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## APUCEN AN IDEAL PLATFORM TO CREATE A BETTER FUTURE FOR THE PEOPLE



PENANG, 25th April 2017 – The Asia-Pacific University-Community Engagement Network (APUCEN) which was officially launched in 2011, has now grown bigger with a total number of 90 members from 19 countries worldwide and with the aim of creating a better future for the people.

According to the Vice-Chancellor of Universiti Sains Malaysia (USM) and President of APUCEN, this network prescribes to the idea about the world connecting to each other, sharing the same philosophy on how to create a better future for the people.



"APUCEN has moved beyond institutional outreach and the extension of services, and is now aiming at bringing and positioning sustainable societal transformation.

"APUCEN provides an ideal platform to design the future for the people by integrating the knowledge from the industry-academia-community linkages, to maximize resources and minimize the overlapping of knowledge and manpower to tackle societal issues," said Asma during the Opening Ceremony of the 3rd APUCEN Summit 2017 recently.





She also added, APUCEN has since opened its doors to corporate members and the idea of an APUCEN Student [Chapter@University \(mailto:Chapter@University\)](mailto:Chapter@University), and is committed to expanding its university-community engagement activities, besides fulfilling the Corporate Social Responsibility (CSR) with its fellow corporate members.

The APUCEN Summit 2017 has been successfully held, with an encouraging attendance of 43 institutions from 10 countries, mainly from South Africa, Indonesia, Philippines, Pakistan, and Nepal among others.





The Minister of Higher Education Malaysia, Dato' Seri Idris Jusoh officiated the opening ceremony for the event, with the objective of promoting and instilling university-community engagement concepts and values to the staff and students in institutions of higher learning.

Text: Marziana Mohamed Alias



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