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#### Limkokwing-IED link a boost for design students

LIMKOKWING University College of Creative Technology was established to pioneer learning that will help develop young global citizens who will master technology, think creatively and take the lead in equipping industry with the creative intelligence to stay ahead in a rapidly changing world.

With its move to Cyberjaya, Limkokwing will become an integral part of the Malaysian Design Technology Centre (MDTC), set up with the full support of the government to create the infrastructure that will energise the creative minds of the country.

MDTC is creating an exciting link with international design and creative organisations, which will set up base at the complex, thus becoming a hub of academic excellence and industry innovation.

Through its global network of partnerships, Limkokwing allows its students connectivity to reputable universities.

To stay ahead, Limkokwing constantly looks at ways to improve itself through link-ups with overseas establishments.

One recently forged link-up between the world-renowned Istituto Europeo de Design (IED) in Milan, Italy has resulted in a dynamic partnership, which will see the setting up of the Malaysia Italy Creativity Centre.

This unique collaboration will give design students at Limkokwing the opportunity to hold fashion shows in Milan as well as joint exhibitions, workshops and seminars, giving rise to the exchange of information in the areas of product design, innovation and brand knowledge.

"Limkokwing provides a learning environment second to none," said Limkokwing President Tan Sri Lim Kok Wing.

"Students will learn actively and effectively in a creative-driven environment where there is a fairly large spectrum of knowledge and a large spectrum of solutions. They will learn creativity, problem-solving and new ideas," he said.

The Limkokwing Cyberjaya campus is distinctive as the many courses offered such as Sound Engineering, Music Technology, Film & TV Broadcasting, Film Production and Digital Editing, along with many other exciting new programmes being developed, will prepare students for the 21st century.

The new campus is where students gain from cutting-edge facilities, sophisticated labs and the most up-to-date computers and a design resource centre, among others.

The new campus places emphasis on research and development, with the focus on content development.

Boasting nearly 4,000 students from 46 countries, Limkokwing was the proud recipient of the "Highest Enrolment of Foreign Students 2003" award by the Ministry of Education.

These creative minds share thoughts and absorb cultures and in the process learn new values and gain a refreshing perspective on a changing world.

These students take back to their countries a wealth of experience and knowledge, ready to take on the challenges in their own countries and become leaders in industry and technology.

This provides the opportunity for future business and global links for Malaysia when these young graduates become industry leaders in their countries.

Students at Limkokwing are given the opportunity to acquire hands-on industrial experience, take part in real-life projects and contribute to nation-building.

An example was the students' involvement in the Kuala Lumpur World Peace Conference held earlier this year, which saw French President Jacques Chirac receiving the KL World Peace Award from former Prime Minister Tun Dr Mahathir Mohamad.

Other notable projects involving Limkokwing students included the "Plight of the Palestinians - A Nation Denied a Homeland" exhibition and a global HIV/AIDS campaign organised jointly with the United Nations Development Programme (UNDP).

It has become common practice for Limkokwing students to win awards at competitions such as the Kancil Awards, 2003 where they took back all seven golds given out in the Student Category.

Limkokwing students also made lasting impressions at such competitions the Inter-College Redesign Levi's Competition, Kebaya: The Interpretation Competition 2003, the 16th Malaysian Film Festival 2003, Nokia First Shot Competition 2003 and the Adrenaline Student Creative Awards 2003.

In Cyberjaya, Limkokwing students can expect more opportunities to explore their creativity and enhance their learning experience in an upbeat, international environment.

For details, call Shirely at 0-78062688.