

BLAZE

THE SUNWAY UNIVERSITY MAGAZINE



**A CONSCIENTIOUS
EFFORT SURROUNDING
SUSTAINABLE
DEVELOPMENT
GOALS**

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FOREWORD

FROM THE PRESIDENT

PROFESSOR SIBRANDES POPPEMA

Marching into the second half of 2022, the world feels endearing and lively while we slowly adapt to the golden post-pandemic days. It is with great pleasure that I share with you the return of physical events, meaningful Memorandum of Understanding (MoU) signings and amazing collaborations that contribute to the advancements of planetary health and the United Nations' 17 Sustainable Development Goals (SDGs).

I am proud to announce that in the recently released QS World University Rankings 2023, which ranked 1422 universities globally out of 2462 analysed institutions, Sunway University has emerged within the #601 – 650 band, a rise from its previous band #651 – 700. Sunway University has also been named as one of the world's top universities for the study of two subjects, according to the latest edition of the QS World University Rankings by Subject. Hospitality Leisure Management was ranked at #101-150 while Business Management Studies was ranked at #451-500.

To further strengthen the links between University of Cambridge and Sunway University whilst promoting strategic bilateral benefits between Malaysia and the United Kingdom, YB Datuk Seri Dr Noraini Ahmad, Minister of Higher Education (MOHE) witnessed the signing ceremony of the MoU between University of Cambridge and Sunway University through Jeffrey Cheah Foundation, in Cambridge.

We will also be celebrating the 15th anniversary of strategic partnership between Sunway University and Lancaster University. While the Lancaster-Sunway partnership initially focused on teaching, it has evolved over the years to also include research collaboration and engagement activities. From an initial cohort of 21 graduates, there are now around 4500 students who are enrolled in courses offered through the partnership. In conjunction with this milestone, Professor Andy Schofield, Vice-Chancellor of Lancaster University made a special visit to our campus to grace our convocation and gave a talk in the iconic Jeffrey Cheah Distinguished Speakers Series (JCDSS).

This issue of the Blaze magazine offers you an understanding of the many meaningful events and collaborations which have taken place on and off campus, and insights into some of the achievements within our institution.

This July issue also highlights the collaboration between Sunway University School of Arts and The Body Shop for the launch of The Body Shop's new Activist Maker Workshop. 23 students created 12 creative, sustainable art pieces with recycled plastic pegs and the theme inspired by Climate Change. We also feature a story on Campus With A Conscience and the efforts centring around SDGs.

I am optimistic that the second half of this year will bring even more students' events back on campus as things are looking way more optimistic. Please continue to stay healthy and I sincerely hope to meet you on campus.



A CONSCIENTIOUS EFFORT SURROUNDING



Written by Hailey Chung

With a resolute purpose of setting the United Nations (UN) Sustainable Development Goals (SDGs) as its bedrock, Sunway University seeks to inculcate the principles of the SDGs into both staff and students, under its homegrown "Campus With A Conscience".

Most recently, the Times Higher Education (THE) Impact Rankings 2022, the only global performance table that assesses universities against individual SDGs, has recognised Sunway University as Malaysia's foremost private university to have inculcated the goals.

The UN General Assembly has put together the SDGs, from a decade of work, as a shared guiding principle for countries to achieve a better and more sustainable future by 2030. Malaysia has been involved with the development of the SDGs since late 2014.

As for Sunway University, it has also initiated numerous initiatives. In December 2016, it was the Jeffrey Sachs Center on Sustainable Development (JSC).

JSC was borne out of a partnership between the Jeffrey Cheah Foundation (JCF) and the UN Sustainable Development Solutions Network (SDSN). The Center is named after its chair, Professor Jeffrey D. Sachs, a renowned global expert in sustainable development.

THE JEFFREY SACHS CENTER ON SUSTAINABLE DEVELOPMENT

At the time of writing, Kong Phui Yi, outreach and education executive at JSC, hinted that there is an ongoing project on kindness being developed. She works with multiple stakeholders to advance the achievement of the SDGs. She is particularly interested in social inclusion, capacity building, civic empowerment, and multi-sectoral partnerships for sustainable development.

Kong has been involved with several major projects. One of her maiden significant tasks, back in 2019 to 2020, was preparing the University to participate in the Universitas Indonesia Green Metric (UIGM) World University Ranking, which measures green campus sustainability and environmental management efforts.

Incidentally, Sunway University leapt 193 places, emerging from the prior 473rd position to the 280th, in the 2021 UIGM ranking announced last December. The ranking took into account 956 universities worldwide.

Kong said she was later entrusted to mobilise expertise on sustainable development knowledge to generate questions for the "Are You the Master of Sustainability?" board game launched in September 2020 which was developed by the University to create awareness and understanding of the 17 SDGs.

Presently, the board game is part of the Sunway Group New Hires Orientation programme agenda to educate new employees on environmental, social, and governance (ESG) and SDGs.

In 2021, Kong then coordinated a team of 40 academics, in and out of Sunway University, to translate all of Professor Jeffrey Sachs' course videos on "How to Achieve the SDGs?" into the Malay language. This was launched in September 2021 and presented at the briefing to Malaysian leaders organised by Tan Sri Jeffrey Cheah's office in April 2022.

"Aligning my day-to-day tasks with a larger development agenda of sustainable development gives me a greater sense of purpose. As an admin staff with responsibilities spanning research and stakeholder management, I have used a sustainable development framework to inform my work paradigm."

"The multiple disciplines inherent in achieving sustainable development is a gift as it challenges my approach to project conceptualisation, planning and execution," she said.

Kong was a graduate of the Sunway University Master in Sustainable Development Management inaugural cohort and counts it a privilege to plough her education back into the institution.

"The Center is home to a multidisciplinary team of professors who work cross-sectorally to achieve the nation and region's sustainable development agenda. Being a part of this diverse team has fostered in me a means to think from the perspectives of governance, environmental science, public policy and civil society. Sunway University's mandate to contribute to the sustainable development agenda of the nation has inadvertently instilled in me a comprehensive range of skills. For this, I am grateful," she communicated.

Her colleague, Shannon Dorothy Kobran, relates and shares the same sentiment from the variety of sustainable initiatives that Sunway University lives and breathes in.

Kobran said she has SDGs at the core of everything that she does in her role as the KL Office lead for the SDG Academy, SDSN's flagship project on education.

UN SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK'S SDG ACADEMY

The SDG Academy is a public education initiative championing SDG 4 (Quality Education) with a special focus on SDG Target 4.7 – calling on all learners to acquire knowledge and skills needed to promote sustainable development.

The SDG Academy works with the world's leading experts on sustainable development to create free online educational resources for the public to access the knowledge to take action on the SDGs.

"I am proud that, with our new home at Sunway University, the SDG Academy has been able to use our resources and expertise to support SDG teaching and learning on campus. In January 2022, we helped design an interdisciplinary MPU (*Mata Pelajaran Umum*) on 'Sustainable Development in Malaysia'."

"Students learnt the basics of sustainable development from SDG Academy's expert lecture videos, which were then put in a Malaysian context by Professor Leong Choon Heng of Sunway's JSC," Kobran told.

She added that the course also introduced students to tools and resources that help them better understand the state of sustainable development in Malaysia. At the end of the course, students were tasked with researching a local problem and proposing a solution based on what they have learnt.

Besides students, Kobran said faculty and staff, too, should have a baseline knowledge of sustainable development. With that, the SDG Academy, together

with the Human Resources Department, created a mandatory online training module for all Sunway Education Group employees.

