

**For Immediate Release**

**‘From Cradle to Career’**

*The collaborative smart partnership that make sales ambassadorship as career of choice*

**Kuala Lumpur, 17 August 2010** – With the looming unemployment challenges faced by young graduates in the market, Malaysia’s number one Consumer Electronic company Panasonic Malaysia and the country’s number one Higher Learning Institution University Malaya have signed a Memorandum of Understanding to develop a collaborative smart partnership between industry and academia. The collaborative smart partnership, “From cradle to career” program is the first of its kind between industry and academia. It is an initiative to groom prospective young graduates from year one until they graduate through a structured industrial training and development program.

The objective of the collaboration is to share responsibility between industry and academia in the development of industry relevant job skills, attributes and competencies. The close cooperation between university and industry will promote a synergized effort to create excellent graduates who are ready.

“Panasonic Malaysia will work together with students from the University of Malaya from their first year onwards right through to graduation. Through this collaboration, we are taking a bold step to get involved and assist academia in their effort at producing competent graduates as well as potential employees.” said Jeff Lee, Managing Director of Panasonic Malaysia.

“This program is aimed at creating a future workforce with a long term view of promoting sales ambassadorship as a career of choice. The Sales Ambassadorship as a Career of Choice was borne out of a realization that several promoters were degree holders. These graduates shared that they enjoyed the working hours and environment as well as the earning capacity. On top of that, they exhibited a higher thinking ability and steeper learning curve.”

Panasonic Malaysia believes in their founder Konosuke Matsushita’s philosophy that “we make people before the product”. Being a public entity in society, the company feels compel to carry out activities that will benefit and help to raise the quality of life in the community. It is not acceptable for a company – a public entity that utilizes land, people, money and materials that come from the surroundings – not to serve the community. As such people are the nucleus of Panasonic’s corporate activities.

**About Panasonic Malaysia Sdn Bhd**

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at [www.panasonic.com.my](http://www.panasonic.com.my) or call our Customer Care Center at 03-5543 7600.

In year 2009, Panasonic Malaysia started its own Sales Academy as a project to up-skill and up-grade the quality of its promoters. A total of 100 promoters and six dealers namely Courts, Harvey Norman, SENQ, Best Denki, Jusco and Carrefour participated in the academy’s Retail Selling certification program. As a result, 62 promoters were certified as Panasonic Sales Ambassadors after meeting the criterion such as class room test, field evaluation and sales performance.

For members of the press, please download the press release and photos at [www.pmpressroom.com](http://www.pmpressroom.com)

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### **About University of Malaya**

University of Malaya ( UM ) is the foremost and premier Research University ( RU ) in Malaysia. It is a multidisciplinary RU that has more than 25,000 students and 2,000 academic staff with 20 faculties/centres/academies/institutes that covers the whole spectrum of learning from the Arts, Sciences and Humanities. The university's beginning at the Kuala Lumpur campus dates back to 1959 and thus far has a huge alumni of over 100,000, among them renowned and illustrious personalities and leaders in various fields.

As with any reputable university, our strength lies in the creativity, talent and dynamism of its people. Our researchers are in collaborative partnerships with more than 100 international institutions working on diverse topics from HIV-Aids, infectious diseases, biodiversity, nanotechnology to law, intellectual property, culture, religion, gender studies and poverty eradication studies. In the coming years, the university will see a further quantum leap in high quality research activity and publications as a result of the huge research funding that the university now enjoys from numerous sources and the many excellent students and staff that we are now admitting.

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