

**CENTRE FOR ENTERPRISE AND TECHNOPRENEURSHIP DEVELOPMENT
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السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Dr. Dini Yuniarti,

APPRECIATION LETTER FOR INTERNATIONAL GUEST LECTURERS

On behalf of the Centre for Enterprise and Techopreneurship Development (CREATE), Universiti Teknologi Malaysia Melaka (UTeM), I would like to extend our heartfelt appreciation to you and your esteemed colleagues for your outstanding contribution as guest lecturers in the International Guest Lecture on **Cost-Effective Marketing Strategy** held on June 20, 2024.

We are particularly grateful to the following lecturers for their exceptional efforts:

1. **Dr. Dini Yuniarti, M.Si., CIQnR**
2. **Indah Shofiyah, S.E., M.Sc**
3. **Nabila Na'ma Aisa, S.E., MSc**
4. **Fauziyah Nur Jamal, S.E., M.M., Ph.D.**
5. **Palupi Melati Pangastuti, S.T.P., M.Sc**

Your collective insights and expertise gave our participants a deep understanding of cost-effective marketing strategies. The knowledge and experience shared significantly enriched the lecture and left a lasting impact on all attendees.

We have received tremendous positive feedback from the participants, who greatly appreciated the practical knowledge and engaging sessions. Your professionalism and dedication were evident, and working with such a highly skilled team was a pleasure.

Once again, thank you for your invaluable contribution to the success of this event. We look forward to the possibility of future collaborations between our institutions.

“BIJAK LAKSANA TUAH, BERANI LAKSANA JEBAT”
“MALAYSIA MADANI”
“BERKHIDMAT UNTUK NEGARA”
“KOMPETENSI TERAS KEGEMILANGAN”

Best regards,



DR. ISMA ADDI BIN JUMBRI

Director

Centre for Enterprise and Technopreneurship Development (CREATE)

Office of the Deputy Vice-Chancellor (Student Affairs & Alumni)

Universiti Teknikal Malaysia Melaka

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c.c. Deputy Vice-Chancellor (Student Affairs & Alumni)