The content focuses on the crucial role of educational institutions in advancing sustainable development and prompts learners to examine how they can contribute to the achievement of the 2030 Agenda from home, campus, country, and beyond.

"By sharing the SDG Academy's learning resources with Sunway, and other educators around the world, we can expose a whole new cohort of learners to the SDGs, and hopefully inspire further learning and action on the topics most meaningful to them," Kobran expressed.

SDG-INFUSED ACTIVITIES FOR STUDENTS

Three students, who are part of the Sunway Environment Society (SES), unanimously agreed that a campus that values and supports SDGs would help students develop a deeper understanding of global issues, a key factor as they are moulded into the next generation of global leaders.

They said Sunway's facilities and programmes enabled students to get deep-dives into SDG-related topics, such as education, poverty and hunger, while being stirred towards participating in local and global community activities to tackle these problems.

Aisha Sheikh, the President of SES, said she did not realise the amount of influence human beings had on their surroundings, especially when she was growing up. Her life was changed forever after she stepped into University life and joined SES, simply out of her love for planting trees and hiking at first.

"It has given me new perspectives on various local and global challenges faced by communities today. It helped me develop respect and passion in caring for others, as well as critical thinking skills to come up with solutions for real-world problems."

"Something I appreciate that has personally impacted me is being grateful and content with what you have and being a giver to the people and environment," said the 21-year-old.

The Bachelor of Information Technology student recalled working as a volunteer at Sunway FutureX, an urban farm started by Sunway Group that focuses on making use of agri-tech to produce revolutionary solutions to growing food.

Other ongoing projects of SES include collaborations with other universities and hiking expeditions for students. Very soon, they will also be joining a river-cleaning campaign.

For Aisha, a long-time hiking aficionado, her favourite SES venture was naturally their hiking expeditions, as it allowed students to forge new connections out in mother nature while reinforcing old ties.



And, of course, the insta-worthy pictures one could only get after hours trudging on lesser travelled hiking trails were a plus point to her too.

Sadia Alam Puspita, an active SES member, said the student group encourages everyone to partake in environmental-friendly activities daily, with the society holding tree plantings, collecting recyclable materials and crafting said materials into new items.

The Bachelor of International Hospitality Management student, like her SES president, said hiking was her favourite activity as it sees students of different faculties and courses coming together while connecting them with SDG 15 (Life on Land).

Sadia, 20, said hikes are held every month, while an exciting collaboration recently saw SES going on an expedition with Taylor's University Nature Club, further expanding students' connections and circles.

Meanwhile, Archaana V Ramanatahn, vice-president of SES, said the Sunway Campus personally exposed her to greater insights on global problems, recalling one of her favourite projects – an Earth Day competition held in collaboration with Universiti Malaya and Universiti Teknologi Petronas.

One of SES' longest-lasting collaborations with other universities, the competition was divided into two parts, namely a quiz and a poster competition, with SES tasked with creating the former.

"This project is my favourite because, while working on this project, we had a brainstorming session to come up with the questions for the quiz and how to market our event to attract participants."

"Personally, I learned more about the environment throughout this project, which was actually an eye-opening experience," said the 26-year-old.

Archaana said the Sunway campus helped students perceive themselves as individuals who can help change the world while encouraging students to be accountable for their actions.

"Students can also start their own community initiatives by getting involved with local organisations that are working toward making a difference," the Bachelor in Marketing student added.

SDGS AN ALL-ROUND CULTURE IN SUNWAY

Sunway University president Professor Sibrandes Poppema said that embracing the SDGs is the heartbeat of Sunway's founder Tan Sri Jeffrey Cheah, as well as all staff and students. This is seen from the continuous initiatives championed at all levels of management. Uncanny but real, the entire school is united in invoking visions and action surrounding the SDGs.

"First, our founder has always been passionate about sustainability, even from before the UN SDGs. Sunway City is testament to that. Many staff and students have readily embraced the SDGs and Planetary Health and have come up with their own initiatives. One example is of course the 'Campus With A Conscience' movement where staff and

students come together with all sorts of bottom-up initiatives," he said.

Poppema believes that the efforts such as Sunway University hosting the JSC, the establishment of Sunway Centre for Planetary Health with Professor Tan Sri Dr Jemilah Mahmood in 2021, as well as the hosting of the UN SDSN Kuala Lumpur office serving all of Asia have contributed to the University achieving a commendable post in THE Impact Rankings 2022.

In the coming future, he said that these resources that the University has accumulated have enabled the institution to introduce an MPU on Sustainable Development and another on Planetary Health and community service that will be taken by all Sunway University students.

To ensure consistency in developing the SDGs among different departments and programmes in the school, Poppema said a committee led by the Pro-Vice Chancellor Professor Mahendhiran Nair was set up to bring together all of the activities of the schools and centres, administer the "Campus With A Conscience" initiatives, and also produce a yearly report that covers all 17 SDGs and Sunway University contributions.

For the first time in 2022, Sunway University has strong showings across several individual SDGs. The University is now ranked Top 200 in SDG 6 (Clean Water and Sanitation), where Sunway University has successfully made sustainable its water source. As part of the Water Conservation Programme, Sunway University has installed alternative pipes that are connected to Sun-Water from the South Quay Lake Water Plant.

Poppema echoed that SDG 6 is one of Sunway University's strongest suits among the 17 SDGs and added that the University eyes to improve on SDG 11 (Sustainable Cities and Communities).

"We have been doing quite well in SDG 6, which is one of the three areas where we rank between 100 and 200. The biggest potential is in future cities and communities where we now have the Future Cities Research Institute together with Lancaster University," he said.

Poppema firmly believes that Sunway University is integrating the SDGs deeply. To Sunway University, the SDGs are more than just an ambition to fulfil, and while the SDGs are not compulsory to heed, organisations will soon be pressured to prioritise sustainable development-oriented growth with clear objectives and a strong foundation.

"Topics like Impact Ranking are likely to become integrated into major rankings and failure to participate may turn out to be costly. The other side, of course, is that when universities ignore sustainability, then future students, businesses and governments may, in fact, ignore those universities," he said.

"'Campus With A Conscience' is an underlying principle that embraces everything students will experience during their time at Sunway University. This is the fundamental spirit at the heart of Sunway Campus life as we educate, encourage, and engage all aspects of our diverse community to adopt a lifestyle, and indeed, lifestyle habits that truly reflect a society determined to create a better living environment for this generation and generations to come," he said.

CAMPUS UPDATES



Sunway University Awarded No.1 In Graduate Employability

Sunway University has been awarded number one in Graduate Employability among all universities in Malaysia by Talentbank Group through the National Graduate Employability Index (GE Index) which gauges the employability rate of graduates from universities all across Malaysia.

Read more here:



Malaysia's Sole Global Young Academy Nominee Attended the Prestigious 71st Lindau Nobel Laureate Meeting

Malaysia's Dr Norshahirah Binti Mohamad Saidi, a research assistant from Sunway University's Graphene and Advanced 2D Materials Research Group, School of Engineering and Technology, is one of the five Global Young Academy (GYA) nominees selected to attend the prestigious 71st Lindau Nobel Laureate Meeting (Chemistry) held in Lindau, Germany from 26 June to 1 July. Dr Norshahirah, the sole GYA representative from Malaysia, and other nominees from Cameroon, Saudi Arabia, Mexico and India will be part of the yearly congregation that sees 600 of the world's most qualified young scientists participating.

