

MMU Wins Brand Excellence Award from Ministry of International Trade and Industry



Multimedia University (MMU) received the prestigious Brand Excellence Award from The Ministry of International Trade and Industry (MITI) on 24 March 2011. Professor Dato' Dr. Muhamad Rasat Muhamad, President of MMU, received the award from the Minister of International Trade and Industry Malaysia, Dato' Sri Mustapa Mohamed in a grand ceremony at the Kuala Lumpur City Centre Convention Centre. Also in attendance at the event was Prime Minister, Dato' Sri Mohd Najib Tun Abdul Razak, as well as the Chairman of the Industry Excellence Award council, Tan Sri Azman Hashim.

The Brand Excellence Award is one of the major categories of awards in the Industry Excellence Award (IEA) 2010. Tan Sri Azman Hashim describes the significance of the IEA, "Excellence in the private sector is acknowledged by the government through (these) annual awards, which are handed to the best companies in various industries."

Why is having a strong brand important? Among other things, a strong brand means that the interests of stakeholders are taken care of, since the organization is delivering what is expected. For MMU customers, the students, this means that they are imbued with value during the duration of their course, which is reflected in the high employability of MMU graduates. With the value of our graduates well taken care of, the university can now look to build on other factors important to a university's branding, such as R&D output and commercialization.

Prof. Rasat said, "This award is very meaningful, as it allows us to benchmark ourselves. The tertiary education sector is very competitive. Although we have taken steps to differentiate and improve ourselves, by becoming a research-intensive university for example, it is always good to get feedback like this to know that we are on track."

The Brand Excellence Award (Services Professional) is one of the major categories of awards in the Industry Excellence Award (IEA) 2010. This year marks the twentieth year the awards have been given out. According to committee chairman Tan Sri Azman Hashim, every nominee was evaluated by various technical committees comprising of representatives from both public and private sectors. The entire evaluation process took six months.

"This award is highly appreciated by the university and it acknowledges the effort and dedication MMU has put into building an all-around excellent university," said Prof. Rasat.

This is not the first time MMU has won an Industry Excellence Award. The first time was in 2005, when we were honoured with the Industry Excellence Award 2004 - Export Excellence Award in Education. We hope this means the university is reaching even greater heights. To all MMU staff and students, congratulations for this win!