HOST

Universiti Teknologi Malaysia (UTM) is a leading innovation-driven entrepreneurial research university in engineering, science and technology. UTM is located both in Kuala Lumpur, the capital city of Malaysia and Johor Bahru, the southern city in Iskandar Malaysia, which is a vibrant economic corridor in the south of Peninsular Malaysia. In the 2018 QS World University Rankings, UTM is ranked number 53 in the “Engineering & Technology Universities” category.

The **UTM SEED 2019** Malaysia serves as an inaugural SEED programme organised by UTM, a member of ASEAN Learning Network Council (ALNC), to provide off-campus cross-cultural experiences for local and international students to formulate feasible action plans in uplifting the economic conditions of a rural community via the application of innovation research-based strategies and community-based learning.

**FEE**

USD450 – Full fee  
USD400 – ALN member/ UTM partner institutions

The fee covers the following:
- **SEED** Seminar and Workshop
- **SEED** Programme Kit
- Accommodation (Shared Room)
- Airport and Land Transfers (Domestic Transportation)
- Meal, Certificate and Tokens

The fee does NOT cover:
- Air Tickets
- Visa Fee
- Insurance during the programme

**PAYMENT INFO**

Telegraphic Transfer
*Remitter/Participant will bear all local and overseas bank charges*

Bank Name: CIMB Bank Berhad  
Account Number: 8006053536  
Swift Code: CIBBMYKL  
Bank Address: CIMB Bank Berhad Universiti Teknologi Malaysia Branch Universiti Teknologi Malaysia 81310 UTM Johor Bahru, Johor

Payable to: Bendahari Universiti Teknologi Malaysia  
Level 2, Sultan Ibrahim Chancellery Building Universiti Teknologi Malaysia 81310 UTM Johor Bahru, Johor

**CONTACT**

For further information, please contact:

Office of Undergraduate Studies  
Block L52, Universiti Teknologi Malaysia  
81310 Johor Bahru, MALAYSIA

http://www.utm.my/mytree/ss04/  
seed@utm.my, p-fadila@utm.my  
+6019 770 1969

**TO REGISTER, PLEASE VISIT:**

http://www.utm.my/mytree/application-form-ss04/

Deadline: 31 October 2019
**The Social Enterprise for Economic Development (SEED)** is an effective inter-cultural transformational leadership programme utilising social entrepreneurship as a method towards economic progress. **UTM SEED 2019**, Malaysia is organised by Universiti Teknologi Malaysia (UTM) in collaboration with ASEAN Learning Network (ALN) and the State Government of Johor.

**UTM SEED 2019**, Malaysia is a unique student-centered and socially responsible learning initiative, requiring students to work together in international multicultural teams to converge, interact and conduct on-site research in a real-life context of a developing rural communities for development of business plans.

Through **UTM SEED 2019**, Malaysia, participants will be immersed in off-campus cross-cultural learning setting in the rural areas and developing villages in Johor, Malaysia. The guided interaction with the locals as well as discussion with community leaders shall give the participants basis for developing feasible action plans for the development of socioeconomic of the targeted community. The viable enterprise plans will be presented to a panel of experts, social entrepreneurs, and community members.

**UTM SEED 2019** may award and facilitate the recognition of at least 1.5 ECTS credit based on an approximate academic workload of 40+ hours that comprises lecture series, field activities, and various learning tasks.

### Programme

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>11.11</td>
<td>DAY 1</td>
<td>Arrival of Participants in Senai International Airport, Johor, Malaysia</td>
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<tr>
<td>12.11</td>
<td>DAY 2</td>
<td>SEED Seminar, Opening Ceremony and Welcome Dinner at Universiti Teknologi Malaysia (UTM)</td>
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<td>Johor</td>
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<td>SEED Framework, Methodology Workshop and Teambuilding Activities at UTM Johor</td>
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<td>13.11</td>
<td>DAY 3</td>
<td>Departure to SEED site and Site Familiarization</td>
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<td>Courtesy Visit to the Local Government and Agencies</td>
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<td>14.11</td>
<td>DAY 4</td>
<td>Data Gathering (Focus Group Discussions and Business Development Sessions)</td>
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<td>Preparation for Presentation to the Locals</td>
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<tr>
<td>15.11</td>
<td>DAY 5</td>
<td>Presentation and Discussion of Plans with the Locals;</td>
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<td>Refinement &amp; Finalization of Plans According to Discussion Outcomes with the Locals</td>
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<td>Preparation for Presentation and Cultural Exchange</td>
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<tr>
<td>16.11</td>
<td>DAY 6</td>
<td>Cultural Exchange and Community Engagement Activities</td>
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<tr>
<td>17.11</td>
<td>DAY 7</td>
<td>Departure from Senai International Airport, Johor MALAYSIA</td>
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