Read more here:



L'Oréal-UNESCO Fellowship for Women in Science for 2021

Associate Professor Dr Felicia Chung from the School of Medical and Life Sciences, Sunway University was named one of the recipients of the L'Oréal-UNESCO Fellowship for Women in Science for 2021!

With this award, Dr Felicia has received a research grant of RM30,000, and a platform to spread awareness about her research, which focuses on the investigation of mutational signatures that arise in upper tract urothelial cancers.

Read more here:



Sunway University and Lancaster University Celebrates 15 Years in Partnership

Our iconic Sun Birds now proudly reflect the celebration of Sunway University and Lancaster University's 15 Years partnership with each Sun Bird showcasing the two unique degrees awarded to our Sunwayians!

Read more here:



Sunway University Wins Two International Partnership Awards at BMCC's Business Excellence Awards 2022



From left: Professor Graeme Wilkinson (Vice-Chancellor, Sunway University), Tan Sri Dato' Seri Dr Jeffrey Cheah and Professor Andrew Abbott (Academic Dean, Lancaster University at Sunway University)

From left: Professor Graeme receiving the "UK-Malaysia Partnership of the Year" Award together with the partners from AstraZeneca

Sunway University won two prestigious awards at the British Malaysian Chamber of Commerce (BMCC) Business Excellence Awards 2022, in the categories "UK-Malaysia Partnership of the Year" and "UK-Malaysia Education Institutional Partnership" at BMCC's largest and most prestigious event of the year.

These wins have reiterated the importance of forging partnerships between institutes of higher learning like Sunway University with United Kingdom (UK) and Malaysian counterparts. The joint-venture collaboration and synergies created through this partnership have driven exceptional commercial results and shown significant value-creation to Malaysia's economy and education sector, capitalising on the best of UK and Malaysian expertise through a seamless partnership.

Sunway University launched its three-research plan recently, key feature of the project is to develop an agile and robust Sunway Research Development Innovation Commercialisation and Innovation (RDICE) ecosystem aligned to the 10-10 Malaysian Science, Technology, Innovation and Economy (MySTIE) Framework under the 12th Malaysia Plan.

AstraZeneca and Sunway University were named "UK-Malaysia Partnership of the Year" in recognition of driving digital innovation in healthcare. The Sunway-AstraZeneca partnership is a key initiative under the Sunway RDICE ecosystem plan to enhance the return on value (ROV) of the research engagement activities to the research community, industry and the *Rakyat in Malaysia* and the ASEAN region.

Professor Sibrandes Poppema, President of Sunway University, said, "Sunway University is actively promoting connections with the industry, and the Sunway-AstraZeneca collaboration is a great example of this. Together we work on projects in lung cancer, chronic kidney disease and hepatocellular carcinoma."

"We are really excited about this partnership, which we envisage will strengthen research and development activities and nurture the next generation of creative talents in the field for Malaysia and other regional economies," said Professor Mahendhiran Nair, Pro Vice-Chancellor (Research Engagement and Impact) at Sunway University.

Celebrating its 15th anniversary, the Sunway-Lancaster partnership is one of the most successful transnational higher education partnerships in the world. As a leading not-for-profit private university committed to the pursuit of educational excellence, Sunway University has established high-quality in its teaching, with world-class research and strong business links.

"We are delighted that this partnership has been recognised in the prestigious BMCC Business Excellence Awards. Lancaster University is extremely proud of its long-standing relationship with Sunway University, a partnership which celebrates its 15th anniversary," said Professor Andy Schofield, Vice-Chancellor of Lancaster University.

Emphasising the importance of partnership, Professor Graeme Wilkinson shared, "I am delighted that Sunway University's partnerships with one of the UK's top universities and one of the world's leading pharmaceutical companies have been recognised through these awards. This is a testament to the high regard for our institution and is a reward for our academics' hard work in engaging globally with academia and the industry, bringing significant tangible benefits to the nation in terms of opportunities for students and advances in biomedical research."

Owned and governed by the Jeffrey Cheah Foundation, the University is already on track to achieve its objective of being one of the world's very best universities.



YB Datuk Seri Dr Noraini Ahmad, Minister of Higher Education with Professor Elizabeth Lee, Chief Executive Officer, Sunway Education Group and representatives from Ministry of Higher Education, University of Cambridge, Sunway University and Malaysian Qualifications Agency

Sunway University Strengthens Collaborations with University of Cambridge

Minister of Higher Education YB Datuk Seri Dr Noraini Ahmad recently witnessed the signing of a Memorandum of Understanding (MoU) between University of Cambridge and Sunway University, through Jeffrey Cheah Foundation (JCF), at the University of Cambridge, to formalise their joint commitment towards strengthening educational and research collaboration between Malaysia and the United Kingdom.

The MoU was signed by Professor Stephen Toope, Vice-Chancellor, University of Cambridge and Professor Elizabeth Lee, Chief Executive Officer, Sunway Education Group. Also present at the signing ceremony were Professor Dato' Dr Husaini Omar, Director General of Higher Education Malaysia; Professor David Cardwell, Pro-Vice-Chancellor for Strategy and Planning, University of Cambridge; Professor Sibrandes Poppema, President, Sunway University and Professor Abhimanyu Veerakumarasivam, Provost, Sunway University.

"Educational institutions have a crucial role to play in building a brighter future for the generations to come. Therefore, the Ministry of Higher Education Malaysia is truly committed to supporting the growth, sustainability and excellence of higher education institutions in Malaysia," said Datuk Seri Dr Noraini Ahmad.

"Partnerships between renowned institutions and Malaysian entities, such as the one we are witnessing here today, are crucial for Malaysia to achieve its goal of building a sustainable future for our citizens."

A major highlight of this partnership is the recent establishment of the Jeffrey Cheah Biomedical Centre at the Cambridge Biomedical Campus, the centrepiece of one of the largest biotech clusters in the world. The centre has contributed towards the advancement of biomedical knowledge and research and has enabled scientists to explore cutting-edge research to tackle some of the world's major health challenges, such as COVID-19.

Professor Dr David Cardwell, Pro-Vice-Chancellor of the University of Cambridge, highlighted his enthusiasm to continue working with like-minded and visionary institutions passionate about being at the forefront of medical research. "The deepening of this collaboration between two world-class institutions is truly exciting. Our work together so far has produced significant results that can address real-world issues, and we are confident that this partnership will lead to breakthroughs in science and medicine in the coming years," he said.

Upon the completion of the MoU signing, Datuk Seri Dr Noraini Ahmad and all VIPs in attendance proceeded to tour the state-of-the-art Jeffrey Cheah Biomedical Centre at the Cambridge Biomedical Campus. Among the delegation were Professor Dr Serena Nik-Zainal, a Malaysian Professor of Genomic Medicine and Bioinformatics at the University of Cambridge who has made outstanding contributions to breakthrough efforts in cancer research.

"The Jeffrey Cheah Foundation, which owns and governs Sunway University, is fully committed to nation-building and supporting Malaysia's goal to become a strategic transnational education and research hub in Southeast Asia. This partnership with the University of Cambridge is one crucial step that we are taking to realise that goal," said Professor Elizabeth Lee.



HOSPITALITY AT SUNWAY UNIVERSITY RISES IN QS SUBJECT RANKINGS ALL WITHIN FIVE YEARS



Congratulations!
#101-150
2022



Sunway University's School of Hospitality and Service Management (SHSM) has performed very strongly in the Hospitality and Leisure Management subject, ranked #101-150 in the latest 2022 QS World University Rankings by Subject.

