

### Third Transnational Project Meeting of the Erasmus+ SOHO Project Held in Penang, Malaysia



The third Transnational Project Meeting of the Erasmus+ SOHO project was successfully held in Penang, Malaysia, on December 5–6, 2024. The project, titled *“Smart, Optimized, High-quality, and On-demand (SOHO) Tourism Innovative Education for Sustainable and Green Development (2023–2026),”* aims to establish and strengthen Knowledge & Competence Centers (KCCs) in Vietnam, Malaysia, and Bangladesh. These centers play a vital role in promoting regional development, fostering innovation, and enhancing international cooperation in the field of sustainable tourism.

A central focus of the SOHO project is the development of academic programs in cutting-edge areas such as Smart Transportation, Sustainable Accommodation, and Renewable Energy Integration. These initiatives are designed to create new opportunities for students and entrepreneurs in the tourism sector, supporting sustainable economic growth and innovation.

The American International University-Bangladesh (AIUB) delegation included Prof. M. Shamim Kaiser (Director, IIT), Prof. Shamim Al Mamun, Prof. Md. Sazzadur Rahman, and Associate Professor Rashed Mazumber from the Institute of Information Technology (IIT). The first day of the meeting took place at the Gurney Bay Hotel’s Grand Ballroom, while the second day was hosted at the Centre for Marine and Coastal Studies (CEMACS), Universiti Sains Malaysia. The event concluded with a guided tour of the CEMACS facilities and in-depth discussions on project progress.



More than 35 representatives from partner institutions participated in the meeting, both in person and virtually. Partner institutions include:

- National University of Science and Technology POLITEHNICA Bucharest (Romania) – Project Coordinator
- Université Lumière Lyon 2 (France)
- Politecnico di Milano (Italy)
- American International University-Bangladesh (AIUB)
- Jahangirnagar University (Bangladesh)
- The University of Danang and University of Technology and Education – University of Danang (Vietnam)
- Universiti Sains Malaysia and Universiti Tunku Abdul Rahman (Malaysia)

The Malaysian partners hosted this productive edition of the meeting, which reaffirmed the consortium's collective commitment to advancing smart, sustainable, and globally relevant tourism education. The event marked another key milestone in achieving the project's goals and strengthening regional and international academic collaboration.