

TEKS UCAPAN

YBHG. PROFESOR Ts. Dr. MASSILA BINTI KAMALRUDIN

NAIB CANSELOR UTeM



BELT AND ROAD INITIATIVE SYMPOSIUM

8 OGOS 2022, 10.00 PAGI,

اونيومر سيمتو، تكتنيكا، ملسيا ملاك

AUDITORIUM CANSELORI

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

The esteemed guest of honour, His Excellency (H.E) Tang Rui
Minister of the Embassy of the People's Republic of China in
Malaysia

**The esteemed guest of honour, Yang Berhormat Datuk Rais
Bin Datuk Wira Yasin**
Malacca State Education and Technology Exco

Yang Berbahagia Datuk Koh Chin Han
Chairman of Malacca Port Authority

Yang Berusaha Mr. Ian Neo Chee Hua
The Chief Executive Officer (CEO) Southeast Asia Research
Centre for Humanities (SEARCH)

Yang Berusaha Mr. Jiang Zhong Qi

President Education Association between Malaysia and China

Yang Berbahagia Datuk Wira Gan Tian Loo

UTeM Senior Officers

And all UTeM Family

Assalamualaikum Warahmatullahi Wabarokatuh

Salam Sejahtera

Salam Keluarga Malaysia

Salam Keluarga UTeM

INTRODUCTION

1. Alhamdulillah, we are deeply grateful to Allah SWT for His abundant grace that allows us to be together this morning in the Belt and Road Initiative Symposium.
2. First of all I would like to thank and congratulate the Chancellery Management and Relation Office (PPPC) together with Southeast Asia Research Centre for Humanities and Association of Belt and Road Malaysia (BRIS) for successfully organizing this symposium in UTeM. The efforts and strong commitment is much appreciated.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Ladies and Gentlemen

3. I have been told that this symposium is a series of event and already organized at Management and Science University (MSU) and University Teknologi MARA (UiTM). I am glad that Southeast Asia Research Centre for Humanities (SEARCH) and Association of Belt and Road Malaysia (BRIS) choose to organize this event in Melaka and UTeM specifically. I hope that this collaboration will sustain and we can work together for other projects in the future.

4. I also hope that this program will be a starting point for a collaboration of government to government between 2 countries whereby the collaboration can be in the area of education, research, and commercialisation. This program will be a very good introductory platform for UTeM to penetrate the China Market.

5. For today's event, the theme is **'Tourism and Technology: How Tech Revolutionizing Tourism and Travel?'** This theme is suitable in this new era whereby the tourism and travel industry nowadays depends completely on the use of technology. I myself have a lot of experience in traveling and realize that technology is very crucial in planning a trip. Booking flight tickets and accommodation, renting a car and many more needs the use of technology. So I hope that today's session will be beneficial to all of us.

6. Not only that, Melaka as one of the world's top tourism destinations can benefit from technology advancement. The spread of COVID_19 recently has caused the implementation of

the Movement Control Order (MCO) in Malaysia. Melaka which is depending on the tourism industry receive a significant impact when the border is closed. However, when the MCO is over, the use of technology advancement is really crucial in helping to develop again the tourism sector in Melaka.

7. I hope that this event will give us a chance to look into this matter and take the opportunity in using the technology advancement in developing the tourism sector in Melaka. I do believe with the help of technology, the tourism sector in Melaka will be able to thrive.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

8. Before I end this welcoming remark, once again I would like to thanks the organizing committee and to the esteemed guest of

honour, His Excellency (H.E) Tang Rui, I really hope that you enjoy spending time in the Historic City of Melaka. Thank you.