The Hospitality and Leisure Management subject is categorised under social sciences and management. In the recent years leading to the QS subject 2022 rankings, the School of Hospitality and Service Management at Sunway University has established very strong foundations in hospitality education in accordance with the School's ethos: committed to quality education aligned to global standards in teaching, learning and research.

In 2019, SHSM formed the Asia Pacific Centre for Hospitality Research (APCHR) to advance knowledge and research innovation in specialised fields of the service industry and has since expanded its postgraduate programme portfolio and research activities. APCHR has been central in further developing and strengthening collaborations with local and international partners. It not only provides an interdisciplinary platform for the implementation of research projects but also empowers researchers to participate in knowledge creation and sharing. APCHR is also actively leading an international network of like-minded researchers and academic entities, working forward to pursue hospitality research within the vast geographical context of the Asia Pacific region.

The School is also proud to have hosted two international conferences, which are the 2nd International Conference on Health-Oriented Tourism and Hospitality (ICoHOTH) and the 3rd International Tourism Retail and Service Management Conference (TRMC) in 2019 and 2021 respectively.

SHSM also won the bid to host the Asia-Pacific Council on Hotel, Restaurant and Institutional Education (APaCCCHRIE) 2022 Conference, a notable and well-respected annual conference in the region. Indeed, SHSM has offered an effective platform for researchers and educators in hospitality to share their latest innovations and state-of-the-art research, pertinent to further knowledge contribution.

The Centre for Hospitality Innovation and Leadership (CHIL) was also established in 2020, which acts as a platform for talent development, co-training, leadership enhancement, integrated place-based learning, business innovation efforts and research. Student development is enhanced through CHIL by further enhancing soft skills, making students more outstanding in the real world. This makes CHIL an important platform to enhance the interface between academia and industry.

Academicians at SHSM have substantial industry experience and teaching abilities in respective fields of hospitality who have continually supported the School in enabling quality research and student development.

“

Professor Marcus Stephenson, the Dean of the School of Hospitality and Service Management also expressed: This is an incredible achievement given that the School is ranked so quickly within a five-year development cycle. I would like to extend a word of thanks to all colleagues who have made this possible. We are looking forward to continuing to commit to our ethos and share a passion to the hospitality field with our stakeholders. Towards greater heights!

”



RETHINKING FOOD WASTE TRANSFORMING EDIBLE WASTE INTO NEW DISH

Inspired by Sunway University's commitment to the United Nations Sustainable Development Goals (UN SDGs) and Worldchefs' Feed the Planet initiatives, the Sunway University Young Chefs has recently published a digital cookbook on transforming edible food waste into a new dish.

The United Nations (UN) has highlighted that approximately 931 million tonnes of food are wasted each year. In its UN Environment Programme's (UNEP) Food Waste Index Report 2021, 17% of global food production are wasted, with 61% from households, 26% from food service and 13% from retail. Food waste which, increases food insecurity, also has a significant impact on societies, economies and the environment. It is the aim of the UN SDGs, particularly Goal 12.3 - Global Food Loss and Waste, to halve global food waste by 2030.

Although food waste could be converted into compost, the Young Chefs nevertheless try to repurpose edible food waste such as vegetable peels and scraps, into a new dish before it reaches the bins.

According to project lead Chef Soon Pau Voon, "The recipes shared in this digital cookbook reflect some of the practices in the culinary labs which can be easily reproduced at home kitchens."

Divided into five sections: essentials, salads and soups, bread and bites, desserts and sweets, and drinks; the cookbook featured over 30 beautifully illustrated dishes and beverages by Chiang Sweetie, Christina Megan Liew and Sunway University alumna Alicia Tay.

The cookbook has been announced as the national winner of the prestigious Gourmand World Cookbook Awards, under the category of B14 Digital, B22 University Press and D01 Food Waste; and has recently been shortlisted for the Best of the World award which will take place in Umea, Sweden this year.

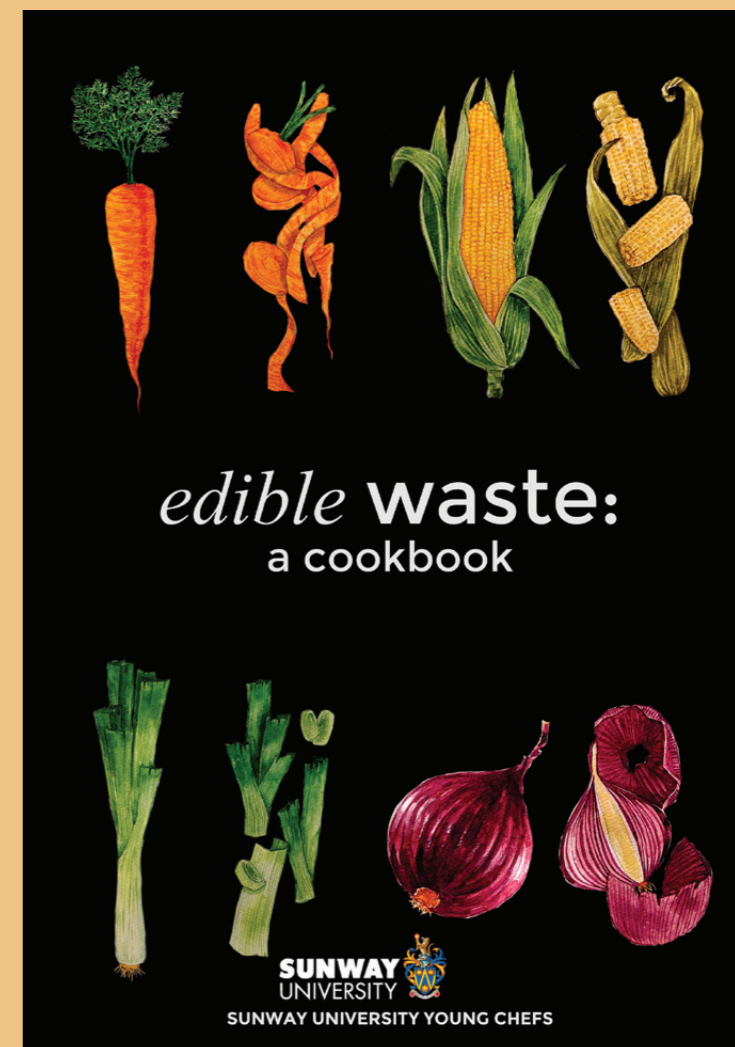
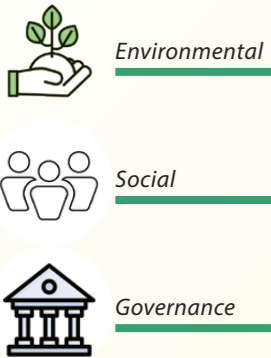


