

THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE

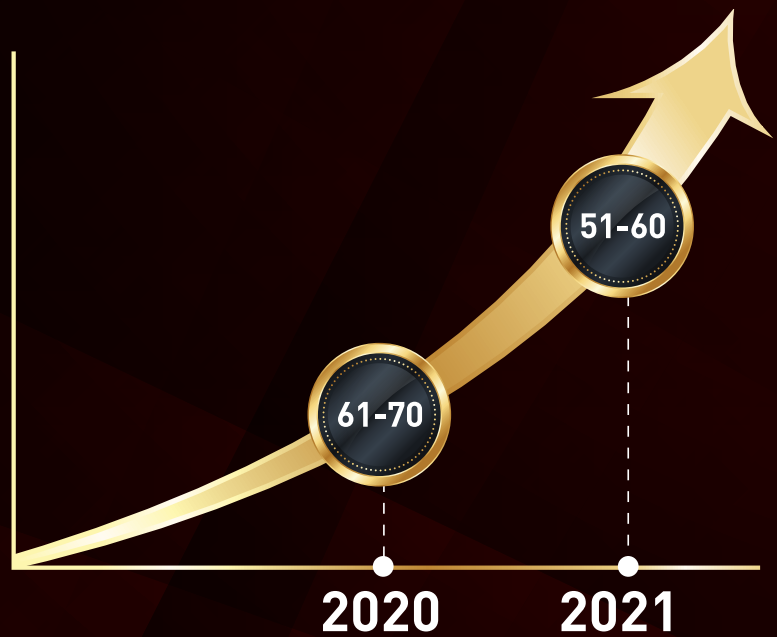


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*Breaking into the Top 60
Another year.
Another milestone.*



UCSI University continues to make its mark in the education sphere after climbing to the **51-60** category in the **2021 QS Top 50 under 50**. This breakthrough further accentuates UCSI's reputation as a young university that perpetually punches above its weight to provide quality and excellence.

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Orientation September 2020

Welcome UCSI Students!



"I urge everyone to continually recommit our passion and responsibility to this country."

"Ultimately you make your own decisions and choose your own path."

– Academician Senior Professor Dato' Dr Khalid Yusoff, FASc



Student Council President, Darren Anthony John encouraging the new students.

Recently, UCSI University held its September 2020 Orientation Day enrolling students from all walks of life, encouraging diverse opinions and broad perspectives while keeping to its standards, principles and values. Its principles which are Audacity, Integrity, Excellence and Perseverance paves the way for new students to adapt into a distinguished, disciplined yet intercultural university setting.

UCSI's Vice Chancellor and President, Academician Senior Professor Dato' Dr Khalid Yusoff was present and gave an especially inspiring and motivational speech to the new students, relevant during this time of the COVID-19 pandemic.

"This calls for a personal commitment; We need to independent and free ourselves from darkness, ignorance, incompetence and presumptions and live a life of dignity and honour," he said.

Subsequently, Student Council president, Darren Anthony John highlighted the transition of students into university life encouraging them at the same time:

"You are now officially responsible for yourself, your classes, your activities, social lives and ultimately your future. Being in a university is about having the opportunity to try something entirely new, to get out of your comfort zone, and to expand your network."

Many students expressed their opinions about enrolling in UCSI and what it meant to them. Justin Lai Weng Hong taking the Bachelor of Arts (Hons) in Psychology said this:

"It's a reputable University and convenient as it's located near my house! I wish to learn the ability to adapt when put in challenging situations."

"It is a pleasure to see students here braving the face of adversity."

– Darren Anthony John, Student Council President



The VIPs and students at the September 2020 Orientation Day.



“

UCSI is a digitised and ‘smart’ university.

- Justin Lai Weng Hong

”



“

My goal is to be successful at anything that I would be doing in the future.

- Valencia Huang

”



“

UCSI is reputable and convenient for me.

- Tee Fu Keat

”



“

I love the approach this University takes to my programme, which is Bachelor of Hospitality Administration.

- Teoh Ee Lian

”

During his time at UCSI, he related that would like to be a successful clinical psychologist or a psychiatrist as he has always been interested in studying about the human mind. He aims to achieve first class honours.

Teoh Ee Lian, taking the Bachelor of Hospitality Administration said, “Before choosing UCSI University, I did a lot of research but after evaluating from different aspects, UCSI University was actually the best choice for me. First of all, I love the approach this University takes to my course, which is Bachelor of Hospitality Administration.”

According to Ee Lian, UCSI University's facilities for her subject are second to none, ranging from fully-equipped kitchens to Le Quadri Hotel which offers students real-life practical lessons through directly engaging with customers.

“I am thankful because I was accepted by UCSI University and also offered a full scholarship by the UCSI University Trust,” she said.

For Valencia Huang, who is taking the Bachelor of Arts (Hons) in Fashion Design with Marketing, one of the deciding factors was the quality of the University as one of the top 400 universities in the world.

“I also expect to learn exactly what I intended to learn in fashion design. Besides that, I also want to learn new things and have different experiences. My goal is to be successful at anything that I would be doing in the future,” she said.

Tee Fu Keat is taking the BSc (Hons) in Computing at UCSI. He said, simply, that his ambition is to be a Computer Scientist and he made UCSI his choice as “UCSI is a digitised and ‘smart’ university.”

“I feel great joining UCSI and I hope to increase my knowledge in IT. Leadership skills are also something I wish to learn,” he said.

UCSI University stands tall as one of the World's Top 400 universities as well as one of the Top 10 Universities in Malaysia and Top 1.3% in the World. Even in the midst of these challenging times, the University is dedicated in its pursuit for quality education and a vibrant and dynamic environment for the UCSI Community.



World Pharmacist Day

Safe and Effective Medicines for All



Students made pledge as professional members of the pharmacy profession.

For every patient who walks into a pharmacy, the pharmacists ensure that the right medicine is prescribed according to dosage and formulation.

The International Pharmaceutical Federation (Fédération Internationale Pharmaceutique (FIP) has set aside the annual World Pharmacist Day to appreciate the roles of pharmacists in safeguarding patients' health. As stated in their website, FIP is "a non-governmental organisation supporting the development of the pharmacy profession, through practice and emerging scientific innovations, and through developing the pharmacy workforce in order to meet the world's health care needs and expectations."

FIP declared 'Safe and Effective Medicines for All' as the official theme of World Pharmacist Day last year. This theme emphasises the fact that pharmacists are a well-trusted group of people with knowledge on the subject, not only for patients but for other healthcare professionals as well. For every patient who walks into a pharmacy, the pharmacists ensure that the right medicine is prescribed according to dosage and formulation.

The event featured talks by professionals in various pharmacy fields such as Datin Dr Faridah Aryani Bt Md Yusof, Director of National Pharmaceutical Regulatory Agency, Ministry of Health and John C.P. Chang, the former president of Balai Ikhtisas Malaysia.

