

WELCOME SPEECH

Yang Berbahagia
Professor Datuk Ts. Dr Hajah Roziah Mohd Janor
Vice-Chancellor
Universiti Teknologi MARA

Signing Ceremony Memorandum of Agreement between Universiti Teknologi MARA and E3mel Business Academy, Egypt

8 March 2023

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Eng. Mohamed El Baz
Chairman
E3Mel Business Academy

Mr Mohamed Atef
Vice President
E3Mel Business Academy

Mr Mohamed Adel
General Manager
E3Mel Business Academy

Professor Datin Dr Suzana Sulaiman

Deputy Vice-Chancellor (Academic and International),
Universiti Teknologi MARA

Professor Dr Azizul Halim Yahya

Chief Executive Officer,
Institute of Continuing Education and Professional
Studies (iCEPS),
Universiti Teknologi MARA

Delegates from E3Mel Business Academy,

Distinguished guests, ladies, and gentlemen.

Assalamualaikum Warahmatullahi Wabarakatuh.

Salutations

(To be confirmed by the organiser on the day of the event)

1. Alhamdulillah, praise be to Allah S.W.T for His grace and blessings that made this momentous occasion possible.
2. It is with great pleasure that I welcome you to the Virtual Signing Ceremony of **Memorandum of Agreement (MoA) between Universiti Teknologi MARA (UiTM) and E3Mel Business Academy, Egypt.**

3. I am thrilled to witness the start of another important partnership that would produce exceptional and beneficial outcomes for both parties.
4. Having said that, I would like to express my sincere gratitude to everyone whose efforts have led to today's event especially the **Institute of Continuing Education and Professional Studies (iCEPS)**, led by **Prof. Dr Azizul Halim bin Yahya** for following through with this MoA since 2020.

Ladies and gentlemen,

5. The **E3Mel Business Academy**, also known as E3Mel Business for Financial and Management Consulting Company, was founded in 2018 to become a **prominent provider of high-quality international blended learning** in the Middle East.
6. Being a pioneer in online learning platforms for Arabic speakers, E3Mel offers online courses that meet the highest quality standards to provide their

partners and stakeholders with the best value which supports their core businesses.

7. With such credibility, I am glad that UiTM and E3Mel have a long history of productive collaborations on knowledge and partnership activities with module developments and reviews by both parties.
8. Since June 2020, we have focused on exploring the potential of educational programmes and projects that were attainable and relevant.
9. Today, our academic cooperation has finally reached practical outcomes after the validation of a professional programme known as the **Online Professional Master of Business Administration (MBA)**.
10. Hence, this MoA will further reaffirm our partnership with **new cooperation modalities and activity**

types, especially in providing virtual business administration and skill development courses.

Ladies and gentlemen,

11. This cooperative partnership indicates that both parties are ready to move forward formally toward common goals.
12. I hope that this collaboration will also **promote the mobility of our staff and students** through various attachment programmes that we could plan together to facilitate their **Global Marketability**.
13. While the broad guidelines for collaboration could enable us to leverage the university's global competitiveness strategically, it could also improve the development of innovative academic and training programmes, especially in empowering the **Transnational Education Agenda**.

14. To achieve the national agenda of globalising higher education, iCEPS UiTM partnered with Qaiwan International University (QIU), Kurdistan, and established the **Transnational Education Department**.
15. This is one of the initiatives made by the university to continue providing quality education to international and global communities.
16. Moving forward, I am sure that transnational education will continue to grow with the global demand for higher education overpowering supply and assuming permanency in our lexicon.

Ladies and gentlemen,

17. These concerted efforts and the agreement we are about to sign will deliver the benefits it promises in going beyond and building stronger relationships between UiTM and E3Mel Business Academy.

18. Before I end, allow me to congratulate and thank those who have made it possible, mainly the committees at iCEPS for coordinating today's event.
19. A warm thank you to E3Mel Business Academy for building and maintaining their trust for the past few years through perseverance and dedication as proven with this MoA signing.
20. I look forward to a successful long-term collaboration between us, formed from years of meaningful partnership, Insya–Allah.

Thank you.

**Wabillahi Taufiq Walhidayah Wassalamualaikum
Warahmatullahi Wabarakatuh.**