

**WELCOMING SPEECH**  
**YBHG. DATO' PROF. IR. DR. AHMAD FARHAN BIN MOHD SADULLAH**  
**VICE-CHANCELLOR UNIVERSITI PUTRA MALAYSIA**

**LAUNCHING CEREMONY OF THE ASEAN UNIVERSITY CASHFLOW**  
**COMPETITION (AUCC)**  
**26 FEBRUARY 2026 (THURSDAY)**  
**SULTAN ABDUL SAMAD LIBRARY, UPM**

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Bismillahirrahmanirrahim.

Assalamualaikum warahmatullahi wabarakatuh, greetings and a very good morning.

Our distinguished guest of honour today,  
Robert T. Kiyosaki, founder of the Cashflow Financial Education Game and  
renowned author of Rich Dad Poor Dad

YBrs. Prof. Ts. Dr. Ali Bin Selamat,  
Chairman, Majlis Keusahawanan Universiti Malaysia (MAKMUM)

Dr. Abuayubul Ansari Ibramsha,  
Director, Now Asia International Sdn. Bhd.

Members of the University Management,

And representatives from public universities across Malaysia,

Distinguished guests, ladies and gentlemen.

1. Alhamdulillah, we are grateful to Allah SWT for granting us the opportunity to gather here today at Universiti Putra Malaysia for the Launching Ceremony of the ASEAN University Cashflow Competition, which is scheduled to take place in June 2026.

2. Today marks a significant and historic milestone for UPM and for the higher education landscape in Malaysia. The presence of an internationally respected financial educator such as Mr. Robert T. Kiyosaki not only inspires us, but also signifies global recognition of Malaysia's commitment to strengthening financial literacy among university students.

Ladies and gentlemen,

3. In today's increasingly complex global economy, academic excellence alone is no longer sufficient. Our students must be equipped with financial intelligence, entrepreneurial thinking, the courage to take calculated risks, and the wisdom to make sound investment decisions. These are precisely the values embedded in the experiential learning approach of the Cashflow Gameboard.
4. Therefore, the ASEAN University Cashflow Competition is more than just a competition. It is a strategic educational platform, a training ground for ethical wealth-building mindsets, and a regional networking arena that brings together young talents from universities across Malaysia and, in the near future, across the ASEAN region.
5. I am pleased to note that approximately 100 student representatives from public universities throughout Malaysia are present today. Your presence reflects the strong commitment of our younger generation towards progressive financial education. Through initiatives like this, we aim not only to produce knowledgeable graduates, but financially literate, resilient individuals who are capable of creating job opportunities — not merely seeking them.

Distinguished guests,

6. UPM remains steadfast in its commitment to leading innovation in education and holistic talent development. Programmes such as this align perfectly with our aspiration to nurture high-impact graduates who are well-prepared for the future economy.
7. I would also like to extend my heartfelt congratulations to Majlis Keusahawanan Universiti Malaysia (MAKMUM) and the Centre for Entrepreneurship and Graduate Marketability (CEM), UPM, for their initiative in organising this meaningful programme.
8. To the students present today, I sincerely hope you will gain insights beyond what is taught in lecture halls. You are indeed fortunate to meet in person a global financial icon, Mr. Robert Kiyosaki. Make the most of this opportunity. Let today be a defining starting point in your journey towards a successful and impactful career.
9. In closing, I would like to express my deepest appreciation to everyone involved in making this event possible, especially to Mr. Robert Kiyosaki for graciously accepting our invitation and sharing his inspiration with the university community. Today's ceremony will undoubtedly be remembered as an extraordinary and historic moment for us all.

Thank you.

Wabillahi taufiq wal hidayah.

Wassalamualaikum warahmatullahi wabarakatuh.