Academician Senior Professor Dato' Dr Khalid Yusoff, Vice-Chancellor and President of UCSI University who was present at the event, emphasised the responsibility of pharmacists in ensuring the rational use of medicine by patients.

“When you practise as a pharmacist, the public entrusts you with their health-related issues.”

– Academician Senior Professor Dato' Dr Khalid Yusoff, FASc

"Pharmacy itself is well known as a noble profession revolving around changing people's lives. Studies and surveys have shown that the pharmacist is one of the most trusted professions by the public. When you practise as a pharmacist, the public entrusts you with their health-related issues. They will follow your recommendations because as healthcare professionals, pharmacists are equipped with a specific set of skills and knowledge," he said.

Pharmacy students devoted to the profession of pharmacy subscribed to the Pledge of Professionalism, led by the University Pharmacy Student Association (UPSA) president.

Part of the pledge states: The profession of pharmacy is one that demands adherence to a set of rigid ethical standards. These high ideals are necessary to ensure the quality of care extended to the patients I serve. As a student of pharmacy, I believe this does not start with graduation; rather, it begins with my membership in this professional college community.



Vice-Chancellor and President of UCSI University, Academician Senior Professor Dato' Dr Khalid Yusoff, FASc delivering his welcoming speech during World Pharmacist Day.

BOOK PRIZE AWARD CEREMONY



Top students from UCSI's Faculty of Pharmaceutical Sciences received book prize awards sponsored by industrial partners.

A book prize award ceremony was conducted in conjunction with World Pharmacist Day 2019. A total of 8 book prizes were awarded to the top student performers of each year from 7 renowned industry partners such as Xepa-Soul Pattison, GENECARE Sdn Bhd, Caring Pharmacy, Pahang Pharmacy, BIG Pharmacy, Medispec Sdn Bhd and Nuvanta Sdn Bhd.

The book prize awards aim to provide continuous encouragement for top students to excel in their studies. Other than these awards, there were performances by students, sharing sessions by alumni, lucky draws and presentation of the dean's list awards. The event was well-attended by students, lecturers and industry partners.

ICAD Partners With L'Occitane



Elida Wong (standing, 10th from left) and winner of the Caring For Sight Campaign Design Competition, Kenny Ling (11th from left) with other attendees of the L'Occitane prize giving ceremony.

“We need young people with their different perspectives and their trends, to include in the design..”

– Elida Wong

Poor vision is a common problem among people nowadays specifically in the younger generation. Addressing the issue, L'Occitane a French natural plant skincare brand, worked together with UCSI University's De Institute of Creative Arts and Design (ICAD) to promote the “Caring for Your Sight Awareness” campaign to remind Malaysians of the importance of eye protection.

In conjunction with the awareness campaign, L'Occitane hosted the Caring for Sight Campaign Design Competition 2020 together with ICAD which saw nearly 50 entries.

The prize-giving ceremony held on 18 September 2020 at UCSI University, Kuala Lumpur campus was attended by director of ICAD, Assistant Professor Dr Khairul Azril Ismail and L'Occitane brand general manager Elida Wong. Also present from ICAD were Assistant Professor Shahfida Abdul Manap, Ivan Lam Wai Hoe and Lucas Lim.

At the ceremony, a third-year student of the Multimedia Design programme at ICAD, Kenny Ling Ee Tak, was announced as the winner

walking away with a cash prize of RM1,000. Additionally, his design will be the subject of both the national awareness campaign and the L'Occitane limited edition travel pack.

Elida Wong stated that this event was their way of trying to make the younger generation aware of the effects of heavy usage of gadgets on their eyes. Hence, they decided to collaborate with UCSI to get insight and ideas from young students on how to promote the campaign.

“This is one of L'Occitane's ways of involving everyone in charity work. And that is also one of the reasons we are working with UCSI; because we want to create something very unique. Because as a brand today, alone, we cannot do this. We need young people with their different perspectives and their trends, to include in the design which will appeal more to youngsters themselves,” she said.

Wong highlighted that they had great results, encouraging participation as well as good quality ideas and insights.

For Kenny, he is happy that his design was chosen for this campaign apart from making him aware of how corporate brands work.

“As a student, cooperation with corporate brands has helped me to understand better the requirements and expectations for product design. This competition has increased my confidence and will help when I enter the working industry later,” he added.

He also shared that his design concept was multi-layered and highlighted the theme and purpose of L'Occitane's awareness campaign. He wanted the public to recognise his design as well as alert them of the importance of taking care of their vision.

“Nowadays, people spend a lot of time using mobile phones and computers without understanding the proper use of electronic products. Unconsciously, this can cause damage to their eyes and eyesight,” he said.

L'Occitane will be producing 4,000 units of the pouch and 100% of the proceeds will go to the L'Occitane Foundation to help the visually impaired.



A Strong Partnership

“...an excellent opportunity to provide employment to students from their first year itself..”

– Dato' Joe



Dr Jimmy and Dato' Joe sealing the partnership.

UCSI University and NCT Group of Companies signed a Memorandum of Understanding providing educational opportunities and industry experiences to students particularly in the field of Architecture, Engineering, Construction, Business and Marketing.

“UCSI University has championed work-based learning since 2004 with its Co-Op programme. Then, we started the Premier Co-Op programme where industries are given a choice of our best students to plan their future workforce,” said Associate Professor Ir Dr Jimmy Mok Vee Hoong, Deputy Vice-Chancellor, Academic, Student and Alumni Affairs.

NCT Group Co-founder, Dato' Joe Yap Fook Choy also spoke about the FLY Youth campaign advocating student self-development through campaigns and competitions.



New Programmes At UCSI University



Bachelor Of Environmental Engineering With Honours

[N/526/6/0146] [01/2027] [MQA/PA 12251]

With learning that goes beyond the scope of conventional Engineering programmes, this degree will equip you with the training and knowledge to become an Environmental Engineer, a Sustainability Manager or even an Air Quality Specialist and Water Engineer. Students will learn to plan, design, construct and operate facilities in various industries, pushing for a sustainable planet with living choices that make a difference.



BSc (Hons) Forensic Science

[N/725/6/0102] [5/3/2027] [MQA/PA 12112]

This programme covers topics, concepts and practical applications related to forensic science such as chemistry, biology, health science, psychology, management, entrepreneurship, crime scene investigation, and criminal law. This is complemented with professional practice and an understanding of the roles of crime scene investigators and forensic scientists as expert witnesses in court.

In and Around Campus



Supply Chain Management: Connecting Past, Present and Future

 22 July 2020

UCSI University's Logistics Student Association (LSA) organised this seminar through Microsoft Teams. The speaker was Madhuri Govilkar from Consus Global and the moderator was UCSI's Logistics Management Head, Assistant Professor Ts Dr Siti Norida Wahab.



Tea For Thoughts

 7 August 2020

UCSI University's School of Architecture and Built Environment Professor Dr Mohd Tajuddin Rasdi shared his views on 'Doctorate Without Philosophy' at the Postgraduate and Alumni Lounge. Also present at the event was UCSI Group Founder and CEO, Dato' Peter Ng.



