



UECSB

Unit Latihan dan Konsultansi  
TRAINING AND CONSULTANCY UNIT

Universiti Utara Malaysia

UNIT LATIHAN DAN KONSULTANSI

UNIUTAMA EDUCATION AND CONSULTANCY SDN. BHD. (945736 D)

(Subsidiary of Uniutama Management Holdings Sdn. Bhd.)

Pusat Pendidikan Profesional dan Lanjutan (PACE)

06010 Sintok, Kedah Darul Aman, Malaysia.

Tel : 04-9284637/40

Email : ulk.uecsb@uum.edu.my Website: www.uecsb.com.my

"MUAFAKAT KEDAH"

มหาวิทยาลัยทักษิณ

รับ... 2022... วันที่... 5... 2561

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UECSB-UTRACY/LECUF/TSU/05-2018/L159

27 MAY 2018

President  
Thaksin University (TSU)  
140 Kanchanawanit Road,  
Muang Songkhla 90000,  
Thailand.

Dear Sir,

Greetings from UTRACY, Universiti Utara Malaysia

**INVITATION TO JOIN THE 1<sup>st</sup> LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018**

The above matter is kindly referred to.

Unit of Training and Consultancy (UTRACY) is a unit under Uniutama Education and Consultancy Sdn. Bhd. (UECSB); meanwhile UECSB is a subsidiary of Uniutama Management Holding Sdn. Bhd. (UMHSB). UMHSB is wholly own by Universiti Utara Malaysia (UUM), Sintok, Kedah. UTRACY focuses on training and professional development, Consultancy, English Management Programmes, Education and International Relations.

UECSB, will be organizing the **1<sup>st</sup> Leadership and Cultural Forum for ASEAN University Student leaders 2018** from **9<sup>th</sup> September** to **15<sup>th</sup> September, 2018** at our beautiful campus in Kedah, Malaysia. The forum is specially organised to strengthen the fraternity among university student leaders in ASEAN. The forum offers a platform and congregation among ASEAN student leaders to enhance students leadership skills, develop network, enhances rapport, learn different cultures, discuss issues and challenges that are relevant to build a greater and united ASEAN among future leaders.

Following are more details on the forum for your perusal and consideration :

Program title	: <b>1<sup>st</sup> Leadership and Cultural Forum for ASEAN University Student Leaders</b>
Forum theme	: <b>Building Synergy for a Greater ASEAN</b>
Dates	: <b>9<sup>th</sup>-15<sup>th</sup> September, 2018</b>
Venue	: <b>Universiti Utara Malaysia, Sintok Kedah, Malaysia</b>
Participants	: <b>University Student Leaders (Students Representative Council)</b>

Registration fee : **USD380.00 per student**  
(Which include full accommodation,  
three meals a day, certificate of attendance,  
forum materials, leisure and visitations, and  
momentous)  
Forum format : Invited and plenary speakers, round table  
discussions, visitations, leisure and cultural activities

We call your esteemed university participations by sending us **SIX (6) student leaders** to be part of the 200 student delegation to the forum. Your kind cooperation and consideration to the above matter is appreciated. Attached is a RSVP form for your kind action. Kindly confirmed your institution participation before **1<sup>st</sup> August, 2018**.

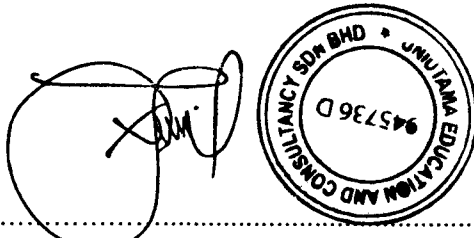
For further information, please contact Mdm. Shahida Husna binti Jamaludin at husna.uecsb@gmail.com **(013-4620248/ 04-9284637)** or Ms. Roshidah binti Mohamed at roshidah.uecsb@gmail.com **(019-4170219 / 04-9284640)**.

Thank You.

