



UPM promotes Malaysia-China youth engagement through leadership programme



By: Aimi Mohamad Farid

Photo by: Saleha Haron

SERDANG, 4 June – Universiti Putra Malaysia (UPM) strengthened Malaysia-China youth engagement and leadership development through the organisation of the Lecture and Workshop: Building a Community with a Shared Future for Humanity, bringing together students, policymakers and international representatives to foster cross-cultural understanding and global cooperation.

Organised in collaboration with the Southeast Asia Research Centre for Humanities (SEARCH), the programme focused on enhancing students' global perspectives, leadership capabilities and international collaboration through experiential learning, dialogue and creative engagement.

Deputy Minister of Economy Malaysia, Dato' Indera Mohd Shahar Abdullah, said the initiative reflects a shared commitment to preparing future leaders who are capable of navigating an increasingly interconnected world.

"This platform embodies our shared commitment to cultivating a generation of Malaysian youth who are globally-minded, innovative and well-equipped to lead in an increasingly interconnected world," he said.



Representing the Deputy Vice-Chancellor (Student Affairs and Alumni), UPM, Deputy Director of the Centre of Entrepreneurial Development and Graduate Marketability (CEM), UPM, Ts. Dr. Rosalam Che Me, said universities play a vital role in nurturing intercultural understanding and developing globally competent graduates.

"At UPM, we strongly believe that universities are not only centres for academic excellence, but also platforms for intercultural understanding, leadership development and global engagement," he said.

Meanwhile, Chief Executive Officer of SEARCH, Neo Chee Hua, said the programme strengthens Malaysia-China youth relations while equipping participants with essential skills for future international cooperation.

"More than just a lecture and workshop, this programme represents a shared vision, where young people are empowered to become catalysts for positive change, innovation and international understanding," he said.

Minister at the Embassy of the People's Republic of China in Malaysia, Zheng Xuefang, highlighted the importance of international cooperation and mutual understanding in addressing global challenges.

"This vision calls on all countries to put aside differences and join hands to build the world into an open and inclusive home for all, with lasting peace, universal security and shared prosperity," he said.

Among the key highlights was the SEED Project Workshop, an experiential learning simulation designed to strengthen teamwork, communication and problem-solving skills through collaborative decision-making activities.



Participants explored the concepts of Shared Creation, Shared Collaboration and Shared Prosperity through role-playing exercises, negotiations and resource-management challenges that reflected real-world leadership and cooperation scenarios.

The programme also featured the From Creation to Storytelling Workshop, where participants gained exposure to creative storytelling approaches and video production techniques to enhance their communication skills.

The initiative reflects UPM's ongoing commitment to providing experiential learning opportunities that support student leadership development, global engagement and stronger international partnerships.

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