Post Covid-19: The Future of Music Education

 10 August 2020

The Institute of Music had a webinar inviting leaders in the music community to share on the future of music education and what it might look like post Covid-19. Speakers were Susanna Saw, Founder of Young Choral Academy Malaysia and Rocky Siew, National Coordinator of Rockscool.



UCSI University Virtual Internship Day

 13 August 2020

More than 30 companies participated in this event which included a preparatory workshop for graduates and aimed at preparing students for job placement in terms of resume and interview.



Adidas Virtual Career Talk

 18 September 2020

The talk was organised by Student Affairs and Alumni and held via Zoom. It covered the overview of the business structure and background, careers with adidas Malaysia and the retail management programme. There were three invited speakers from adidas and overall, the talk proved to be insightful and useful for students.



Go Slow To Go Fast

 10 October 2020

Lakshmy Kumar, Registered Counsellor and Certified Hypnotherapist from the Student Development and Counselling Department, was invited to speak at this live session. The session was entitled 'Go Slow To Go Fast: Mental Well-Being Tools For You' on the topic of No Holds Barred: Our Experts Answer Your Burning Questions.

UCSI SPE Wins Presidential Award



The UCSI SPE Student Chapter organised a technical talk titled 'Future of Oil and Gas Industry'.

“UCSI SPE successfully evolved as an internationally recognised sub-organisation of SPEI, while actively serving the industry and community.”



The UCSI SPE Student Chapter had a beach clean-up event at Port Dickson.

For the first time ever in its 10 years of history, UCSI University's Society of Petroleum Engineers (SPE) Student Chapter won the Presidential Award for Outstanding Student Chapter.

This is the highest award presented by the Society of Petroleum Engineers International (SPEI) to the top 5% of SPE Student Chapters among 400 universities of the world. In 2020, only 18 out of 400 universities (including UCSI University) have been awarded this honour.

Every year, SPEI appoints a panel of judges from around the world who assess the performances of all the SPE Student Chapters. This judgement is based on 5 different categories, namely: Industrial Engagement, Professional Development, Community Involvement, Innovation and the Operations as well as Planning Techniques.

The Student Chapter managed to organise and collaborate with various universities in national and international level programmes. It incorporated industrial, professional and career-building activities followed by several philanthropic activities.

UCSI SPE facilitated a plethora of students from various academic backgrounds, eventually offering them viable industrial knowledge, enhanced professional growth and tremendous networking opportunities.

UCSI SPE empowers students with extensive technical knowledge in order to meet the world's energy demands in a safe and sustainable manner. The Student Chapter not only organised but also participated in several International conferences.

Needless to say, UCSI SPE successfully evolved as an internationally recognised sub-organisation of SPEI, while actively serving the industry and community. It not only instils knowledge in students and professionals but also, does its part in making the world a better place.

'As President of UCSI SPE, I am truly blessed to have the best team by my side, full of aspiration and enthusiasm. Not only did we manage to gather the highest event attendances this year, but we also dominated all types of event categories; whether it was associated with community involvement,

professional development or industrial engagement," said Waleed Arif.

"Regardless of our soaring goals, there wasn't a single time where I was filled with immense self-doubt, yet still we continued doing what we knew best. With this everlasting achievement, we have managed to make a name for ourselves in the history of UCSI SPE and I dedicate this honour to all my Committee members who never failed to surprise me with their fascinating skills and abilities," he continued.

"Last but not least, I'd like to acknowledge our respected Faculty Advisor, Farhana Binti Abdul Bari alongside the Faculty of Chemical and Petroleum Engineering and SPE Kuala Lumpur Section for their support and advice which greatly helped us throughout the journey," he concluded.

“UCSI SPE empowers students with extensive technical knowledge in order to meet the world's energy demands in a safe and sustainable manner.”

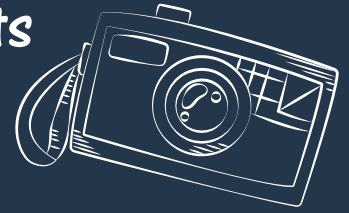


The Student Chapter Malaysia Oil and Gas Convention 2020.

Every Photo Counts

By

UCSI Mass Communication Students



Corporate Social Responsibility (CSR) is a common term in the business world. It allows a company to embrace ethical practices, adhering to existing laws, which regulate domestic and international business transactions. In this assignment, we organised an online photography campaign for an NGO called Yayasan Chow Kit (YCK) Malaysia. Our group consisted of 12 people and we helped children in need of food, clothes, education and other necessary items.

Yayasan Chow Kit is an activity centre for children below the age of 18. Its mission is to protect the rights of all at-risk children, providing them with a safe haven and exposing them to as many optimistic and holistic opportunities as possible to enable them to reach their full potential.

The concept of the campaign was that participants would donate about RM5 for each entry and will send in photos of themselves with the three set of themes - nature, food and antiques. They were also required to write a description for each photo and what the photo meant to them.

Our objectives and goals were to raise funds for local neighbourhood children; to create

awareness about NGOs that take care of children and their efforts in making the world a better place every day; to put in our best efforts to ensure a bright future of children and to care, protect and provide for the young generation. A total of RM1040 was collected from this fundraising campaign.

"We feel grateful that we can contribute our funds collected to YCK and help them out. Many little drops make an ocean and together we can strive for a better future for our local neighbourhood children. Thank you to all those who have contributed and made this a meaningful event," said Adlina Amrisha, chair-person of the event.

We managed to gain a total of 150 participants, 139 of them are UCSI University students while another 11 were from the public. We were filled with joy that we managed to achieve our objectives that have been set before the event.

"When words become unclear, I shall focus with photographs. When images become inadequate, I shall be content with silence" - Ansel Adams, an American landscape photographer and environmentalist.





Tan Jia Ni

This picture was taken at the Angkasa Condominium near UCSI University during the MCO period. I chose this photo because the sky was beautiful and I hope the world can be beautiful again.



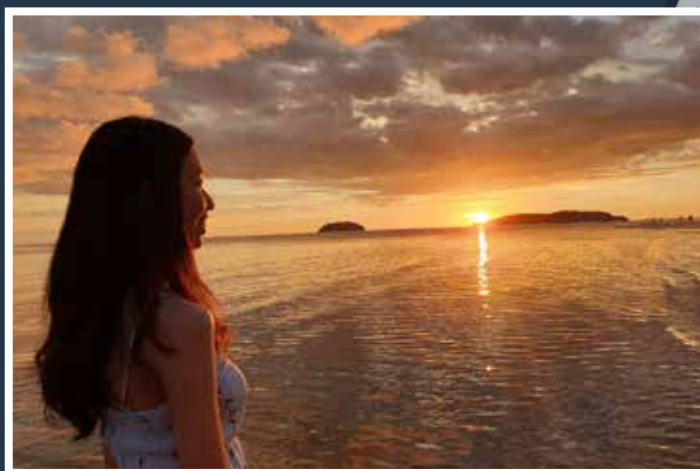
H'ng Xiao Teng

This is a picture of the seaside in my hometown located in Northern Perak. In the morning, the fisherman will depart from the beach to catch fish in order to secure their livelihood.



