

MINDSET 2025:

MOBILITY IN INNOVATION, DIGITAL BUSINESS, AND ENTREPRENEURSHIP FOR STUDENTS

Who should attend

The program is designed for students to explore business, develop their interest, gain hands-on training in entrepreneurship, and experience global perspectives in a real-world setting.

Benefits

- ✓ International exposure in digital innovation and & entrepreneurship
- ✓ Real skills in business model, prototyping & digital marketing
- ✓ Critical thinking, creativity & entrepreneurial skills



24 - 28 NOVEMBER 2025



Register now!

Closing date: 24 October 2025

FEE
USD300
per person

Include: Accommodation, workshop, meals and transportation
Exclude: Flight and insurance cost

Organized by

MINDSET 2025

5-DAY PROGRAMME HIGHLIGHTS AT USM, PENANG



Day 1

24 November
2025

- Ice-Breaking & Business Games
- Business Idea Walk at George Town, Penang

Day 2

25 November
2025

- Build Your Business Model Canvas
- SME (UMKM) Industry Visit

Day 3

26 November
2025

- Think It, Make It: Hands-On Prototype Workshop
- Alumni Sharing Session

Day 4

27 November
2025

- Sell with Style: Visual Strategies for Digital Marketing
- Turning Views into Visual Value @ Penang Hill

Day 5

28 November
2025

- Digital Marketing Strategies
- Awards & Closing

For more information, please contact:

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