

# 'Be creative to achieve success'

**IDEAS:** It's important to meet market requirement, says Media Prima chief

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**G**RADUATES must not only possess creative thinking skills, but also the ability to create opportunities through new ideas.

These are important to enable them to fulfil the requirements of industries, in line with present developments.

Media Prima Berhad chairman Tan Sri Johan Jaaffar said it was through such abilities that they would be able to create products to meet the requirements of the global market.

He cited the successes of several world leaders, including former prime minister Tun Dr Mahathir Mohamad, whom he said had governed the country more than 20 years with his ability to think outside the box.

"Another example is the home-grown brand, Nelson's, which is famous for its iconic corn-in-a-cup.

"Look at how the company had transformed something simple, the corn on the cob, and made it trendy by selling them in cups.

"Another success story is Metro Parking. No one thought that providing parking spaces would become a thriving business.

"They started with 232 parking spots, and now, they have 70,000 with an annual revenue of RM105 million," he said in his keynote address at Universiti Putra Malaysia's (UPM) Networking Day here yesterday.

He said understanding the market and consumer needs were important to be able to remain relevant in any industry.

Present were Putra Business school chief executive officer and president Professor Arfah Salleh and UPM's student body president, Akmal Hakim Aslah.

The Networking Day, organised by Putra Business School students, is held every trimester, providing a platform to create connections between students, companies, entrepreneurs and industrial experts through interactive sessions, workshops and exhibitions.



Media Prima Berhad chairman **Tan Sri Johan Jaaffar** (right) receiving a token of appreciation from Putra Business school chief executive officer and president **Professor Arfah Salleh** (centre) at Universiti Putra Malaysia's Networking Day in **Serdang** yesterday. Pic by Abdullah Yusof