Tok Wee Siong

This picture was taken in the morning. I saw this bird trying to build a nest. It touched me because the bird worked so hard for a "house" teaching us not to give up.



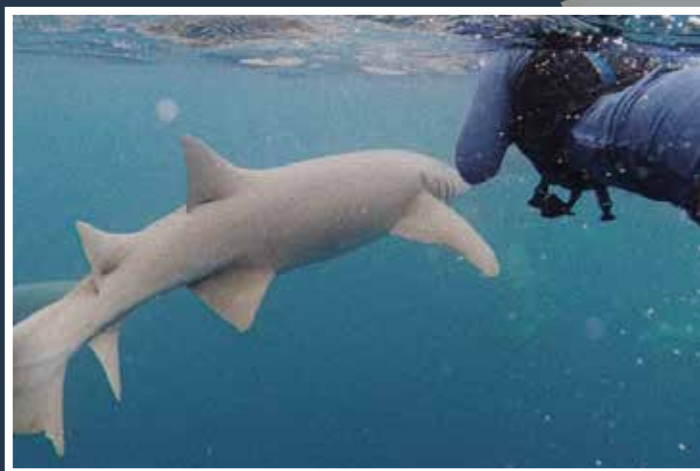
Wendy Kua Jia Wen

This photo was captured in Sabah, Tanjung Aru which is one of the best sunset spots in the world. It as if we are looking through the gates of heaven.



Magdalene Lee Ming Hwei

This is a picture taken at a Baba Nyonya Heritage spot in Melaka. Although the world is becoming more and more modernised, culture and history will always remain in my heart.



Fathimath Zeen Mohammed

Maldives is famous for beautiful beaches. The first thing I did after I learnt how to swim was to go on a shark snorkelling trip where I swam with huge sharks which was really memorable for me.

Hansik Cooking Contest 2020

2
ZERO
HUNGER3
GOOD HEALTH
AND WELL-BEING4
QUALITY
EDUCATION16
PEACE, JUSTICE
AND STRONG
INSTITUTIONS17
PARTNERSHIPS
FOR THE GOALS

Hansik also represents the theory of yin and yang and the interaction between the two...

The Faculty of Hospitality and Tourism Management (FHTM), UCSI University recently worked together for the fourth year with the Embassy of the Republic of Korea in Malaysia to organise the 2020 Hansik Cooking Contest <Global Taste of Korea>.

The Contest was organised with the help of the Ministry of Foreign Affairs of the Republic of Korea, Ministry of Agriculture, Food and Rural Affairs of Republic of Korea and the Korean Food Promotion Institute.

This event aimed to raise awareness of Malaysians towards Korean food, tradition, history and culture. It also encouraged the contestants to think out of the box by trying to blend Korean food with Malaysian tastes.

Among the attendees of the 2020 Hansik Cooking Contest were the Ambassador and wife, His Excellency Lee Chi-Beom and Madam Ha Seong Hee; UCSI Group CEO and Founder Dato' Peter Ng and Minister and Consul General of the Embassy of the Republic of Korea in Malaysia, Joo Joong Chul.

Also present were UCSI's Deputy Vice-Chancellor, Academic, Student Affairs and Alumni Associate Professor Ir Dr Jimmy Mok Vee Hoong; UCSI's Deputy Vice-Chancellor, Research and Postgraduate Professor Dr Phang Siew Moi and Deputy Dean of FHTM Assistant Professor Christopher Wan Sageng.

In his welcome remarks, Associate Professor Ir Dr Jimmy Mok Vee Hoong expressed his appreciation over UCSI's long partnership with the Embassy of the Republic of Korea in Malaysia in having this contest.

"The 2020 Hansik Contest, held for the fourth year, is proof of the strong partnership between UCSI University and the Embassy of the Republic of Korea in Malaysia. I look forward to strengthening the bond that we have in upcoming years," he said.



All 18 contestants of 2020 Hansik Cooking Contest preparing their stations before the event.

“ The 2020 Hansik Contest, held for the fourth year, is proof of the strong partnership between UCSI University and the Embassy of the Republic of Korea in Malaysia. ”

- Associate Professor Ir Dr Jimmy Mok Vee Hoong

His Excellency Lee Chi-Beom, in his speech, said that food is one of the ways in which people from different backgrounds can communicate.

"Food tells us many stories such as the history, culture and the way of living. In fact, food is also a tool of communication. Whenever I have the chance to experience Malaysian food such as nasi lemak and roti canai, I get to learn more about Malaysia," he added.

"I think today's event is very meaningful. Thank you for your interest and love towards Korean food. I believe that whenever you cook or taste Korean food, your understanding towards Korea will grow deeper," he said before officiating the event.

All 18 finalists were shortlisted from a total of 40 entries by the Embassy of the Republic of Korea in Malaysia before the final round was held at UCSI University, Kuala Lumpur campus.

Other than cash prizes, all winners and finalists were also provided with exclusive souvenirs and gifts from the Embassy of the Republic of Korea in Malaysia.

Hansik typically refers to traditional Korean food. However, it is also interesting to note that Hansik also represents the theory of yin and yang and the interaction between the two represented by the five elements that make up the universe (water, fire, wood, metal and earth).

According to VANK (Voluntary Agency Network of Korea) Korean food is well known as food that is decorative, delicious and, above all, healthy. One of the features of Korean food is that it is believed that medicine and food share the same origin.

Another feature of Korean food is that it consists of balanced food ingredients. Also, Korean food is believed to be in harmony with nature.

It is through events such as this that UCSI is able to promote diversity and inclusiveness on its campus, whether it be among its students or its staff.



One of the finalists preparing her dishes during the Contest.



Food tells us many stories such as the history, culture and the way of living.

- His Excellency Lee Chi-Beom.



A Korean dish made by one of the finalists at the Contest.



ELIZABETH REIMA

Her Logistics Journey

Elizabeth graduated with an MSc in Logistics Management from UCSI in 2019.

“I was happy with the teaching structure, facilities and experienced lecturers.”



If there is anything that stands out about Elizabeth Reima, it is her focus and determination. To have the ability to plan out one's education amidst uncertainties is something that is commendable and desired. Additionally, to set goals and achieve them is also what matter most, especially for a student. Elizabeth completed her Diploma, Bachelor's and Master's degree at UCSI; all in the field of Logistics Management.

For Elizabeth, it is as if destiny has already been written for her. Her choice in the field of Logistics turned out to be all that she ever wanted to do. It comes as no surprise that,

ultimately, Elizabeth wants to run her own logistics business.

"I started my journey with UCSI because at that point not many universities offered Logistics courses. Once I started my Diploma, I was happy with the teaching structure, facilities and experienced lecturers. Hence, I continued my Bachelor's receiving my Chartered Institute of Logistics and Transport membership and then on to my Master's," she said.

