

## **2015: DRIVING EXCELLENCE**

Assalamualaikum wm wbr  
Salam Sejahtera, Salam 1USM, Salam 1Malaysia

I wish you all a Happy New Year 2015. We have all gone through 2014. No doubt, it was a year filled with great challenges. I believe we and all Malaysians are still mourning and sad over the loss of lives in the twin tragedies of MH370 and MH17 including the loss of a USM lecturer candidate who was among the passengers on board flight MH17 that crashed in Ukraine.

USM faced a number of challenges as well. However, as we look back, what really matters most are the many successes that we have achieved through research and innovation, creativity and quality, and through producing outstanding researchers and personalities who are well known in their respective fields at the national and international level as well as other successes and accomplishments that we are proud of. In fact, I am grateful because we are able to continue to strengthen our management and administration based on good governance to ensure that we are implementing quality management that advocates for integrity and accountability at all levels.

Therefore, 2015 is a year for us to drive excellence with the 9 thrusts that we have put together in the APEX University. It is the year for us to realise the true meaning of APEX by leveraging our strengths together to make changes, to work together in the existing connected ecosphere so that we could contribute effectively to the transformation of higher education for a sustainable tomorrow.

We need to realise the meaning of APEX through the various mechanisms such as research, innovation, invention and creativity, funding and financial sustainability, good governance, human resource development and empowerment, and continuous talent development.

APEX means that we make the best use of every resource that we have and mobilise all our efforts in achieving the goal, mission and vision that is based on our motto We Lead. APEX means that we are fully committed to elevate our institution to a higher level within the spirit of unity, voluntarily helping those who are in need, those who are marginalised and to be involved in community engagement for the sustainability of the bottom billion in the spirit of 1USM.

We will strengthen all the initiatives that we have carried out so far and start new initiatives including programmes for undergraduates and postgraduates, entrepreneurship and volunteerism, APEX Scholar, programmes that produce students with global mindset and many more. We will also strengthen the efforts of the various programmes based on sustainability, global connectedness, community engagement, knowledge transfer and local wisdom which will be undertaken in research and commercialisation and other programmes that strive to educate the community for the benefit of the community and the nation's development.

Once again, I wish everyone Happy New Year 2015. I pray that the Almighty Allah swt will continue to grant USM more successes in our endeavour to become a world-class university. Let us continue to work wholeheartedly and hand in hand in driving excellence in our beloved university.

Wabillahi taufiq wal hidayah wassalamualaikum warahmatullahi wabarakatuh and thank you

<https://www.youtube.com/user/usmcast>