

Opening Speech:

FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA

All praise be to Allah SWT, the merciful and the beneficent one who creates the world to all mankind.

As a dean, I would like to say welcome to the Faculty of Economics and Business Universitas Muhammadiyah Sumatera Utara on "Medan International Conference Economic and Business (MICEB)" Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara.

The industrial era 4.0 will be replaced by the era of society 5.0. This change needs to be addressed by Indonesia more wisely and calmly. It doesn't mean to ignore it, but it is necessary to balance the changes in this era of society 5.0 by preparing all aspects that intersect with society 5.0, such as the environment, technology and people. For this reason, a deeper understanding is needed about what can be expected from the presence of universities in the Society 5.0 era, in terms of the history of its development, its current activities, and what needs to be done in the future. The Medan International Conference on Economic and Business (MICEB) Forum with the theme: "Entrepreneurship in the development of the global economy in the era of society 5.0" was held to answer these problems.

The role of universities is very important to the development of society, because society currently places trust in higher education institutions as higher education institutions that become role models for society in the transformation towards a global society. So it cannot be denied that universities have a very big role in empowering the community. Hopefully the implementation of the Medan International Conference Economic and Business (MICEB) activities of the Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara, in the future will be even better, and we will improve the quality of their implementation.

Thank you to all parties who have supported the MICEB event

Wassalam
Medan, 26th January 2023
Dean,

Assoc Prof. Dr. H. Januri, SE, MM, MSi