As Elizabeth traces back her journey at UCSI, she relates how she has grown in all aspects of

...be ever willing to learn, take up challenges and think out of the box.

“ Logistics is an ever-growing industry with constant changes. We need to adapt to agile ways of working. ”



Elizabeth's wish is to be happy forever.

life. In terms of personal growth, she describes that her time at UCSI made her more mature; she also became very familiar with the syllabus, ways of teaching and built a good relationship with her lecturers.

Academically, she relates that she gained extensive knowledge in the logistics world and socially through a multi-cultural environment with students from different parts of the world. During her time in UCSI, she was the Vice President of the Logistics Student Association. She made many friends and expanded her network. In fact, she ended up marrying her then boyfriend which she met during her Diploma in Logistics Management programme.

Currently, Elizabeth works at BP Business Service Centre Asia Sdn Bhd where she is part of the procurement department. She works as a Logistics Category Sourcing Analyst taking care of several regions including Singapore, Thailand, Philippines, Indonesia, China, Australia and New Zealand. All downstream logistics lubricants tender within those regions are under her responsibility.

“I enjoy my work immensely and my advice to UCSI students in this field is to be confident, brush up your Excel and presentation skills and never limit yourself in learning. Logistics is an ever-growing industry with constant changes. We need to adapt to agile ways of working,” she said.

Elizabeth has the support and encouragement of her family for giving her the opportunity to continue her studies and upgrading herself; her UCSI university lecturers for their constant effort and ways on improving the syllabus towards a better future for students; and her former boss for believing in her capabilities and giving her the opportunity to experience the Logistics profession which would lead her to a greater career path.

Elizabeth has also benefitted from other notable job experiences. She was the Supply Chains Solutions Supervisor at LF Logistics Services (M) Sdn Bhd. Here, she was involved in 3PL Logistics and coordinating shipments from manufacturer to end user.

One of her other job experiences was at Gati Engineering Sdn Bhd where she focused more on sales for safety equipment for several industries including oil and gas, petrochemicals as well as food and beverages. She also dealt with technical designing on safety solutions.

To Elizabeth, her journey in the field of Logistics has been phenomenal. But if she had one more wish it would be “to be happy forever”. The key to success? She says it is to be ever willing to learn, take up challenges and to think out of the box.



Youth Leadership, Redefined



You are either growing or decaying, never in between.

- Roshan Thiran, Founder and CEO of Leaderonomics



Group Photo.

The Youth Beyond Boundaries (YBB) Board - a group of YBB alumni, current student leaders and advisors - has initiated a youth leadership development programme focusing on instilling the values of leadership through facilitation to inspire, empower and enable student leaders at YBB to think outwardly, and act more progressively.

YBB, is a network of 15 youth initiatives and a fraternity led by UCSI students driven to turn game changing ideas into consequential outcomes. The initiatives in YBB contribute to more than 8 Sustainable Development Goals (SDGs) by committing to 4 social pillars: empowering the community, enriching the youth through active involvement in various personal development and entrepreneurship programmes, as well as social and environmental projects

In line with this, one who practises facilitative leadership is, simply put, a leader who wants to bring out the best in every individual she works with. A facilitative leader is someone who: consistently advocates and communicates vision and purpose, and inspires people to pursue,

challenge, and improve themselves; understands the power of inclusivity, and always strives to involve everyone not only during mobilisation, but also during decision making and thought leadership.

It is someone who listens actively collaborating across initiatives to create shared opportunities including capacity building, volunteerism, fundraising, co-branding and ideation.

A working group led by Kelvin Lai Hao Cherng, an alumnus of YBB, started developing the comprehensive facilitation leadership programme in February 2020. This programme consists of three main 'leadership components': (1) facilitation and conversation, (2) team building and dynamics, and (3) presentation skills.

This programme features a comprehensive, open-source leadership training toolkit designed as an e-library filled with essential and useful resources that will enrich the leaders' experiences not just on the individual level, but as an initiative, and as a youth network.

With constructive feedback we were able to learn and gain more knowledge on how to improve ourselves...as a future leader and also as a person.

- Sabrina, Participant

In August 2020, 19 participants were selected to participate in the programme where selection was made based on the applicants' motivation, capacity, and experience. The inaugural programme kicked off on 4–6 September 2020 with a two-day, two-night bootcamp.

During the bootcamp there was a live panel session titled 'Leadership through Facilitation' featuring Roshan Thiran, founder and CEO of Leaderonomics and Yeoh Chen Chow co-founder of Fave, the next generation digital merchant platform in South East Asia.

Moderated by one of the working group members and scholar, Emmelia Quek, the one-hour session covered practical, real-life leadership experiences in a casual exchange between the panelists and the audience, giving deep insights into the different perspectives of leadership and empowerment.

Speaking on the importance of facilitating and having a conversation with your team compared to simply delegating tasks, Yeoh said "If your job is laying bricks, some say 'I'm laying bricks', some say 'I'm building this house', and some say 'I'm building the community'. It's about the lens you're looking through. Are you able to relate [your vision to the team]? That's the key."



Live panel session titled 'Leadership through Facilitation'.

**...knowing the unpleasant truth about ourselves
taught us invaluable lessons**

- Jason Foong, Scholar Enrichment Programme (SEP) Executive Committee



One of the bootcamp sessions.

Following the bootcamp, participants worked both individually and in groups on planned successions and network-wide projects focused on delivering broader outreach and impact. This is when they practised what they learnt from the bootcamp in their own succession and leadership journey.

To continue the leadership journey, each participant is paired with a dedicated mentor, who is also a student leader or alumni of YBB. As of now, 15 experienced, passionate mentors have been paired with all programme participants. This mentorship platform, led by Bernard Chin another alumnus of the YBB, has been in concurrent development with the training programme.

The working team would like to see their involvements and efforts impacting the leadership experience of YBB leaders, creating everlasting legacies and a growing collective impact.

**...an excellent programme to
sharpen your facilitation,
leadership and
communication skills,
... meet new people of
different backgrounds.**

- Ahmad Jalkhan Mujahhid Bin Ahmad Jahiddin,
Participant





DR NYAM KAR LIN

DRIVEN, DEDICATED AND DETERMINED

Dr Nyam is actively involved in various R&D projects.

When did you start your career at UCSI University and what position did you hold?

I started my career as a lecturer at UCSI University in 2009 after I graduated with a PhD in Food Technology from Universiti Putra Malaysia. I was promoted to Head of Food Science with Nutrition in 2015, then Head of Research and Postgraduate Studies in 2018.

What made you pursue a career in Applied Sciences?

I am very interested in applying existing scientific knowledge to practical applications, like lipid and cosmetic technology, microencapsulation and nanotechnology inventions.

What are some of your research projects?

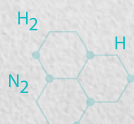
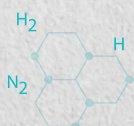
My current research project is to explore the potential usage of kenaf seed oil in order to support the promotion of kenaf as one of the top commodities in Malaysia. The production of bio-active oils may be beneficial in developing a diversity of health-care products, functional foods, nutraceuticals, food supplements and cosmetics products.

