



Research **NEWS**

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UiTM Industry Visit to Ruza Agrotech Kulim

16 April 2025 | Ruza Agrotech, Pulau Pinang

Group 6 of MeTPI-13 Industry Visit to Ruza Agrotech located at Jalan Kampung Sungai Limau, Kedah. This visit is part of the MeTPI-13 program aimed at providing participants with exposure to the agrotourism industry as well as collaboration opportunities involving UiTM and Ruza Agrotech.



This visit was led by Prof. Dr. Wan Mohd Nazri Wan Abdul Rahman, Deputy Rector of PJI UiTM Pahang Branch with 18 participants consisting of MeTPI-13 participants and 2 secretariat staff from UiTM Pulau Pinang. Ruza Agrotech was represented by Mrs. Faezah Fahmi Binti Ahmad, Ruza Agrotech Events & Accommodation Division Officer.

In the briefing session, Ruza Agrotech provided information on the agrotourism field it is involved in, the facilities and amenities provided as well as other industries that Ruza Agrotech is involved in, namely the manufacturing industry, downstream agricultural products, durian plantations and the OEM product industry under the Ruza Manufacturing label. Participants also had the opportunity to see the facilities and amenities provided and the main attractions of Ruza Agrotech such as local and foreign animal exhibitions through a site visit session provided by Ruza Agrotech.

The main findings and results of this visit were:

- The combination of academia (JPI UiTM) and industry (Ruza Agrotech) will open up opportunities for improving Ruza Manufacturing product materials.
- Ruza Agrotech already has its own products, only improvements are needed in terms of promotion, packaging, product logos which can be done in collaboration with UiTM.
- Collaboration opportunities in the Internet of Things (IOT).
- Ruza Agrotech has local raw materials, innovation opportunities with UiTM.
- Proposal to invite Ruza Agrotech as a judge for a student innovation competition.
- SDG exploration related to the use of materials such as rice husks to produce animal models and plant sculptures at Ruza Agrotech.
- UiTM has experts who can assist Ruza Agrotech in identifying herbs, advisory services from planting to harvesting agro products.
- UiTM is ready to collaborate to help with promotions, social media, improving Ruza Agrotech's corporate video.
- Ruza Agrotech welcomes collaboration from UiTM industrial training students, collaboration to improve aspects of farming, tourism and others.

This visit ended with a souvenir exchange session from UiTM and Ruza Agrotech as well as a commemorative photo session.

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