photo by Sarah Chai

BECOMING A RESPONSIBLE BRAND IN THE ESG-CONSCIOUS AGE



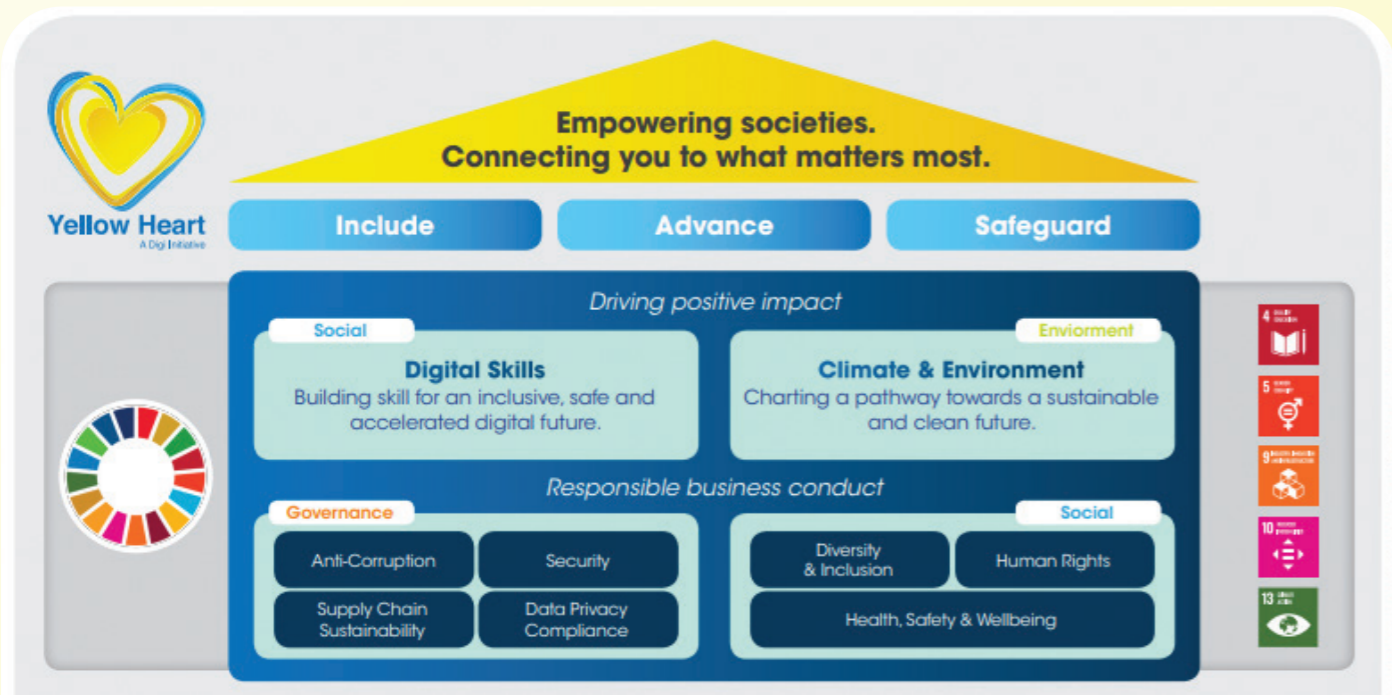
By Philip Ling,
Head of Sustainability



In this technology-driven era, new generation consumers are in the position to find out more about their favourite brands as just about every information available online is accessible to consumers. For businesses, this is a double-edged sword as consumers have more opportunities to interact with their brand, just as they have the freedom to research their preferred brands to learn if their values are aligned.

With more consumers being conscious of their environmental impact and embracing more social causes, they are looking for sustainable brands which will match their values and beliefs; and this means that the more responsible or conscientious a business is towards Environmental, Societal and Governance (ESG) goals, the more likely a consumer will journey far with the brand.

For Digi Telecommunications (Digi), the emphasis has always been on connecting customers to what matters most and in doing so, empowering the societies in which we exist. Digi aims to reduce inequalities, accelerate the development and delivery of quality education, combat climate change, and champion equality while driving inclusivity through the Sustainable Development Goals (SDGs). SDG 4, 5, 9, 10 and 13 form the foundation of our commitment to our customers and community at large while Digi's Yellow Heart brand promise is our commitment to doing business responsibly and upholding ourselves to high standards and conducts.



Some of the ways that we have pursued these goals are through ensuring quality education is accessible for all communities, our way of reducing inequalities. In 2021, Digi distributed micro:bits – pocket-sized computers enabling software and hardware skills learning – to students in 132 rural community centres so they too can participate in learning digital skills. These micro:bits are also among the tools that youths in suburban areas of Perlis use to adopt HTML coding and develop their interest in future skills, which can serve as an asset for their future employment.



On the environment front, Digi's climate roadmap aligned to our national targets focuses on achieving net-zero via effective climate governance and tech-led climate action. For our consumers, this is Digi's assurance that we will mitigate our impact and drive decarbonisation across our entire value chain.



We also strive to be an employer of choice by emphasising a gender-inclusive workplace as currently, half of our employees are women and this is further demonstrated at Digi's Board of Directors which is made up of 50% female-strong suite of leaders. We believe a culture built on respect and diversity will enable resilience and accelerate gender parity in the future of work.

The shared experience of global disruption prompted by the pandemic has altered many of our long-standing habits and values. While some of these changes may prove to be short-lived, others present longer-term implications for our collective future. As we seek to chart a long-term path to recovery, growth and consumer loyalty, integrating new ESG related views, values and behaviours are not only a smart move for businesses but also for the environment, society, and humanity at large.

For more information on Digi's Sustainability efforts, visit <https://sustainability.digi.com.my/>.

MOU SIGNING BETWEEN SUNWAY UNIVERSITY AND THE NATIONAL UNIVERSITY OF MALAYSIA



Sunway University and Universiti Kebangsaan Malaysia (The National University of Malaysia) recently signed a Memorandum of Understanding (MoU) to enter into a partnership, establishing collaborative activities and initiatives.

The MoU includes a joint establishment of the Sunway-UKM Pandemic Resilience Institute (PRI), co-supervision of undergraduate and postgraduate students in preclinical, clinical fields and other areas of interest, as well as joint community involvement and collaboration towards national policy development and other areas of co-operation mutually agreed upon.



SAVING THE PLANET ONE MEAL AT A TIME



“To reduce our meat intake, my family and I decided to make jackfruit rendang for Eid many years ago. Since then, it has become such a hit among family and friends! The first thing that finishes every Eid will be the jackfruit rendang.”

*Professor Tan Sri Dr Jemilah Mahmood
Executive Director,
Sunway Centre for Planetary Health*



Did you know that the global food system, from production to consumption, is responsible for a third of global carbon emissions? That is double the entire emissions of the United States! And 71% of these gases originated from agriculture and land-use change activities. Beef production is the biggest offender; replacing 20% of current global beef and lamb production and consumption, where meat-textured proteins or plant-based alternatives could drastically cut agriculture-related CO₂ emissions and deforestation in half by 2050.

Obviously, this is a much tougher challenge for Malaysia. The average Malaysian diet now is about 26% red meat, 16% poultry, 9% fish, and only a mere 3% fruits and vegetables. Each of us emits about 55 metric tonnes of carbon into the atmosphere each year. It is worth noting that one metric ton is about the same level of emissions generated by 215,000 cars each year. But if every Malaysian were to adopt a flexitarian or a planetary health diet which would mean reducing red meat and poultry consumption and increasing intake of fruit and vegetables, we would reduce our average carbon emissions by 14 tonnes each per year. It might not seem like a big number, but that is a cut of over three million cars' worth of annual carbon emissions! And there are other benefits: a healthier diet also means that we could radically reduce obesity – for which we lead the rankings in Southeast Asia at the moment, whilst also reducing our premature mortality rate.

But as we come out of the holy month and holidays, the question is how could we think of Eid (or other holidays) without thinking about and drooling over beef and chicken rendang and other meat-rich dishes?

That is exactly the motivation behind Planet Saving Meals, a new initiative launched by the Sunway Centre for Planetary Health (SCPH). Planet Saving Meals is a fun cooking series aiming to introduce plant-based food alternatives to the public in an effort to reduce our individual carbon footprint and thus contribute towards one of SCPH's five priority themes: achieving sustainable food systems.

