

Leverage on professional linkage

BRANDING: The job market is becoming more competitive and only fresh graduates who know the strategy to market themselves well will survive.

As part of Institut Mentari's corporate social responsibility programmes and to create an opportunity for local graduates to "brand" themselves, LinkedIn representative in Singapore, Atul Harkisanka, was flown in to brief visitors at the

recent Postgraduate Open Day and Exhibition in Universiti Putra Malaysia (UPM).

The institute's chief executive officer Azroul Liza Khalid said: "Graduates and professionals should broaden their horizon to see the world as their potential employers or business partners.

"LinkedIn is one of many worldwide networks to hunt for a job or be headhunted."

The network was founded by Reid Hoffman in 2002 and has a membership of 225 million from over 200 countries.

More than 1,700 people visited the two-day event where they could register for postgraduate studies at UPM which traces its history to May 21, 1931 when it first opened its door as the School of Agriculture in Serdang.



Visitors **register** for the event.