Tell us about your experience working as the Head of Research and Postgraduate Studies in the Faculty of Applied Sciences.

The challenges that I face are leadership and management. I am responsible and accountable for setting and advancing the academic strategy of the department. I am also responsible for developing and sustaining appropriate structures for management, consultation, decision-making and communication with staff and students.

Please describe your specific interest in this field.

I am actively involved in various R&D projects such as extraction of various functional lipids from plant resources, development spray dried functional lipids, food processing in ultrasonic and supercritical fluid extraction technologies. I am sure my achievement in increasing the bioavailability of various functional lipids and exploring the novel health properties of these functional lipids will have great impact in the field of food science and technology in the near future.



How has UCSI impacted your life and career so far?

UCSI University provides internal research funding and conference funding. Protected research time for the researchers also encourages an active research culture.

What are some of the characteristics that one would need to succeed in Applied Science?

Must be determined, passionate, independent and open-minded. Read more and explore more. Get advice from experts as well.

What are your personal goals in life?

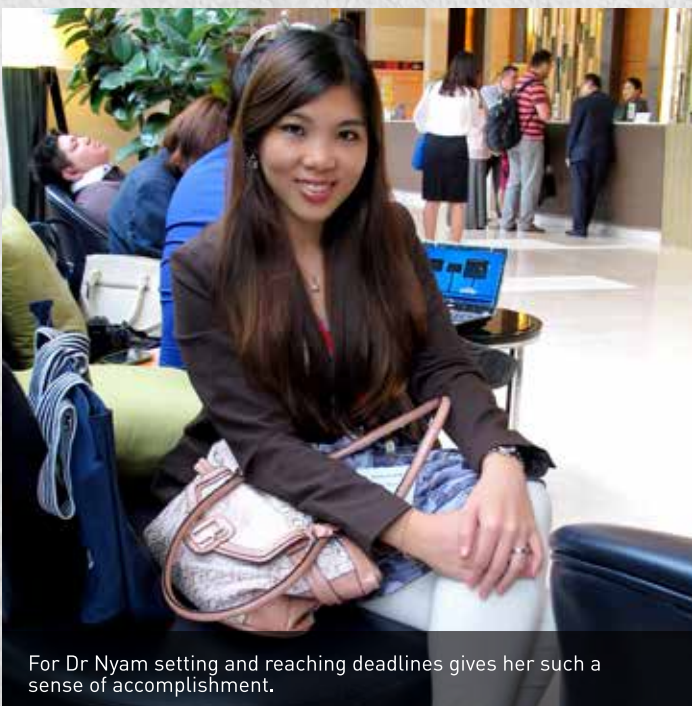
My ultimate goal is to become an impactful Professor. I hope to commercialise my scientific research to the market and benefit the society and community.

What motivates you?

I'm really driven by results. I like it when I have a concrete goal to meet and enough time to figure out a strong strategy for accomplishing it. Setting and reaching deadlines gives me such a sense of accomplishment.

What are some challenges you face in this role and how do you overcome them?

Multitasking. Managing my time well in terms of administration work, being a leader, lecturing and doing research. Being dedicated and committed to conquering challenges allows me to maintain both direction and focus.



For Dr Nyam setting and reaching deadlines gives her such a sense of accomplishment.



Dr Nyam giving a talk on smart food packaging.

What do you do during your leisure time (if any)?

In my free time, I like to stay current with the industry by reading journals. Most weekends are spent in the kitchen. Eating fresh and healthy food-clearing my mind and keeping my body fit are important to me so that I can focus on my career.

What are some of your values and beliefs?

Never give up on what you really want to do. A person with big dreams is more powerful than one with all the facts.

Peace and Unity In Diversity



Moderator

Norani Abu Bakar

*SDG Secretariat Office
executive director*

The Peace and Unity In Diversity session was organised by the UCSI Group SDG Secretariat Office and was held on July 10, 2020. Four prominent speakers were invited to share their experiences and thoughts on the topic of Religion, Leadership and Society. The session was moderated by SDG Secretariat Office executive director Norani Abu Bakar.



Speaker

Dr John Hartley

*Fellow at Yale University,
MacMillan Center*

Dr John Hartley, Founder and Director of Pathways for Mutual Respect and a Fellow at Yale University, MacMillan Center, Initiative on Religion, Politics and Society gave an enlightening talk on nuclear disarmament.

Hartley's focus was not only to address concrete problems to do with nuclear weapons but also to channel the energy and resources of young people in changing things for future generations.

"Young people are unaware of the problem and that the presence of weapons will lead to the risk of conflict. So how can we empower them

to affect the cause of disarmament, that is, nuclear weapons and the small arms trade?" he asked.

On a personal note, Dr Hartley strives to "save humanity as a whole" by gearing towards the elimination of nuclear weapons; ensuring respect for norms against chemical and biological weapons; and preventing the emergence of new domains of strategic competitions and conflict. This to him, can be done by facilitating discussions and emphasising that "human lives matter!"



Speaker

Dr Ayi Yunus Rusyana

*Co-founder of the Young Interfaith
Peacemaker Community (YIPC)
Indonesia*

The second speaker was Dr Ayi Yunus Rusyana, Co-founder of the Young Interfaith Peacemaker Community (YIPC) Indonesia. To illustrate his topic, he gave a quote which aptly captures the current situation in the world today: "If we know there is a problem around us and we don't care, then we are part of the problem."

Dr Ayi's touched on the conflict between Muslims and Christians where the conflict is high. In this case, there is a tendency towards extremism and therefore people need to be educated to foster better understanding and tolerance.

Interestingly enough, he brought to attention seven principles of leadership: 1) To love God and your neighbour 2) To organise interfaith movements based on the Bible and Al-Quran 3) To respect others 4) To serve others 5) To build the community 6) To strengthen community and 7) To learn from others.

**Speaker****Thai Ming Yeow***Malaysian Youth Council (MYC)
Research Fellow*

Malaysian Youth Council (MYC) Research Fellow, Thai Ming Yeow, shared more perspectives on the objectives of interfaith dialogue. To him, the important aspects of such dialogues were to promote peace and harmony in the community; to resolve conflicts or disputes between religions; to share knowledge, experience and good practices among religions; and to foster fellowship among people regardless of ethnicity.

**Speaker****Dr June Qiao***Chair of Academic Affairs from the
Laozi Culture Academy in Malaysia*

Lastly, Dr June Qiao, Chair of Academic Affairs from the Laozi Culture Academy in Malaysia explained Taoism which is more of a philosophy and a way of life. According to her, culture is deeply rooted in our minds. It is like a programme which is not easy to change.

"It is important to see commonalities and have a deeper understanding and respect for one another," she said.

Her talk was entitled 'Religious Values As Foundation To Cultural Behaviour' where she said that from the Taoist perspective, "leadership comes from within".