The first episode was released on SCPH's YouTube channel, in preparation for Muslims' celebration of Eid, exploring jackfruit as a plant-based alternative to beef and chicken for the must-have rendang. Jackfruit is a truly sustainable crop, easy to grow in Malaysia's tropical climate and even proposed as an ideal replacement for wheat, corn and other staple crops under threat from climate change.



SCPH YouTube channel

Proudly titled "Jackfruit of All Trades", the episode featured Sunway School of Hospitality's own teaching fellow, Chef Soon Pau Voon, along with host and SCPH Executive Director Professor Tan Sri Dr Jemilah Mahmood introducing jackfruit rendang, the plant-based but equally tasty alternative to beef rendang, while sharing fun facts of the many uses and benefits of jackfruit.

Planetary health is about addressing the consequences of humanity's impact on planet Earth for a better future. Like all the other aspects of the planetary health crisis that we are facing we need to stop "othering" responsibility for our carbon-high diets. It is generated primarily by us – and we have the power – individually and collectively – to recast the relationship between people and the planet through our actions.



Sunway University School of Arts BA (Hons) Design Communication students involved in creating sustainable art pieces in celebration of Earth Day

The Art of Tackling Climate Change

This year's Earth Day couldn't be more meaningful for Sunway University School of Arts students, who turned recycled pegs into sustainable artworks in collaboration with the launch of The Body Shop's new Activist Maker Workshop, the first of its kind in Malaysia at Sunway Pyramid.

As part of the Campus With A Conscience initiative, 23 students from the BA (Hons) Design Communication programme created 12 creative, sustainable art pieces with the theme inspired by Climate Change. These inspiring art pieces challenge us to change our lifestyle and behaviour patterns and move towards closing the loop for climate change.

The sustainable art pieces were created using recycled plastic pegs produced by The Sea Monkey Project. These pegs were made from recycled plastic packaging returned by The Body Shop customers to the

stores. The recycled plastic packaging is also upcycled into detangling combs, tube winder keys and soap dishes.

"Campus With A Conscience has become an integral part of our community life at the Sunway University, and this collaboration gives the opportunity for our students to be part of outreach plans to interact and support our community. We very much hope that these positive engagements will have a direct influence on the community, the environment, as well as social welfare issues. They are also wonderful opportunities for our students to give back to society," shared Angela Chiew, Branding Manager of Sunway Education Group.

Through initiatives and students' engagement in sustainable efforts and activities, Sunway University hopes to educate young minds and direct their energies toward the complex challenges and opportunities of the Sustainable Development Goals (SDGs).



'Crying Earth'
To represent that the Earth is hurt. The Earth is crying; adhesive bandages represent a wounded planet



'Plastic Disaster'
Hourglass-shaped plastic bottle to represent the long period for plastics to be decomposed

High Commission of Canada Celebrates Asian Heritage Month



(L-R) Esther Van Nes, Political Counselor, High Commission of Canada; HE Wayne Robson, High Commissioner of Canada to Malaysia; Professor Sibrandes Poppema and Professor Abhimanyu

In conjunction with Asian Heritage Month, the High Commission of Canada in Malaysia collaborated with Sunway University's School of Arts and launched the 'Transpacific – An Asian-Canadian Literary Journey', artistic exhibition.

With the theme 'Continuing a legacy of greatness', this year marks the 20th anniversary of the official declaration of May as Asian Heritage Month and the 65th anniversary of Canada and Malaysia's bilateral ties.

Asian Heritage Month, celebrated every May in Canada, is an opportunity for people to learn more about the many achievements and contributions by Canadians of Asian heritage, who, throughout Canada's history, have done so much to make Canada the country that it is today.

"To commemorate these milestones, the High Commission of Canada in Malaysia, together with Sunway University's School of Arts, supported the development of the unique literary and artistic exhibition curated by William Tham, JF Garrard, and Vincent Ternida, working with Penang Institute, the Asian Canadian Writers Workshop in Vancouver and Dark Helix Press," shared His Excellency Wayne Robson, High Commissioner of Canada to Malaysia.

The exhibition addressed the Asian Canadian literature and challenges reflecting topics on identity, culture, intersectionality, decolonisation, racism, and inclusion. It consists of four posters combining visual design and text coupled with visual imagery in the form of heritage photographs, magazine covers, and photos, including works from Sunway University's School of Arts students.



(L-R) Esther Van Nes, William Tham, Pauline Fan, Adriana Nordin Manan and Srijah Nair

The launch was accompanied by a panelist session, 'A Conversation with Artists & Authors: Illustrating Diversity & Inclusivity, One Word at a Time', which featured William Tham, Pauline Fan, Adriana Nordin Manan, Srijah Nair and moderator Esther Van Nes, where they discussed the inspiration and ideas behind the development of the exhibition and the role of Asian-Canadian authors in shaping and diversifying the literary landscape in Canada.

In keeping with the goals of the Mission Cultural Fund, the exhibition provided a well-rounded introduction to the Asian Canadian literary scene and brought greater awareness of Canadian writers of Asian heritage to Malaysians.



HE Wayne Robson, High Commissioner of Canada to Malaysia



A PLANETARY HEALTH PERSPECTIVE ON GLOBAL FOOD WASTE

Interviewed by Chia Dane and Lein Li Lin

Chia Dane and Lein Li Lin are the WWF Malaysia Eco Champions 2022. With this award, Chia Dane and Li Lin received a RM5,000 seed grant for a project entitled "Food waste segregation and management," aligned to this year's theme on "Pathways toward Net Zero Emissions". In this project, the team appointed Professor Tan Sri Dr Jemilah Binti Mahmood and Dr Jane Gew Lai Ti as the key opinion leaders (KOLs) for this project with their valuable knowledge, experience and strong engagement in the community.

In this interview, the KOLs shared their perspectives on planetary health and global food waste issues. Professor Tan Sri Jemilah is the Executive Director of the Sunway Centre for Planetary Health at Sunway University and her former appointments included being a special advisor to the Prime Minister of Malaysia on public health and the Chief of the Secretariat of the World Humanitarian Summit at the United Nations. She has a broad experience in board membership of corporations, public institutions and civil society organisations and has received numerous national and international awards for her contributions to society.

Dr Jane Gew Lai Ti is a senior lecturer from the Department of Biological Sciences, School of Medical and Life Sciences at Sunway University. She is also the founder of an NGO, MyPlasticology. She is passionate and committed to the movement of #saynotosingleuseplastic to achieve a waste-free future through a change in policy and social structure. Currently, she leads a waste programme in Sunway Material Smart Science and Engineering research cluster.

Dane: I am a psychology graduate. One of my research interests is environmental sustainability concerning the food waste issue. Since young, I have always been conscious of the food waste issues around the world. I am aware that food waste is sometimes inevitable, but everyone should manage their food waste responsibly. In Malaysia, most of the food waste ends up in the landfill. When food waste rots in the land, they emit gases that lead to pollution and climate crisis. Thus, I am motivated to reduce the amount of food waste and prevent them from ending up in landfills. Through this project funded by WWF Malaysia, we aim to promote food waste segregation and composting at the household level.

Li Lin: Since young, I was taught to finish everything on my plate and not waste any food. As I became an adult, I noticed many people around me tend to waste their food during meals. The starving population is constantly growing each day across the world. Therefore, I wanted to increase food waste awareness among Malaysians.



