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UNIVERSITI TEKNOLOGI MALAYSIA

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OUR REF.:

## **KENYATAAN MEDIA**

### **HEBAHAN SEGERA**

#### **FORUM AVIATION INDUSTRY: THE WAY FORWARD**

International Business School Universiti Teknologi Malaysia (UTM IBS) proudly invites the public to join UTM IBS: Innovation and Business Strategies Discourse, entitled Aviation Industry: The Way Forward on 14<sup>th</sup> May 2016. This forum precipitates UTM IBS intention in developing a new area of specialization under its MBA program that will begin in 2017, that is MBA in Aviation Management. The details of the forum as per below:

Title: Aviation Industry: The Way Forward

Time: 2:00 pm – 4:00 pm

Venue: Dewan Seminar, UTMKL

Date: 14 May 2016

In this discourse, we will be having distinguished speakers namely, the Director General, Dato Seri Azharuddin Abdul Rahman, from Department of Civil Aviation, Mr. Azmir Zain, The Chief Operating Officer of Malaysia Aviation Commission, and Mr. Mohshin Bin Shri Abdul Aziz, Associate Director, Maybank Investment.

This forum is in tandem with our country and industry needs. While the global aviation industry continues to grow rapidly, profit margins for certain aviation industry providers can be razor thin if strategies, costs and other operational efficiencies are not well taken care. Hence, what would the best runway to revive and sustain Malaysia as one of the fastest growing aviation markets?, the aviation industry in Malaysia is also growing rapidly. What can we learn from the past; how can we leverage on the current time in order to soar higher in the future? These are some of the perspectives which we would intend to discuss along this IBS Discourse. This forum, we will discussing the past 5 years situation in the Aviation Industry, current trend in the aviation sector, and what is the future of aviation industry in Malaysia.



INTELLECTUAL  
PROPERTY AWARD 2010  
Organisation Category  
2006, 2009 & 2010



MERDEKA AWARD 2009  
Outstanding Scholastic Achievement and  
Health, Science & Technology



Reader's Digest  
TRUSTED BRAND 2010  
University Category

It is expected that this forum will give benefit to the participants and strengthens the ties between UTM IBS and industry as we collaborate together through the lens of post graduate business education.

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