Overall the session was engaging with diverse views and broad perspectives but all with one goal in common: To promote peace between people of different backgrounds and to foster unity between the races.



Launch of the



**INSTITUTE OF COMPUTER SCIENCE
AND DIGITAL INNOVATION**

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



“ICSDI truly represents the birth of a star in which there is a bright future.”

- Academician Senior Professor Dato' Dr Khalid Yusoff, FAS



Professor Dr Kurunathan, Director of ICSDI giving his welcome remarks.

“If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward” - Martin Luther King Jr.

This quote was mentioned by the Director of UCSI's newly launched Institute of Computer Science and Digital Innovation (ICSDI), Professor Kurunathan Ratnavelu.

Launched with the objective of advancing innovation through technology ICSDI's programmes are skewed towards specialisation for niche industries of the modern world.

The new Institute is a break away from UCSI's Faculty of Business while replacing the School of IT, forming its own identity. Currently it offers programmes such as Mobile Computing and Networking, Computing, Business Information Systems, Technopreneurship and very soon Data Science.

The ceremony saw UCSI Group's Founder and CEO, Dato' Peter Ng and UCSI University's Vice Chancellor and President, Academician Senior Professor Dato' Dr Khalid Yusoff officially launching the Institute.

“ICSDI truly represents the birth of a star in which there is a bright future. Hence, we should not just adopt and adapt but we should be innovative, creative with constructive thinking,” said Senior Professor Khalid.

As part of the launch, there were two keynote speakers who gave presentations. The first was by Professor Dr Mohamed Ridza Wahiddin, Vice-Chancellor of Universiti Sains Islam Malaysia on 'Cyber Security In Malaysia'. The second was by Mah Kam Lin, Group Data Scientist of Maybank Berhad on 'Data Scientist - To Be Or Not To Be'.

Professor Ridza touched on the digital world today where the current trend is the convergence between machine and man. He related that IR 4.0 is a convergence between ICT, biotechnology, nanotechnology and the thinking process.

**“IR 4.0 is a convergence
between ICT, biotechnology,
nanotechnology and the
thinking process.”**

- Professor Dr Mohamed Ridza Wahiddin



VIPs at the launch.

“Data never sleeps. Cyber space is attractive because it is borderless and anonymous and is less risky,” he said.

With Malaysia aiming to be a digital nation, the new norm today is online shopping, eWallet and working from home,” he added.

Some of the cyber threats that arose during MCO were that criminals have malware, the presence of social engineering and cyber harassment,” he continued.

The second speaker Mah Kam Lin from Maybank proceeded to explain what being a data scientist is all about and what it takes to be one. According to her, one needs to be imaginative, curious and observant, get used to looking for patterns, not to be afraid and to be creative and work hard.

“It helps if one has a sense of humour and one must find joy in numbers. Also, do your math and be organised,” she said.

The talks were beneficial as the audience, especially students, got a better understanding of the digital world and what to expect in the future.

Getting Ahead In The Gaming Industry



"...it is more like a perspective kind of thing where I can express what I want, not limited by various factors."

"The food you do not eat today, gets less fresh every day until either someone eats it or it spoils. Such are your dreams and ideas."

— Elmer Ho

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



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Elmer (left) and Yans (right) sharing about their achievement.

UCSI University's Bachelor of Contemporary Music (Hons) programme alumnus, Elmer Ho Lok Zhan a music composer, producer, educator and entrepreneur made a hit in the international gaming industry where he worked alongside the producer on the music and audio for 'Ageless' on Nintendo Switch.

'Ageless' is a puzzle platformer game that was launched in 2020, developed by One More Dream Studios and published by Team17, the same publisher that produced the game 'Worms' and 'Overcooked'.

"We were so overjoyed when our game was premiered at Pax East 2020 earlier this year. My team which includes some internship students from UCSI University have worked really hard to make this into a reality," he said.

"For us, it's about creating amazing things for people to enjoy and for me, this recognition was something that we accumulated over the years. UCSI provides a good musical foundation and for a person to make it out in

the industry, it would take a very specific combination of knowledge and experience to breakthrough," he added.

"Arranging the music score and designing the audio was a lengthy process as we needed to be together with the game producers from the very beginning to know their direction. With the help of everyone, this was a success," he highlighted.

Prior to his achievement, Elmer started as a freelance composer and worked in post-production when a window of opportunity opened up to him to pursue a dream he wished to all along. Without hesitation, he used up all his savings, flew to Tokyo and joined the anime/game industry.

He then worked with Dagmusic, a company that produced audio, music and voice over (VO) for anime/games while doing gigs, judging competitions and even worked together with various Youtubers.



Elmer Ho (left) as the music director and Yans Lee (right) as the project manager for 'Ageless' for Nintendo Switch.

"Few years after my stint in Tokyo, I came back to Malaysia and became a part of a company called Soundtrec, a Boston and Malaysian based music production company for games, films and anime. We did music production for various projects internationally and locally notably the music for Level Up KL and several other projects such as Lazy Fish, Kings League 2 and Dragon Marked for Death.

"It was also during this time when I went on a mission to spread the news of production, pushing different projects in the industry while giving talks at various TEDx events, universities and working alongside various entities to provide workshops for those needing specialised skills. To develop young talents and breach a new market, we gathered the interns under an umbrella called Medibeats," he said.

"I chose to study contemporary music as it is more like a perspective kind of thing where I can express what I want, not limited by various factors," he explained.

As Elmer put it, "The food you do not eat today, gets less fresh every day until either someone eats it or it spoils. Such are your dreams and ideas."

The music score was fully produced by Elmer and mastered by Yans Lee, the project manager together with a few interns Tan You Jia, Richard Siaw, Phan Sin Zou and Charles Dan from UCSI University and several other team members which are in the credits of the game.

RCE Kuching Supports Youth Involvement in SDGs



REGIONAL CENTRE OF EXPERTISE
Education for Sustainable Development



RCE Kuching Youth Ambassadors Pioneer Batch.

Nowadays, more organisations are promoting youth involvement in priority and focus areas. Nonetheless, the youth should not be treated as a passing 'fashion trend' but rather a permanent partner in tackling pressing issues facing societies such as environmental, economical, sociocultural, technological and political problems.

Partnerships are key in enabling youth to engage more broadly in development efforts especially the UN's 2030 Agenda and its Sustainable Development Goals (SDGs). The

United Nations and its partners strongly believe that youth are crucial in translating this vision into reality.

Given the need to turn commitments into action, more youth empowerment is being implemented in aspects such as education, employment, social services and environmental efforts (United Nations, 2020).

RCE Kuching is an organisation which values youth involvement in its pursuit of better SDG awareness amongst the communities in

Kuching. RCE Kuching embarked on its "RCE Kuching Youth Ambassador" programme in 2019 shortly after its acknowledgement from the United Nations University.

