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GESC 2016: Food Festival Promotes Entrepreneurial Knowledge to Participants

SUNGAI CHUCHUH, August 16 - Global Entrepreneurship Summer Camp (GESC) 2016 organized by Universiti Malaysia Perlis has become a field to help polish students' talents to become entrepreneur.

The Vice Chancellor of UniMAP, Dato 'Prof. Dr. Zul Azhar Zahid Jamal said that GESC's main objective is to inculcate entrepreneurial values among the participants.

"We can expose them to a variety of possible options, so they can decide their own future and create jobs rather than being mere job seekers.

"Early exposure like this is important because it can train them to carry out their own projects in the future," he said when launching the Food Festival and Booth Sales in conjunction with GESC 2016 here, recently.

The Deputy Vice Chancellor for Student Affairs and Alumni of UniMAP Assoc. Prof. Dr. Mohd Fo'ad Sakdan, UniMAP Dean of Academic Affairs and also the Acting Deputy Vice Chancellor Academic and International of UniMAP, Prof Ir. Dr. Rezuwan Kamaruddin and the Assistant Vice Chancellor for Corporate Communications , Datin Prof. Dr. Zuraidah Mohd Zain were also present during the ceremony

He added that entrepreneurial knowledge can be given in various ways such as through study visits to companies and talks from successful entrepreneurs.

"In addition, participation in entrepreneurship programs and working with experienced entrepreneurs can also foster interest amongst youth," he added.

GESC 2016 was attended by 122 participants from the three countries, Bangladesh, Thailand and Malaysia as the host. The program lasts for two weeks from 7th to 21st August.

The camp allows participants to experience first hand experience on entrepreneurial knowledge through visits to factories, markets, and entrepreneurship centers.

It is a great opportunity to connect with fellow participants from different countries and the 'mentor-mentee' approach is used in GESC 2016.

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