*Cultivating Knowledge, Inspiring Excellence.*

Best Regards,

**UNIUTAMA EDUCATION AND CONSULTANCY SDN. BHD.**



**ASSOCIATE PROF. DR. FAIROL BIN HAJI HALIM, BCK**  
General Manager  
Uniutama Education and Consultancy Sdn. Bhd. (UECSB)

## List of Attendance The 1<sup>st</sup> Leadership and Cultural Forum for ASEAN University Student Leaders

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## PROGRAMME DETAILS

Dates  
9<sup>th</sup>-15<sup>th</sup> September 2018

Venue  
Universiti Utara Malaysia



## REGISTRATION FEE

USD 380.00 PER STUDENT  
(Inclusive full accommodation, three meals a day, certificate of attendance, forum materials, leisure and visitations and momentus)

# THE 1<sup>ST</sup> LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018



## FORUM THEME

Building Synergy for a  
Greater ASEAN



## CONTACT US

Email:  
utracy.uecsb@gmail.com

Tel:  
04-928 4637/40/43

Facebook:  
UTRACY UECSB UUM



## SYNOPSIS

Our Training and Consultancy Unit known as UTRACY which is owned by Uniutama Education and Consultancy Sdn. Bhd. (UECSB), Universiti Utara Malaysia will be organizing the 1st Leadership and Cultural Forum for ASEAN University Student Leaders 2018 from 9th July to 15th September, 2018 at our beautiful campus in Kedah, Malaysia. Our young student leaders are the future leaders and movers of our nation. Together we want to establish a greater ASEAN with leaders who are global thinkers for the betterment of our fraternity. This intended forum will strengthen the fraternity among university student leaders in ASEAN. Most importantly LECUF 2018 offers a platform and congregation among ASEAN student leaders to enhance students leadership skills, develop network, enhances rapport, learn different cultures, discuss issues and challenges that are relevant to build a greater and united ASEAN among future leaders.

## OBJECTIVES

LECUF 2018 will be established to be an annual gathering for student leaders from universities around ASEAN. The event will be held in Universiti Utara Malaysia from 9th to 15th September 2018 to:

- ✓ Enhance and improve students' leadership skills.
- ✓ Help students to examine their own and others' intrinsic and extrinsic motivations as a leaders.
- ✓ Use their minds and communications skills to constructively engage and collaborate with others.
- ✓ Enhance experiences and knowledge which can be beneficial at the individual, societal and international levels in the future.
- ✓ Help students to learn and understand different cultures in Malaysia.
- ✓ Foster understanding on the good relations and cooperation between ASEAN countries
- ✓ Promote education on ASEAN within and outside of the region in various dimensions; such as political-security, economic and social-cultural perspectives.





Unit Latihan dan Konsultansi  
*Unit of Training and Consultancy*  
Uniutama Education & Consultancy Sdn. Bhd.  
**Universiti Utara Malaysia**

# **PAPERWORK THE 1<sup>ST</sup> LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018**

**9<sup>TH</sup>-15<sup>TH</sup> SEPTEMBER 2018  
UNIVERSITI UTARA MALAYSIA, SINTOK, KEDAH**

**Organizer:**

**UNIT OF TRAINING AND CONSULTANCY (UTRACY)  
UNIUTAMA EDUCATION AND CONSULTANCY SDN. BHD. (945736 D)  
(Subsidiary of Uniutama Management Holdings Sdn. Bhd.)  
Pusat Pendidikan Profesional dan Lanjutan (PACE)  
06010 Sintok, Kedah Darul Aman, Malaysia.  
Tel: 04-928 4637/40/43/44/45  
Faks: 04-928 4605**

