghaffar, Director, Government Liaison, USP & Vendor Development of Celcom Axiata Berhad and Professor Dato' Dr. Hj. Ibrahim bin Che Omar, Deputy Vice Chancellor, Research and Innovation, Universiti Malaysia Kelantan.

Dato' Sri Shazalli Ramly said, "This collaboration is a milestone for Celcom Axiata as it marks a fresh commitment to nurture the spirit of entrepreneurship amongst students. Digitisation of the entrepreneurial curriculum from textbooks to online application, will make the study of entrepreneurship engaging and compelling. We aim to spark the students' enthusiasm for these modules and support their entrepreneurial endeavours.

"Celcom Axiata's superior connectivity is the doorway to limitless information that the students require, to furnish themselves throughout the learning process. In embracing our digitalisation aspiration further, we are delighted to collaborate, engage and contribute to the education industry.

"We are thrilled to walk on this journey with UMK as we are confident this will benefit the students and UMK, as an institution greatly," he said during the MoU signing ceremony at Menara Celcom on Thursday, adding that Celcom Axiata and UMK will explore further on student development initiatives, such as exposing them to the corporate world through employment opportunities with the telco.

UMK, established in 2007, is a prominent public university in Kelantan, Malaysia. The university is dedicated to the creation and sharing of knowledge in the fields of Entrepreneurship and Business, Creative Technology and Heritage, Agro-Industry and Science of Natural Resources. UMK recognises that having superior internet connectivity, with the constant assurance of scalability, flexibility, and robustness of the network will further complement the institution as a campus with world class facilities.

Meanwhile, Professor Dato' Dr. Mortaza Mohamed, said "The collaboration will enable UMK to further enhance our vision in championing entrepreneurship education in Malaysia in order to produce multi-talented graduates. Having superior internet facilities, UMK hopes to provide conducive and consilient learning ecosystem for the students."

"I strongly hope that Celcom Axiata will assist us in realising our aspiration", he said.

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