

Media Release

MEDACT FOR YOUNG BUDDING CREATIVE TALENTS OF KLMUC

Kuala Lumpur Metropolitan College Hosts 'Mediapreneurship' Dialogue and Workshop for Media Students

Kuala Lumpur, 19th December 2014- In a bid to enhance students "Real World Practice" which it actively advocates, Kuala Lumpur Metropolitan University College (KLMUC) recently hosted MEDACT 2014 at its campus in Menara Tun Ismail Mohd Ali (TIMA). MEDACT which denotes Media and Act encompasses a day dedicated to "Mediapreneurs" in which students had the opportunity to immerse themselves in the world of the media and creative talent industry.

An inaugural event for students from the faculty of Media Studies, MEDACT is aimed at young budding talents who wish to turn their passion for media into a viable start up. The event drew a total of 100 students with the objective of assisting youths on the challenges of the 'Mediapreneurship' world and how to succeed in the niche market of creative talent.

MEDACT 2014 was officiated by the Chief Executive Officer of Ekuinas, Dato' Abdul Rahaman Ahmad while the Vice Chancellor of Kuala Lumpur Metropolitan University College, Prof Dr Hairi Abu Bakar provided the opening remarks. Also present at the event was the Chief Executive Officer of Kuala Lumpur Metropolitan University, Mohamad Hj. Kamal Nawawi.

Renowned guest speakers such as Fauziah Ahmad Daud and Caprice Music Group were present to give a talk on "Empowering Mediapreneurs". Farhana Qismina, who won the Best Supporting Actor Award at the Screen Awards 2012 was also present, amongst other prominent names and hosted a workshop titled "Lets Act".

MEDACT 2014 also offered an unprecedented opportunity for students to learn, acquire and gather insights on the industry, at the same time, enlighten students of the business opportunities and the profits that can be reaped from the industry.

On the day, screen work of the students that portrayed their innate skills of creativity were also showcased to the focus group, which consisted of local film makers, film critics, script writers and actors.

“We held this event as it is a good avenue for our students to learn the works and know-how of creative media, as we have a lot of budding talents from our faculty and MEDACT is a good platform for them to leverage on their talent,” said Cosmopoint Group of Companies Chief Executive Officer Mohamad Hj. Kamal Nawawi.

“I have really enjoyed this event today as I’ve always had a passion for creative media but I never knew that the right means of turning it into a successful career, through the awareness created from MEDACT, I can now build on from my talent and I look forward going into the real working world with the knowledge that I’ve acquired,” said Umi Atiqah Bt Ahmad Faaiz from the faculty of Media Studies

“We will definitely look into hosting more of such events, as MEDACT embodies “Real World Practice’, which is the core motto of our university. Industry experts, students, the media, lecturers all coalesced for this one event and we could not be happier that our students had the opportunity to experience this added Mohamad Hj. Kamal Nawawi.

END

Kuala Lumpur Metropolitan University College

Kuala Lumpur Metropolitan University College (KLMUC) is a progressive and innovative higher learning institution with seven distinctive faculties offering over 50 programs. Established in 2006, KLMUC currently offers Foundation, Diploma and Degree programs that inculcate 'Real World Practice' as a pathway to professional success. KLMUC also prides itself in continuously developing relevant programs to meet students' needs. The academic programs, are developed through close consultation with business and industry partners, the public sector and professionals. For more information, please visit at www.klmu.edu.my.

About Cosmopoint Sdn. Bhd.

Kuala Lumpur Metropolitan University College (KLMUC) and Cosmopoint College of Technology (CiCT) is a member of the Cosmopoint Group of Companies, a well-established higher learning institution with over 20 years of experience in providing practical learning experiences with a diversified curriculum to meet current market demand. KLMUC is a City Campus in KL has 12 CiCTs which are spread nationwide. The Cosmopoint Group of Companies is majority owned by Ekuiti Nasional Berhad (Ekuinas), the government-linked private equity fund management company that promotes equitable and sustainable bumiputera economic participation through the creation of Malaysia's next generation of leading companies.

Issued by: SPRG

On behalf of: Kuala Lumpur Metropolitan University College (KLMUC)

For further information, please contact:

- Kamini Rajendran at 016 2466574 / kamini.rajendran@sprg.com.my
 - Sharifah Shahrizal Syed Basharuddin at 017 9887987 / sharifah.basharuddin@sprg.com.my
-