## **PAPERWORK THE 1ST LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018**

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### **SYNOPSIS**

Our Training and Consultancy Unit known as UTRACY which is owned by Uniutama Education and Consultancy Sdn. Bhd. (UECSB), Universiti Utara Malaysia will be organizing the **1st Leadership and Cultural Forum for ASEAN University Student Leaders 2018** from **9<sup>th</sup> July** to **15<sup>th</sup> September, 2018** at our beautiful campus in Kedah, Malaysia. Our young student leaders are the future leaders and movers of our nation. Together we want to establish a greater ASEAN with leaders who are global thinkers for the betterment of our fraternity. This intended forum will strengthen the fraternity among university student leaders in ASEAN. Most importantly LECUF 2018 offers a platform and congregation among ASEAN student leaders to enhance students leadership skills, develop network, enhances rapport, learn different cultures, discuss issues and challenges that are relevant to build a greater and united ASEAN among future leaders. The forum also encourages students to identify ways they can practice leadership on campus, in their home communities, in city, regionally and globally.

### **OBJECTIVES**

LECUF 2018 will be established to be an annual gathering for student leaders from universities around ASEAN. The event will be held in Universiti Utara Malaysia from 9<sup>th</sup> to 15<sup>th</sup> September 2018 to:

- i) Enhance and improve students' leadership skills.
- ii) Help students to examine their own and others' intrinsic and extrinsic motivations as a leaders.
- iii) Use their minds and communications skills to constructively engage and collaborate with others.
- iv) Enhance experiences and knowledge which can be beneficial at the individual, societal and international levels in the future.
- v) Help students to learn and understand different cultures in Malaysia.
- vi) Foster understanding on the good relations and cooperation between ASEAN countries.

**PAPERWORK THE 1ST LEADERSHIP AND CULTURAL FORUM FOR ASEAN  
UNIVERSITY STUDENT LEADERS (LECUF) 2018**

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- vii) Promote education on ASEAN within and outside of the region in various dimensions; such as political-security, economic and social-cultural perspectives.

### **PROGRAM DETAILS**

Program Title	: <b>1<sup>st</sup> Leadership and Cultural Forum for ASEAN University Student Leaders (LECUF) 2018</b>
Forum Theme	: <b><i>Building Synergy for a Greater ASEAN</i></b>
Dates	: <b>9<sup>th</sup>-15<sup>th</sup> September, 2018</b>
Venue	: <b>Universiti Utara Malaysia, Sintok Kedah, Malaysia</b>
Participants	: <b>University Student Leaders (Students Representative Council)</b>
Registration Fee	: <b>USD380.00 per student</b> (Inclusive full accommodation, three meals a day, certificate of attendance, forum materials, leisure and visitations and momentous)

### **TARGET AUDIENCES**

This forum is targeted for ASEAN's university student leaders at their respective universities. These may includes:

- Student leaders Council Members at respective ASEAN universities.
- Student leaders within various associations, clubs at respective ASEAN universities.
- Any registered students from the respective ASEAN universities.

### **DURATION**

The forum is customized and planned for a **SEVEN (7) days session** will be held from **9<sup>th</sup> July to 15<sup>th</sup> September 2018**.

## **METHODS**

Various methods would be used to ensure optimum level of participants' comprehension and participation. The methods are based on the following details:

- i) Invited and plenary speakers
- ii) Round table discussions
- iii) Written and/or short documentary, group exercise and role play
- iv) Leisure and cultural activities
- v) Visitation around Kedah and Penang