The programme aims to equip youth with the knowledge, skills and values of SDGs who will then extend their knowledge to schools, other youth and communities. Some of the Education for Sustainable Development (ESD) work and plans by the RCE Kuching Youth Ambassadors include the #cleanseas pledge Campaign 2020 and the promotion of World Rivers Day 2020.

Contributors: **Sherrymina Kichin, Mukvinder Sandhu** *RCE Kuching Fellows*

Mohamed Arshad Azeerden, Mandy Chen Wei Xing *RCE Kuching Youth Ambassadors*

RCE Kuching values youth involvement in its pursuit of better SDG awareness...

#cleanseas Pledge Campaign 2020



In support of the #cleanseas pledge campaign launched by the UN Environment Programme in February 2017, the RCE Kuching Youth Ambassadors (YAs) together with RCE Kuching Fellows took part in contributing to pledges for this year's campaign through the Ministry of Environment and Water, Malaysia.

The campaign aimed to engage governments, the general public and the private sector in the fight against marine plastic pollution. It is hoped that these pledges and campaigns will act as catalysts for change and transform people's habits around Kuching to dramatically reduce river and marine pollution. This campaign will then be extended to include beachside communities too.

◀ Sea Circular #cleanseas pledge poster designed by RCE Kuching Youth Ambassadors

Promotion of World Rivers Day 2020



RCE Kuching highlighted the global celebration, World Rivers Day 2020, at the Virtual RCE Kuching Youth Ambassadors Day. Several other events were also held during the same week including the Sarawak River Art Competition 2020 and the launching of the digitalised "Education Materials on Rivers and Plastic Pollution".

RCE Kuching also acknowledged its stakeholders for their efforts in stopping

RCE Kuching Youth Ambassadors encourage other youth to take part in World Rivers Day.

plastic pollution while improving waste management and river conservation. It conferred the 'Community River Hero Award' to individuals who made outstanding contributions within their communities to support the conservation of their rivers.

It is hoped that these pledges and campaigns will act as catalysts for change and transform people's habits...



Mandy Chen Wei Xing, RCE Kuching Youth Ambassador (Secretary).

"Our youth programme aims to promote community awareness about the social, economic and environmental aspects of sustainability."

- Mandy Chen Wei Xing

Interview with Mandy Chen Wei Xing

RCE Kuching Youth Ambassador (Secretary)

Bachelor of Arts (Hons) Events and Tourism Management
UCSI University Kuching Campus

What is an RCE Kuching Youth Ambassador?

RCE Youth Ambassadors are part of RCE Kuching's initiative to encourage the youth in Kuching to participate in its ESD initiatives. Our youth programme aims to promote community awareness about the social, economic and environmental aspects of sustainability.

How are RCE Kuching Youth Ambassadors involved with the community?

Firstly, most of the youth ambassadors volunteered in the Sarawak River Art Competition 2019 held on 22 July 2019, held in conjunction with Sarawak Day. We are also involved in the two-year 5R school campaign to increase awareness on the "Reduce, Refuse, Recycle, Reuse and Repurpose" efforts amongst the students and communities along Sarawak Kiri River.

How can the RCE Youth Ambassador Programme help youth?

We aim to raise awareness on protecting the rivers along Sarawak Kiri and we hope to contribute in achieving this commitment by continually working with the RCE fellows in coming up with various educational initiatives. Through this programme, I am able to educate people about the importance of sustainability.





Meldy Tanako

Bachelor of Classical Music (Hons), graduated 2017

Meldy is from Medan, Indonesia and is currently pursuing her Doctor of Musical Arts in Piano Performance and Pedagogy at the University of Oklahoma, USA. Awarded a Graduate Assistantship and University of Oklahoma's Grant Piano Pedagogy Endowment for her current degree, Meldy is passionate and goal-oriented when it comes to music. Her talent in the field is undeniable and she has UCSI to thank for building a strong foundation.

This column is dedicated to UCSI alumni who stand out in one way or the other. They may be working with a leading organisation; have outstanding achievements, excelled in their studies or contributed to the community in different ways. Here, they reveal their journey to success, how UCSI has helped them get where they are today and what motivates them.

How is your current position related to what you were studying in UCSI?

The Piano Pedagogy courses that I took at UCSI sparked my interest to delve deeper into the field. This, coupled with the hands-on experience that I received during my Master's degree, has enabled me to teach my group and individual lessons with confidence.

What excites you most about your field?

The endless possibilities of how music could be incorporated into many aspects of life excites me. Music has such a tremendous power to connect with people on an emotional level.

Tell us about your experience studying at UCSI.

Being a Praxis University, UCSI has allowed me to experience the best of both worlds – learning musical theories and putting them into practice during my internship.

What are your future ambitions?

With the skills and knowledge that I will gain from my formal musical trainings, I wish to return to Indonesia to establish a music academy and nurture future generations of multifaceted pianists.

Where was the place you learnt the most or gained the most experience?

I probably gained the most experience at University of Louisiana as a Graduate Assistant. My time there led me to discover my other passion aside from performing – teaching group piano, which propelled me to pursue a dual Doctoral degree. It has also allowed me to discover the best teaching practices with the constantly advancing technology

What made you choose your programme at UCSI?

For many years, UCSI's Institute of Music has had the reputation of being the gold standard in music academia and the industry in Asia. I chose to attend UCSI University because the faculty and environment could provide me with the best musical training.

Did you know you were going to study this since young or was it something you discovered only later?

Though music has always been one aspect that I have enjoyed doing since a young age, I made up the decision to pursue a music degree at the age of fourteen.

Where do you get your motivation from?

I credit my motivation to many people, who I love dearly. My family, for their unwavering support towards my musical career; my professors and teachers who have so graciously imparted their knowledge and mentored me to make me a better musician; and my friends who have walked along with me through this musical journey.

Your advice to UCSI students in the same field?

Step out of your comfort zone, explore and grab any musical opportunities that arise for you. The experience and skills that you gain will take you to greater heights as musician. Always dream big and press on!

What do you do in your leisure time?

During my leisure time, I like to do bullet journaling, bake desserts and engage in watersports.



**SUSTAINABLE
DEVELOPMENT** **GOALS**

UCSI GROUP SUPPORTS SUSTAINABLE DEVELOPMENT GOALS

TARGET 2030

WATER **PARTNERSHIP**
LIFE **BELOW** **CLIMATE** **ACTION** **FOR THE GOAL**
STAND **GOOD**
NO POVERTY **DECENT** **WORK** **INDUSTRY** **INNOVATION** **INFRA** **STRUCTURE** **GENDER EQUALITY** **UP FOR** **SDGs** **HEALTH & WELL BEING**
ECONOMIC **GROWTH** **QUALITY** **ZERO HUNGER** **CLEAN** **WATER & SANITATION** **SUSTAINABLE** **REDUCE INEQUALITIES** **CITIES & COMMUNITIES**
EDUCATION **AFFORDABLE & CLEAN ENERGY**
RESPONSIBLE CONSUMPTION & PRODUCTION
JUSTICE **PEACE** **LIFE ON LAND** **AND STRONG INSTITUTIONS**



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