Professor Tan Sri Dr
Jemilah Mahmood



Dr Jane Gew Lai Ti

In recent years, there is a growing awareness of protecting the environment and reducing food waste among the public. What do you think has prompted this awareness?

Professor Jemilah: First, people are becoming more aware that they are suffering due to the consequences of environmental damage. The universal experience of COVID-19 has accelerated this understanding. Evidence showed that COVID-19's evolution is due to anthropogenic factors, in other words, because of humanity's increasingly invasive relationship with nature. Planetary boundaries have been violated and our environment has been damaged, which enabled the virus to spread between animals and from animals to humans. In Malaysia, people are also becoming more aware because of the recent floods. Natural hazards exist, but there is no such thing as a natural disaster. Disasters happen when people are exposed to natural hazards. Poor development practices, such as building houses in flood catchment areas and water basins, increase exposure to risk and thus exacerbate vulnerabilities from severe flooding and it's normal that those whose vulnerability exposure is increased are among the poorest in our societies. For us to live sustainably, there must not only be respect for the environment but also efforts to increase social equity.

Dr Jane: The Solid Waste Corporation (SWCorp) Malaysia plays a significant role in raising food waste awareness by producing the latest data and statistics. Or else, we do not know how much food waste is generated in Malaysia. The public awareness created by the media and NGOs may also help raise public awareness and educate the community on the food waste issue.

What inspires you to dedicate yourself to protecting planetary health and segregating food waste?

Professor Jemilah: For more than 20 years, I have worked in conflict areas and disaster-affected countries, whether from tsunamis, volcanos, earthquakes, or floods. As a humanitarian worker, your priority is to try to protect and save lives. You go in, you bring medicines, you treat patients, and make sure that there is access to health, food, water, shelter, and so forth. All that is good, but it is increasingly clear to me that most of the time these actions treat the symptoms and not the underlying causes of disasters. I always remind people that disasters are never natural but are caused by environmental degradation, and overcrowding, to name a few. So, we need to radically change the way we approach disasters, analyse and address the root causes. The planetary health approach can help, providing a deeper understanding of how our behaviours impact this planet and the generation of the inevitable feedback loop which compromises our health. Enough of the band-aids for the injuries inflicted on the world which

can only provide some very limited temporary relief (if we are lucky). We need to be in the business of finding a long-term solution.

Dr Jane: In 2019, my students and I found microplastics in sea salt. Sea salt is an indication of marine pollution. Since then, I am determined to reduce plastic waste. But, to better manage plastic waste, we need to separate food waste from plastic waste. Thus, segregating food waste (organic waste) from other recyclable waste will be able to increase the recycling rate. We can reuse or recycle the recyclable waste (i.e., paper, cardboard, glass bottles, plastic), meanwhile, turn food waste into compost. However, due to the lack of awareness or lack of knowledge on segregation, many of us are not doing it.

In 2015, the United Nations set a goal to halve food waste by 2030. How optimistic are you about achieving this goal? What do you see as the most important steps in making it happen?

Professor Jemilah: This goal is critical as the amount of food waste is horrendous. If we want to come close to the ambition of halving our food waste by 2030, the first thing we need to do is to spread awareness. Whether it comes from a position of faith, culture, or human decency, we have all been brought up not to waste food. Yet, we do not realise that our collective wastage is so significant. To illustrate, on average, Malaysian households throw away around 25% of the food we buy in supermarkets. So, with the average family spending around RM900 on food each month, around RM 225 goes in the bin and more often than not, to a landfill. We need to start to make visible the impacts of our behaviours in these terms; no longer simply "out of sight, out of mind". If we can generate increased awareness, my expectation is that people would think a lot more carefully about how we buy, use, recycle and reduce waste – as is happening in many countries around the planet already. I also think that we need to strengthen penalties for food wastage, such as collecting a small fine added to the bill for leftover food during buffets.

Dr Jane: Food wastage is a perpetual and never-ending problem in the world. We need to communicate the food waste statistics effectively so that the community can relate to and see the importance of reducing food waste. This will influence one's attitudes, behaviours, and beliefs to better achieve United Nations Sustainable Development Goals (SDGs). Education in the schools is important as well. Furthermore, we have less than 10 years to achieve SDGs and we may not be on track to achieve the goals by 2030. To ensure that initiatives towards achieving the SDG in 2030 continue, we must diligently act to end food waste.

(The interview has been edited and condensed)

Counting Blessings



Written by Kishenjeet Dhillon
Associate Director, Tax-Transfer Pricing
Crowe Malaysia

They say that the only time you should ever look back is to see how far you have come. Personally, I believe this is true as I reflect on the journey so far since leaving the halls of Sunway University to enter the scary place we all refer to as the "real world". As a student, we only tend to worry about what is in front of us. Where the road leads us is something that we hardly think about. This is especially so in our formative years as we make the transition from school to higher education. I was very grateful to have encountered many lecturers, professors and career educationists during my time at Sunway who helped me see beyond the few years at university to what lies ahead. I am glad to say that I have still managed to maintain these relationships over the years. I often find myself returning to campus or interacting online to have meaningful conversations on the current situation in the country and how best the university can bridge the gap between education and business practice.

As I look back on my journey to where I am today, two things stand out for me in my experience at Sunway that have helped shape me as a professional later on in life. The first would be the role I played in setting up the Accounting and Commerce Society (ACS) at the University. By working with the University's student services team (now known as Student LIFE) and supportive faculty, we took a boring and old accounting society and turned it into something meaningful, the legacy of which has lasted to this day. The experience I had as Vice President of the society resulted in me learning valuable lessons in collaboration and cooperation at all levels, something I still put into practice in my current role.



Kishen with Sir Chris Bonington, former
Chancellor of Lancaster University

Secondly was my time at Lancaster University in the United Kingdom. Through my activities with ACS and other projects, I was given the opportunity to go to the United Kingdom for a two-week exchange at Lancaster University. The experience changed my life in many ways. It broadened my horizons, allowed me to make friends with other student leaders on a global level, participate in the student exchange project upon my return to Sunway and gain life experiences that helped shape me into who I am today. As I look back, it is through these engagements with different communities in a cross-cultural setting that has allowed me to excel in my role in international firms such as KPMG and Crowe. The experience through the student exchange programme planted the seeds that would allow me to grow into a more culturally-aware professional in the workplace.

I must admit, at the time, I participated in these activities purely because I was a student and I wanted to do something different with my time. But the experience, coupled with the University's great resources and academic focus, allowed me to get a head start when I started my professional journey. Since graduating, I've had the privilege of working with some of the



Kishen (most left) at Lancaster



Kishen with Chartered Management
Institute's Regional Malaysia Board

Kishen receiving the Crowe Pinnacle
Award in 2019



best minds in the tax field. I've had the opportunity to work on nation-changing projects such as the Goods and Services Tax projects at KPMG and contribute to the growing field of transfer pricing by through my consulting work, writing numerous articles, and speaking engagements in the Crowe Global network. Professionally, I have also been recognised through multiple awards and certifications, such as the Crowe Pinnacle Award, achieving the Chartered Manager status by the Chartered Management Institute, graduating with my MBA from the University of Wales Trinity Saint David, and now also serving as a part time PhD researcher with IIC University of Technology through GradXs India.

Despite these achievements, the journey is far from over. The genesis of the above can be traced back to the formative years that I spent at Sunway University and it remains the reason why I return time and again to contribute to the institution's mission of nurturing all-rounded individuals to meet the needs of society.