**PAPERWORK THE 1ST LEADERSHIP AND CULTURAL FORUM FOR ASEAN  
UNIVERSITY STUDENT LEADERS (LECUF) 2018**

**TENTATIVE**

**THE 1<sup>ST</sup> LEADERSHIP AND CULTURAL FORUM FOR  
ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018**

**9<sup>TH</sup> – 15<sup>TH</sup> SEPTEMBER 2018**

**UNIVERSITI UTARA MALAYSIA**

DATE / DAY	TIME	ACTIVITIES
<b>9<sup>th</sup> Sept 2018 (Sunday)</b>	9:00 am – 12:30 pm	Early Registration (all participated universities)
	12:30 pm – 2:00 pm	Lunch
	2:00 pm – 5:00 pm	Continue of Registration
	5:00 pm – 8:00 pm	Free & Easy
	8:00 pm – 10:30 pm	Dinner & Opening Ceremony
	10.30 pm	Free & Easy, Rest
<b>10<sup>th</sup> Sept 2018 (Monday)</b>	7:00 am – 9:00 am	Breakfast
	9:00 am – 10:00 am	<b>Ice Breaking</b>
	10:00 am – 12.30 pm	<b>Sharing Session</b> "Effective Leadership with NLP Strategies for Students by Associate Prof. Dr. Hisham Dzakiria"
	12.30 pm – 2:00 pm	Lunch, Rest, Zohor Prayer
	2.00 pm – 6:30 pm	<b>Campus Tour</b> -Library Visitation -Cultural & Arts Centre UUM -Jungle Tracking to Hidden Lake -Visit Pokok Tiga Beradik
	6:30 pm – 8:00 pm	Dinner
	8:00 pm – 10:30 pm	Practise for Cultural Night
	10.30 pm	Free & Easy
<b>11<sup>th</sup> Sept 2018 (Tuesday)</b>	6:30 am – 7:30 am	Breakfast
	7:30 am – 1:00 pm	<b>Let's Tour de Kedah Darul Aman</b> -Kedah Paddy Museum -Sultan Abdul Halim Gallery -Zahir Mosque -Alor Setar Tower
	1:00 pm – 2:30 pm	Lunch
	2:30 pm – 3:30 pm	<b>Group Activities</b>

**PAPERWORK THE 1ST LEADERSHIP AND CULTURAL FORUM FOR ASEAN  
UNIVERSITY STUDENT LEADERS (LECUF) 2018**

	3:30 pm – 6:30 pm	<b>Sharing Session</b> "Lead Change and Shared Vision"
	6:30 pm – 9:00 pm	Dinner
	9:00 pm	Rest & Easy
<b>12<sup>th</sup> Sept 2018 (Wednesday)</b>	6:30 am – 7:00 am	Breakfast
	7:00 am – 6:30 pm	<b>Penang Trip</b> "Our Culture, Our Way on Life on Balance" -Penang Hill -Fort Cornwallis Penang <b>Lunch</b> -Kek Lok Si -Penang Street Arts Gurney Plaza
	6:30 pm – 9:00 pm	Dinner and Free & Easy
	9:00 pm – 10:30 pm	Back to UUM
	7:00 am – 9:00 am	Breakfast
<b>13<sup>th</sup> Sept 2018 (Thursday)</b>	9:00 am – 10:30 am	UUM Convention Centre <b>Sharing Session</b> "Zero to Hero by our Captain Industry" <b>Q &amp; A Session</b>
	10:30 am – 12:30 pm	<b>Forum &amp; Discussion Session</b> "Building Synergy for a Greater ASEAN"
	12:30 pm – 2:00 pm	Lunch, Rest, Zohor Prayer
	2:00 pm – 4:00 pm	<b>Go Cart Session</b>
	4:00 pm – 7:00 pm	<b>Indoor Game Activity</b>
	7:00 pm – 8:00 pm	Dinner
	8:00 pm – 10:30 pm	Practise Cultural Performances
	10:30 pm	Free & Easy
	7:00 am – 9:00 am	Breakfast
<b>14<sup>th</sup> Sept 2018 (Friday)</b>	9:00 am – 12:30 pm	<b>Sharing Session</b> "Empower and Inspire People"
	12:30 pm – 2:30 pm	Lunch, Rest, Zohor Prayer
	2:30 pm – 6:30 pm	Rehearsal for Cultural Night Performances
	6:30 pm – 8:00 pm	Dinner
	8:00 pm – 11:30 pm	<b>Closing Ceremony &amp; Cultural Night Performances</b>
	11:30 pm	Back to Hostel, Rest
	7:00 am – 9:00 am	Breakfast
<b>15<sup>th</sup> Sept 2018 (Saturday)</b>	9:00 am – 12:00 pm	Free & Easy Check Out