

Press Contacts

Celest Lim
Adobe Systems Incorporated
+65 6511 9959
celim@adobe.com

Sarah Soo / Radiance Leong
Text100 Malaysia for Adobe
adobe@text100.com.my
+603 2282 2152

FOR IMMEDIATE RELEASE

Universiti Teknologi MARA leverages Adobe Creative Cloud to Prepare Students for the Knowledge Economy

Malaysia's first public university to launch a campus-wide deployment of creative tools aims to empower students with industry-relevant tools and experience to drive the country's economic growth

MALAYSIA — April 12, 2017 — Malaysia's largest higher education institution, Universiti Teknologi MARA (UiTM), today announced a long term strategic initiative in partnership with global technology leader Adobe. Over next three years, UiTM will deploy [Adobe Creative Cloud](#) at the main campus in Shah Alam, and across all 12 state campuses and 21 satellite campuses throughout Malaysia. This forward-looking move immediately positions UiTM as a leader in creative education, being the first of Malaysia's public universities to deploy industry-leading creative tools on a campus-wide basis.

With the Malaysian government targeting [RM33 billion from the creative content industry](#) towards the Gross National Income (GNI) by 2020, creative careers are certainly on the rise in Malaysia. The decision to upgrade to Adobe Creative Cloud was driven by the objective of ensuring UiTM's 165,000 students across all faculties, from Art and Design to Computer Science and IT, have relevant and up-to-date skills using industry-leading tools. The university's 18,188 staff across all faculties will also benefit from having these tools at their disposal.

As universities around the world adopt real-world solutions to ensure that students have a competitive edge when entering the workforce, this move by UiTM ensures that the university is producing a generation of creatives and designers who are working with the best technology right from the onset. Students will gain valuable experience in design and graphic tools that will benefit them throughout their careers.

"With creativity and design aptitude becoming almost a core requirement in today's knowledge economy, UiTM recognises the importance of imparting design skills and design-led thinking to students," said Vice Chancellor of UiTM, Prof. Emeritus Dato' Dr Hassan Said. "To do so, we chose the industry's best tools, Adobe Creative Cloud, to prepare our graduates for the working world and help them find employment or start their own businesses, wherever their career takes them."

"Adobe is proud to partner with UiTM to realise its mission to produce world-class graduates that will power the country's economic growth in 2020 and beyond, in line with Malaysia's National Transformation Agenda (TN50), as the country moves into the digital age with the vision of becoming a developed nation," said Wayne Weisse, Education Director for Adobe Asia Pacific. "With technology innovation evolving faster than any time in history, preparing students with the confidence and skills to join the knowledge economy and be successful continues to be a focus for Adobe. This partnership is a strong validation of Adobe's market leadership in the creative space."

The deployment of Adobe Creative Cloud has already begun at UiTM's Shah Alam main campus, and is expected to complete by April 2017 for all UiTM campuses nationwide. The deployment sees Adobe Creative Cloud installed on all on-campus devices, with UiTM staff being able to obtain off-campus access as well. Students can expect to obtain off-campus access at a later date.

Adobe Education Leaders and Campus Leaders Programs

Adobe is also delighted to welcome three of UiTM's faculty members – Dr Sharkawi Che Din and Associate Professor Dr Azhar Abd Jamil to the Adobe Education Leaders (AEL) Program, and Dr Zainuddin Ibrahim to the Adobe Campus Leader (ACL) Program respectively. These programs are education community engagement initiatives to bring together the most senior educators across the world. They aim to highlight the contributions of innovative educators who are effectively using Adobe tools and applications to promote excellence in the classroom.

Dr Sharkawi has contributed to the development of graphic design programs and other visual communication courses at UiTM, and is considered a national thought leader about creative industry education in Malaysia. On the other hand, Dr Azhar has been responsible for the setting up of graphic design programmes in Malaysian universities and colleges; while Dr Zainuddin has been involved in content development for digital learning experience at UiTM and undertakes graphic design program evaluations for colleges and universities nationwide.

About Universiti Teknologi Mara (UiTM)

Universiti Teknologi MARA (UiTM) has experienced a phenomenal growth since its inception in 1956. As Malaysia's largest institution of higher learning in terms of size and population, UiTM is surrounded with vast network and a workforce of 18,188 and it is also home to some 165,000 students.

The university offers 373 academic programmes in a conducive and vibrant environment at main campus in Shah Alam, 12 state campuses and 21 satellite campuses throughout Malaysia. UiTM furthermore is committed in making education accessible and ready to serve a broad spectrum of industries and public agencies.

Being one of Malaysia's innovative and entrepreneurial education institutions, the university's relationships with the industries have enriched its research and innovation as well as its entrepreneurial culture.

Today, UiTM draws strength from the initiatives of its founding fathers, exploring and mastering various frontiers of knowledges as it works towards reaching together greater heights and celebrating more accomplishments at home and abroad. The ultimate goal is to put UiTM on the world map.

For more information on UiTM profile and updates, visit www.uitm.edu.my, or contact Nurul Muzamel Rasidi / Intan Zuriaty Mujirimi at +603 5521 1401 / nurulmuzamel@salam.uitm.edu.my.

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