



***THE Awards Asia 2020 - International Strategy of the Year***

Institution Name	Universiti Malaysia Sarawak, UNIMAS Global
Submission title or project name	Roaring UNIMAS and Sarawak experience as a global brand
Nominee/key personnel	Associate Professor Dr Shanti Faridah binti Salleh
URL	<a href="http://www.global.unimas.my">www.global.unimas.my</a>
Submission	<p>As the sole institution in the Sarawak state of Malaysia, UNIMAS is playing a key role in the development of communities in the region, while also establishing itself as a new global brand.</p> <p>UNIMAS is strong in biodiversity studies, and this and most of other research activities are firmly based on contemporary technologies. Therefore, we have identified three niche areas that present our strengths and focus to the world - Biodiversity and Environmental Conservation, Information Communication and Creative Technology, and Sustainable Community Transformation.</p> <p>By identifying these three areas we hope to promote UNIMAS as an institution on the international stage, and one that becomes a destination of choice for overseas students. And being strategically located on the exotic island of Borneo, UNIMAS is also ideally located for collaborations with international partners.</p>