As I take on a greater role within Crowe Malaysia to serve the national and regional practice as an Associate Director, I am mindful of the lessons learnt during my time at Sunway and how the University has helped shaped my journey into a fruitful and rewarding one. To those who are just starting out or are weeks from graduation, the time spent at this institution is something that you should cherish and capitalise on. If you continue to do so, I have no doubt that your story will be one of success and achievement in the years ahead.

8 CORPORATE
THE STATE OF THE NATION A WEEKLY UPDATE

The digital tax conundrum

BY JAYCE GUN

The digital service tax, announced by the government last week and coming into force on 1 January 2020, has raised eyebrows in the tax community. It is a tax on digital services provided to consumers in Malaysia, and is expected to generate significant revenue for the government.

However, the tax has also raised concerns among businesses and industry groups. They argue that the tax is a double-edged sword, as it may lead to a loss of jobs and a decline in the digital economy. They also worry that the tax will be a barrier to entry for small businesses and startups.

The government has defended the tax, saying that it is necessary to level the playing field between digital and non-digital businesses. It also says that the tax will be used to fund infrastructure and other public services.

As the digital service tax takes effect, it will be interesting to see how businesses and consumers respond. It will also be a test of the government's ability to implement a new tax in a complex and fast-moving market.

Malaysia's digital service tax is the lowest in the region

Malaysia's digital service tax rate of 6% is the lowest in the region, compared to 10% in Singapore and 12% in Thailand. This is seen as a competitive advantage for Malaysia's digital economy.

What about the impact of digital service tax?

The digital service tax is expected to generate significant revenue for the government. However, it may also lead to a loss of jobs and a decline in the digital economy. It will be interesting to see how businesses and consumers respond.

Kishen interviewed by The Edge Malaysia

Kishen Dhillon, Associate Director at Tax-Transfer Pricing at Crowe Malaysia, was interviewed by The Edge Malaysia about the digital service tax. He discussed the challenges of implementing the tax and the impact it will have on the digital economy.

He said that the tax is a double-edged sword, as it may lead to a loss of jobs and a decline in the digital economy. He also said that the tax will be a barrier to entry for small businesses and startups.

However, he also said that the tax is necessary to level the playing field between digital and non-digital businesses. He also said that the tax will be used to fund infrastructure and other public services.

As the digital service tax takes effect, it will be interesting to see how businesses and consumers respond. It will also be a test of the government's ability to implement a new tax in a complex and fast-moving market.

THEN AND NOW OF ACCOUNTING AND FINANCE

Have you ever wondered who created accounting and financing? How did it first come to light? How did it become one of the most important elements to any business?

If you played the game of Carmen Sandiego's *Great Chase Through Time*, you would remember a character from Pachacuti's time doing accounting using a quipu - an Incan counting tool from around 2500 BCE. There are also other discoveries dating back to 3300 to 2000 BCE of ancient tax records on clay tablets from Egypt and Mesopotamia. The father of modern accounting, however, is Luca Pacioli, who first described the double-entry bookkeeping system in 1494.

While we can't hear from the early Egyptian or Babylonian accountants and auditors about their experience in the industry, we can gain insight from our very own Bachelor of Science (Hons) Accounting and Finance alumni.



Tablet accounts in Sumerian cuneiform

CHAN YUEN YENG Graduated in 2013

Process Solution Commercial Controller (SG, SEA & TW), Merck Pte. Ltd.

How has Sunway University equipped you for employment?

The programme provided me with a diverse and good foundation in financial reporting, auditing, finance and business topics. It allows us to have the opportunity to choose and advance in a variety of career paths. Most importantly, it is recognised by renowned global professional bodies, including CPA Australia.

What motivates you to continue in this industry/role?

My current role provides a more diverse view of the business, by not just looking and reporting from the financial point of view. It also allows me to build my business acumen through supporting multiple business partners from sales, customer excellence and technical services. This would be a good stepping stone for me to move into commercial or strategic roles in the future.



JESSLYN CHEOW ZHI YIEN Graduated in 2015

Legal Entity Controller (Finance), J.P. Morgan

How has Sunway University equipped you for employment?

The programme improved my advanced analytical and problem-solving capabilities, which are transferable and useful at work. I am also able to think and behave more strategically than before. This was especially beneficial when I was asked situational questions during interviews.

What is your favourite company perk(s)?

Annual Trip - the Malaysia office is small, so we meet a lot of colleagues from other lines of business which is a great networking opportunity!
Employee Appreciation Week - a week-long of appreciation (globally) where employees show their appreciation with words, gifts, activities, and great food. A half-day off will be granted as well.



CHANNAKA BULATH

Graduated in 2013

Senior Investment Associate, Edgewater Funds

How did you decide to enter this industry?

I always have an interest in the field as I had a lot of family friends in the industry as well. During my internship at KPMG, I realised that this industry was not for me. However, I leaned towards a couple of my favourite professors, Mr Adrian Nathai and Ms Joy, who then signalled that I would like finance and investment banking more. I focused my efforts on that industry and after graduation, I was able to get a job at EY in their Corporate Finance and M&A group.

Describe your job in a few sentences.

My job is to buy, operate, grow and sell companies. We typically buy companies as small as USD50 million up to USD10 billion.



CHUA PEK HON, ANGELINE Graduated in 2017

Supervisor, Transfer Pricing, YYC Tax Consultants Sdn Bhd

How has Sunway University equipped you for employment?

Without a doubt, Sunway University provides quality education to the students. The Accounting and Finance degree is a career-focused degree programme that helped me gain access to employers and prepared me for my job. The community that I built in Sunway was a push for me to go beyond my comfort zone.

What is your job scope?

My work mainly involves providing transfer pricing advisory services for local SMEs as well as cross-border clients, understanding clients' businesses by conducting functional analysis interviews and carrying out benchmarking studies to determine the arm's length pricing. I am also required to ensure that my clients are compliant.



KAMAL ABDULLAH Graduated in 2013

Senior Internal Auditor,

Association of International Certified Professional Accountants

What motivates you to continue in this industry/role?

Previously as an external auditor for 5 years, I was tasked with auditing the financials of a company. Personally, that was not fulfilling for me as I feel I was not contributing to the betterment of the company. Thus, I decided to join the internal audit line to add substantial value to the company.

What is the importance of your role in your company?

Without my role, there may be a lack of internal control implementation leading to increased bureaucracy, reduced productivity, increased complexity, increased time to process transactions, and increased non-value activities.



STEVEN CHANG KAH CHUN Graduated in 2013

Management Consultant, Deloitte Consulting SEA

What are some of the challenges you face?

Our clients require consultants to advise on almost everything. Therefore, I have to continuously study and read a lot in order to help our clients.

What motivates you to continue in this industry/role?

This role allows me to deal with clients from various industries and countries. Unlike being in a specific commercial company in a specific industry, I get to open my eyes and learn from many businesses. I tend to get bored easily, so being a consultant, which enables me to work on different projects, motivates me.



SUNWAY
UNIVERSITY



A CLASS ABOVE

MALAYSIA'S

#1

**IN GRADUATE
EMPLOYABILITY**

Sunway University was awarded Malaysia's No 1 in Graduate Employability*, making our graduates officially the preferred recruitment choice of the nation's leading brands. This remarkable result highlights the excellent holistic education the university provides, ensuring our graduates are job ready and future proof.

By providing a wide variety of support, resources and guidance curated by our experienced Sunway Career Services team, we help students navigate their career pathway and become highly sought after by employers.

Sunway University Graduates, Truly A CLASS ABOVE.

university.sunway.edu.my

