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# Thumbs up from industry for PECIPTA 2009



**A**PPROXIMATELY 17,000 people from a total of 20 countries visited PECIPTA 2009 (the International Exposition of Research and Inventions of Institutions of Higher Learning), which was held from Oct 8 to 10 at the Kuala Lumpur Convention Centre.

This exposition, which highlighted the results of research carried out at institutions of higher learning, clearly caught the interest of a large number of people from various walks of life.

Visitors, who comprised students and staff from local schools and institutes of higher learning as well as representatives from many different industries, had the opportunity to talk to researchers and to look and even try out some of the many innovative products exhibited at PECIPTA 2009.

Such interaction is valuable to both the researchers and to industry representatives, giving them hands-on experience of what is available in terms of research and development.

One of the aims of the expo was to connect researchers with the industry, and PECIPTA 2009 certainly fulfilled that aim. A clear example was the sponsorship from Sime Darby which is also an active research partner with the University of Malaya (UM).

This major sponsorship and collaboration clearly indicates industry confidence in the value of research projects carried out locally. Industry personnel were also involved in the judging of the exhibits, with 36% of the judges being from the industry. In line with the theme of PECIPTA 2009, "Driving research innovation towards value creation," the involvement of the industry in judging the exhibits was an important assessment of the commercial potential of these products, as well as their usefulness to society.

PECIPTA 2009 also made the effort to connect with industry by organising business matching activities. These activities were aimed at bringing together researchers and members of industry, so that the researchers could present their products or findings directly to the relevant industry, thus opening up opportunities for the possible commercialising of research products.

A total of 41 organisations attended the 21 business matching sessions that were held. Among the products presented were "ROAD-i" and "WhiteSteg", a steganographic tool that hides secret data within spaces of a cover text. These sessions proved to be an excellent platform for industry players to learn about the innovations and to discuss their commercial potential with the actual researchers.

The feedback from these sessions was positive and the organisers of PECIPTA 2009 are confident that many of these innovations will hit the market in the next few years. One of the attendees said: "I have learnt a lot

about what universities have to offer at these sessions and will definitely keep in contact with the researchers."

The confidence of industry in the commercial potential of the research conducted at institutions of higher learning was also evident in the 11 MoUs/MoAs signed during PECIPTA 2009, involving four institutions and nine organisations.

Among these organisations was Perbadanan Kemajuan Negeri Selangor (PKNS) which signed agreements with UM on four areas. UM also signed agreements with Geneflux Sdn Bhd for a Rapid Molecular Detection Test for Melioidosis and with Ecotherm Sdn Bhd on the know-how of "Polyurethane from fish-oil and palm oil."

Other institutions that signed agreements were Universiti Tenaga Nasional (UNITEN) with UNIO Energy Sdn Bhd on "A System For Production Of Alkyl Esters (Biodiesel) And Hydrogen," and Universiti Sabah Malaysia with FQ Feedmill Sdn Bhd on "R&D and Commercialisation of Cost Effective Feed for Marine Fish Farming." Universiti Pendidikan Sultan Idris also signed agreements with MIMOS Berhad, Talkway Engineering Sdn Bhd DreamEDGE Sdn Bhd and Pusat Kemahiran Matematik Sensor (PKMS).

These close linkages between industry and researchers are vital, if the results of research projects are to be developed further and commercialised. Commercialisation is important, if these research projects are to have any kind of impact on society at large.

It is clear that the efforts made at PECIPTA 2009 will bear fruit in a few years, to the benefit of society.

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People from various industries and institutions of higher learning flock to PECIPTA 2009.