

MEDIA STATEMENT

THE CULTURAL CENTRE OF THE STUDENT AFFAIRS DIVISION SEALS AGREEMENT WITH THE CREATIVE INDUSTRIES TO MANAGE STUDENT TALENT

SHAH ALAM, 23 FEBRUARY 2023 – Universiti Teknologi MARA (UiTM) through the Cultural Centre of the Student Affairs Division (HEP) has entered into an agreement which establishes the appointment of artist-in-residence and Digital Distribution to market student talent. The signing of the Memorandum of Agreement (MoA) was formalised by the Vice-Chancellor of UiTM, Professor Datuk Ts. Dr Hajah Roziah Mohd Janor, in cooperation with the Managing Director of Kelarai Sakti Sdn Bhd, Hajah Norkhayati Mohd Hashim, and UiTM Artist-in-residence appointee, Xavier Austin Hong (JEPX), at the Chancellery Tuanku Syed Sirajuddin building, UiTM Shah Alam. The ceremony was also attended by the Deputy Vice-Chancellor of Student Affairs, Prof. Dr Hj. Mohd Sazili Shahibi; Director of Student Development, Dr Shabsuzan Zakaria; Coordinator of Cultural Centre, Ts. Mohd Hafiz Askiak; the board of directors at the Student Affairs Department, and the committee members involved in this collaboration.

Kelarai Sakti Sdn Bhd was founded in 1995 and led by Tn Haji Rozman Hj Shafie or better known as LY who is the Creative Art Consultant, Music Producer, and Songwriter, together with Hajah Norkhayati Mohd Hashim as the Managing Director and Songwriter. Kelarai Sakti Sdn Bhd executes media and entertainment activities such as in the aspects of record labels (music distribution, music and artist promotion, and music publishing), audio production (songwriting which encompasses melody and lyric, audio pre and post-production, studio rental, theme song and musical scoring, and jingle production), event (planning and organising, product launchings, showcases, dinner events and seminars), as well as music education (audio production seminars and songwriting workshops/seminars).

Xavier Austin Hong, his stage name JEPX, is originally from Julau, Sarawak and grew up in Subang Jaya, Selangor. He is inducted as the first resident artist of UiTM. He is a fourth-semester student in the Diploma in Music Arts at the College of Creative Arts, UiTM. He was first discovered through the U-STAR UiTM 2021 competition (a singing competition at the UiTM Malaysia level). JEPX is also the champion of the 2021 ASC Online Iban Song Contest and the recipient of the Best Singer Award for the 2019 Selangor State *Warkah dan Lagu* programme. He also performed at the Royal Concert 2019 accompanied by the Ministry of Higher Education (MOHE) Orchestra and many more.

Among the main objectives of the agreement are:

1. Establishing UiTM as the first university to have a resident artist from among the undergraduates and under the management of the university.
2. Marketing student talent in the local music industry and subsequently helping to make the university better known on top of realising initiatives to develop student talent.
3. Helping the university to generate income through royalty collection, charges for performances, intellectual property documenting, and uplifting the UiTM brand in the creative industries.
4. Producing talented, intellectual, and professional students.
5. Establishing industrial network relations with recording companies, music labels, recording studios, leading publishers, and local professional music industry players.

According to the Vice-Chancellor of UiTM, Professor Datuk Ts. Dr Hajah Roziah Mohd Janor, this initiative and collaboration are in line with UiTM's aspirations towards *Wawasan Kemakmuran Bersama 2030* (Shared Prosperity Vision 2030) as several important elements have been outlined in the UiTM Strategic Plan 2025, one of which is a smart collaboration with creative industries to ensure that UiTM remains a leading university not only locally but also globally.

The Vice-Chancellor is equally confident that this collaboration will strengthen ties with the industry such as with Kelarai Sakti Sdn Bhd that can realise the implementation of these programmes.

UiTM sees the potential for this collaboration to be fruitful and expects more creative works to be produced through opportunities given to UiTM students and staff.

