

## OTHERS SINERGI

25/07/2023 / Nor Manini binti Mohtar



SERI ISKANDAR, 6th July 2023 – The Product Idea Innovation (PRiDE) Showcase Competition 2023 is a remarkable event organized by the Malaysian Academy of SME & Entrepreneurship Development (MASMED), in collaboration with the Department of Business and Management, UiTM Perak Branch, Seri Iskandar Campus. This event took place on 6th July 2023 at Dewan Seri Iskandar, gathering students from UiTM, Perak, who are enrolled in the ENT600 course for the March-August 2023 semester.

PRiDE Showcase Competition 2023 served as a vibrant platform for aspiring students to present their innovative ideas and potential projects, focusing on their commercialization prospects. Throughout the competition, participants had the opportunity to deliver face-to-face presentations, showcasing their entrepreneurial prowess.



The event witnessed an impressive turnout, with 37 groups of students hailing from various faculties actively taking part in this exciting contest. At the event, participants were recognized in categories such as Best of the Best, Best Idea/Project, Best Innovation/Invention, Best Product Design/Visualization, Best Commercial Potentials & Entrepreneurial, and Best Presentation, with respective awards for the Champion (RM 200), 1st Runner Up (RM 150), and 2nd Runner Up (RM 100). The judging panel comprised distinguished experts from various faculties at UiTM, including:

### College of Creative Arts:

Dr. Shahrel Nizar Bin Baharom

Dr. Mohd Nasiruddin Bin Abdul Aziz

Sharifah Raudah Binti S Mahadi

### College of Built Environment

Ahmad Zamil Bin Zakaria

Sayed Muhammad Aiman bin Sayed Abul Khair

Ti Salabuddin Abdul Hakeem Abas

### Faculty of Accountancy:

Syed Redzwan Bin Sayed Rohani

Dr. Mohd Taufik Bin Mohd Suffian

The event reached its climax during the announcement of the winners and the subsequent prize-giving ceremony, which was officiated by Prof. Madya

Dr. Hazliza Haron, MASMED and the Department of Business and Management, UiTM Perak Branch, Seri Iskandar Campus extend their sincere commendations to all participants for their hard work and dedication. Heartfelt congratulations are also extended to the deserving winners for their outstanding achievements.

The PRiDE Showcase Competition 2023 has undoubtedly left a positive impact on the entrepreneurial ecosystem of UiTM Perak Branch. It has not only encouraged innovation but also nurtured a culture of entrepreneurship among the students, fostering their growth as future business leaders. The success of this event reflects the university's commitment to empowering young minds and driving them towards impactful contributions to society.



Tags: Faculty of Business and Management (FBM), Malaysian Academy of SMEs and Entrepreneurship Development (MASMED), UiTM Cawangan Perak

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