



BOND PRICING AGENCY MALAYSIA AND UNIVERSITI MALAYA SIGNED AN MOU TO STRENGTHEN ACADEMIC – INDUSTRIAL COLLABORATION IN THE FINANCIAL MARKET

Kuala Lumpur, 29 November 2022 – Bond Pricing Agency Malaysia Sdn Bhd (BPAM) and Faculty of Business and Economics, Universiti Malaya (UM), have signed a Memorandum of Understanding (MoU) for academic – industrial collaboration between the two organisations.

The collaboration is important to meet the industry's growing need for new knowledge and expertise in the rapidly changing financial market landscape. It is expected that both organisations will benefit from the collaboration by gaining access to research opportunities and expertise. The partnership will create a platform from which both organisations can benefit.

The MoU was signed by UM's Associate Vice-Chancellor (Global Engagement), Professor Dr. Yvonne Lim Ai Lian and BPAM's CEO/Executive Director, En. Meor Amri Meor Ayob. This collaboration covers, among others, joint research projects in Environment, Social & Governance (ESG), Fixed Income and Data Science & Machine Learning, internship placements and training programmes. This partnership between the two organisations will pair BPAM's experience and expertise in the Malaysian Fixed Income Market with the research know-how of UM.

BPAM will be able to leverage research and knowledge exchange to strengthen BPAM's core businesses. In particular, the collaboration will explore opportunities for student internships at BPAM and the appointment of BPAM experts as ELITE Fellows in UM to provide students with industry-relevant knowledge. Engaging BPAM staff for postgraduate studies in UM would further strengthen the relationship between the two organisations as it would enable joint research activities as part of the studies. Similarly, Universiti Malaya will be able to engage in industry-relevant research and knowledge transfer to understand the practical aspects of industrial knowledge application that can be further utilised in teaching and research. Efforts are focused on creating tangible impacts to enhance the competitiveness of both organisations.

According to En. Meor Amri Meor Ayob, "There has never been a better time to have this type of smart partnership between market practitioners and academia. Data sciences have evolved tremendously. The need to make sense of the tremendous amount of data to make quick and informed decision requires a new way of data aggregation and analysis. This partnership was envisaged to quicken the time-to-market of innovative tools to support market practitioners, speed up their decision-making process and explore new ways of looking at risk assessment, benchmarking and investment strategies. In a nutshell, this is a one of the key strategies that is required to strengthen the national economy by enhancing and accelerating technology-transfer initiatives."

Quoting Professor Dr. Yvonne, "Fostering collaborative university-industry partnerships has emerged as a critical imperative to sustaining global competition, and innovation and business competitiveness are greatly enhanced through the activities of research universities. To build a knowledge-based economy, we need to drive innovation by strengthening links between higher education, research and business practices."



Universiti Malaya (UM) was officially made a public university in the Federation of Malaya on 1 January 1962. UM is supported by two academies, fourteen faculties, four institutes and two academic centres that encompass medicine, science, technology, social sciences and humanities. The university also houses Malaysia's first and biggest teaching hospital - University of Malaya Medical Centre (UMMC). In addition, the Research Cluster had been formed to drive further breakthroughs in knowledge. The emphasis on research is strengthened by the presence of centres of excellence at several of its learning centres. UM continues to consolidate and solidify its position in both the national and international arenas. It now stands among the world's top 100 universities and is ranked 70th in the Quacquarelli Symonds (QS) World University Rankings 2022. In addition, UM is ranked 32nd in the world for UI GreenMetric World University Rankings based on green campus sustainability and environmental management efforts.

For more information, please visit www.um.edu.my

Media contact:

Name: Mastura Mohamad Yusoff, Head of Media Department, Corporate Communications Centre.
Tel: 013-3773207
E-mail: __masturayusoff@um.edu.my / corporate@um.edu.my



Established in 2004 under the name Bondweb Malaysia Sdn Bhd, Bond Pricing Agency Malaysia Sdn Bhd (BPAM) [200401028895 (667403-U)] is currently the only registered bond pricing agency accredited by the Securities Commission of Malaysia. BPAM is the market leader in delivering evaluated pricing and reference bond data, analytics and benchmarks services to the Malaysian Fixed Income market. BPAM currently serves over 130 local and international financial institutions and works with extensive strategic partners ranging from global information vendors, research houses, media organizations, academies and training providers. Visit us at <https://www.bpam.com.my> for more information.

Media Contact:

Name: Partnerships, Retail Product and Media Department
Telephone Number: +603 2772 0888
Email: enquiries@bpam.com.my