



CFF 2026 Strengthens Students’ Readiness in Facing Workforce Challenges

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SERDANG, 21 May – Universiti Putra Malaysia (UPM) recently showcased various interactive activities focused on career development, leadership and entrepreneurship through the organisation of the UPM Career & Futurepreneur Festival 2026 (CFF 2026), held recently.

UPM Vice-Chancellor, Dato’ Prof. Ir. Dr. Ahmad Farhan Mohd Sadullah, said universities today must nurture graduates who are not only academically outstanding, but also capable of becoming job creators and future leaders.

“The working world is changing rapidly. The digital revolution, artificial intelligence (AI), automation and the gig economy have transformed the global employment landscape.

“Today’s graduates need to possess a combination of academic knowledge, soft skills, digital capabilities, critical thinking and strong entrepreneurial qualities,” he explained.



He further noted that UPM’s latest achievements in the Graduate Tracer Study (SKPG) 2025 showed a significant improvement in the quality of graduate employment in fields related to their studies, skilled job placements and the attainment of premium salaries.

“The primary role of universities today is not merely to increase employment frates, but to ensure graduates secure quality employment with good income that commensurate with their qualifications and relevant to future industry needs,” he said.

Meanwhile, the Director of the Centre of Entrepreneurial Development and Graduate Marketability, Assoc. Prof. Dr. Hizmawati Madzin, said the organisation of CFF 2026 formed part of the university’s continuous efforts to strengthen strategic networks between students and industry.

“CFF 2026 is not just a career festival, but a platform for the holistic development of the student talent ecosystem.

“Through close collaboration with industry, students are able to understand the real demands of the job market, build self-confidence and explore their potential as future entrepreneurs,” she said.

CFF 2026 Director, Muhammad Nik Baihaqi Taiki, said the festival was designed to give students the opportunity to engage directly with industry players and explore their potential beyond the classroom.

“Students today must be brave enough to try new things, build networks and master future skills. Through CFF 2026, we want students to see careers and entrepreneurship as spaces to create impact, not merely to seek employment,” he said.



Meanwhile, Siti Sufi Sofia Noriman, a Bachelor of Cell and Molecular Biology student from the Faculty of Biotechnology and Biomolecular Sciences (FBSB), UPM, said the programme provided her with early exposure to career preparation and the skills sought by industry.

“I was able to understand the importance of communication skills, time management and self-confidence before entering the workforce. As a first-year student, exposure like this is very important because I still know very little about the real working world,” she said.

The two-day festival featured a wide range of activities, including career exhibitions, industry forums, AI-based resume development sessions, student entrepreneurship programmes, e-sports competitions, youth leadership sessions and various professional development initiatives conducted in collaboration with industry partners.

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