



Entrepreneurship Seminar Commemorating 2019 International MSME Day

The University of Medan Area Career and Entrepreneurship Center held a seminar on the theme of Brand Local Go Public on Friday 28 June 2019 at the Convention Hall of the University of Medan Rectorate Building Jalan Jalan No. 1 Medan Estate.

The seminar was attended and as the opening ceremony of the University of Medan Area Prof. Dr. Dadan Ramdan, M. Eng., M.Sc., Deputy Chancellor for Student Affairs Muazzul, SH, M.Hum, Head of UMA Career and Entrepreneurship Center Ahmad Prayudi, SE, MM, while students from other tertiary institutions were present at the event the seminar and also UMA students participated, while the speakers who were present were Dr. Banowati Talim from Catholic University (ICSB Indonesia) and Prof. Dr. Yusniar Lubis from Medan Area University (ICSB North Sumatra).

The Chancellor of Medan Area University in his speech and as the opening ceremony said that this activity was one of the interesting activities as the university's effort in creating graduates who were ready to compete, be innovative, have a personality and be independent in accordance with the vision of UMA. So, I really appreciate this activity and thank PKK UMA and ICSB of North Sumatra as the gasser of activities. This becomes the most important part of UMA in improving itself to prepare graduates who are ready to compete in the 4.0 industrial revolution era, 'said the UMA rector.



UMA PKK Chairman Ahmad Prayudi who is also the chairman of the seminar committee said, in accordance with the vision and mission of "Giving Out Innovative, Personality and Independent Graduates", UMA paid more attention to entrepreneurs and SMEs.

He expressed pride in the enthusiasm of the participants in participating in the entrepreneurship seminar. "We only invite participants through social media in a few days. As soon as the registrants reach 120 people we immediately close, according to the capacity of the venue," he said, adding the participants from among students, students, lecturers and the public.

Head of the North Sumatra ICSB Regional Head Ir Deni Faisal Mirza MM in his speech said, although it was only established a year ago, it had succeeded in forming ICSB in 7 districts / cities in this area, namely Medan, Deli Serdang, Serdang Bedagai, Batu Bara, Asahan, Binjai and Langkat.



"This year, we held International MSME Day activities at three tertiary institutions. In addition to UMA also held UISU and STIE Tritech Nusa Bangsa," he said.

He explained, ICSB headquartered in Washington, USA, is a global non-profit organization consisting of 80 countries and has regional affiliations in 16 countries, including Indonesia. The ICSB functions as an umbrella organization that integrates the activities of various organizations and professionals who deal directly with small businesses.