

OFFICIATING ADDRESS
PROF. DATUK DR. SHAHRIN BIN SAHIB
VICE CHANCELLOR, UTeM

ICOHAT 2016

17 August 2016 (Wednesday), 8.30 am

Avillion Hotel Melaka

Bismillah Hirrahman Nirrahim

Assalamualaikum Warahmatullahi Taala Wabarakatuh

Salah Sejahtera, Salam Satu Malaysia

Salam Melaka Maju Negeriku Sayang, Negeri Bandar Teknologi Hijau,
Melaka 754 tahun, Melaka Maju Fasa 2, Berkat, Tepat, Cepat.

SALUTATION:

Yang Berbahagia Prof. Dr. Izaidin bin Abdul Majid

Deputy Vice Chancellor (Student Affairs), UTeM

Yang Berbahagia Dr. Zawiah binti Mat

Dean, Centre for Languages & Human Development, UTeM

Yang Berusaha Assoc Prof. Dr. Ahmad Rozelan bin Yunos

Dean, Institute of Technology Management and Entrepreneurship,
UTeM

Yang Berusaha Dr. Mahadi bin bin Abu Hassan

Program Director of ICOHAT 2016

**Yang Berbahagia Emeritus Professor Dato' Dr. Ibrahim Ahmad
Bajunid and**

Mr Amrizal bin Abdul Majid

Keynote Speaker

Assistant Vice Chancellor, Senior Officers of UTeM, Distinguished Participants, Members of the Organizing Committee, Media Partners, Guests, Ladies & Gentlemen

1. It gives me great pleasure to welcome all the speakers, participants and guests to **The International Conference on Humanities and Technology, ICOHAT 2016**. I am pleased to announce that this is an inaugural conference, which is jointly organised by the Centre for Languages & Human Development and Institute of Technology Management and Entrepreneurship, Universiti Teknikal Malaysia Melaka.

2. I am indeed thrilled when informed that this conference has succeeded in attracting an impressive number of international participants from Corporación Universitaria Americana, Charles Darwin University Australia, Kasetsart University Thailand and Universitas Muhammadiyah Surabaya. On behalf of UTeM and the organizing committee, I would like to bid a special welcome to all the delegates and participants to ICOHAT 2016 and to the Historical City of Melaka, a city proclaimed as UNESCO's world heritage site where much of its 754 years of glorious history where the imprints of the Portuguese, Dutch and British are still visible in the architecture, heritage buildings and colonial structures. Allow me to recite a short Malay poem:

Pohon pauh di tepi permatang,
Pohon nangka di hujung batas;
Dari jauh tuan puan datang,
Orang UTeM menyambut ikhlas

Ladies and Gentlemen,

3. ICOHAT 2016 is a significant event that gathers the thoroughbreds of social sciences from various parts of the world, with the noble aim of sharing priceless and significant findings from their respective research in the various areas of expertise.

4. The ICOHAT 2016 is focused at “Engineering Human Development in Technology”. This theme has been specially chosen in light of today’s unrelenting requirements that surround organizations in ensuring sustainable development. This conference also serves as a platform to highlight and boost the number of high-quality and impactful publications both from researchers at UTeM as well as those from other national and international institutions.
5. Substantially, this conference is a perfect forum for participants to deliberate on issues and ideas related to the areas of Language and Communication, Civilizational Studies, Islam, Science and Technology, Human Resource Development,

Entrepreneurship, Business and many more. This will allow us to fathom a wide range of views and fruitful discussions which are far-reaching in supporting the development of research and publications in these key areas. I do hope that this opportunity paves a way for new discoveries in dealing with current issues, challenges and realities in the business and technologies of human development.

6. At this juncture, I am also delighted to mention that the papers presented in the course of this 2-day conference will be proposed to be published in a Scopus-indexed journal.

Ladies and Gentlemen,

7. As the organizer of the ICOHAT 2016, UTeM is also deeply honored to have the presence of two extremely special academics who will be sharing their vast knowledge and experience in their fields of expertise. They are:
 - i. Emeritus Professor Dato' Dr. Ibrahim Ahmad Bajunid. For more than three and a half decades, he has been the key figure in the Field of Educational Management and Leadership in Malaysia. He will be delivering a keynote on “Engineering Human Development in Technology”.

- ii. The second speaker is Mr. Amrizal bin Abdul Majid from Proton who will be speaking on “Human Development for Industry” and will be sharing his extensive experience leading Proton Automotive Technology. I am also pleased to inform that Mr Amrizal has been appointed as the Industry Advisor for the Faculty of Manufacturing Engineering of UTeM since July 2012.

Ladies & Gentlemen,

- 8. The ICOHAT 2016 will be deliberating on 72 topics from selected papers to be presented by local and international participants. Your participation in the panel discussion is instrumental in

preparing further targeted and value-added research and publication efforts.

Ladies and Gentlemen,

9. I would like to take this opportunity to thank all presenters, speakers and participants for your productive and valuable contributions throughout this conference. It is your active participation that has made this conference an excellent and fruitful endeavor. With all resolute support and commitment, we hope that this conference will establish and strengthen its identity, and continue as an annual or biennial event organized

by the Centre for Languages & Human Development, UTeM, insya Allah.

10. Last but not least, I wish all participants a successful deliberation, discussion and a pleasant meeting of minds. For our international friends, I wish you a wonderful stay in Melaka and do visit the historical sites and taste our delectable local cuisines. May this event be an insightful and highly informative experience for all and we hope to see you again in future conferences organized by Universiti Teknikal Malaysia Melaka.

Gadis Melayu Berhati Gundah;
Manis wajahnya pandang tak jemu,
ICOHAT 2016 Bermula Sudah;
Mengumpul Sarjana Memberkas Ilmu

11. On that note and with the kalimah of “Bismillah hirrahmaa nirrahiim”, in the name of Allah the most merciful, the Most Compassionate, I hereby declare open the International Conference On Humanities And Technology” (ICOHAT 2016). Thank you and Assalamualikum WBT.