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# Research NEWS

2/2025

Jabatan Penyelidikan & Inovasi (JPI)  
Universiti Teknologi MARA



## Citra Program Collaboration between JPI UiTM and IDEA-UKM Center

18 June 2025 | Universiti Kebangsaan Malaysia (UKM), Selangor



A visit from the Department of Research and Innovation (JPI) UiTM to the IDEA Centre of the National University of Malaysia (UKM). This visit was undertaken by the Research Management Centre (RMC) and the UiTM Research Nexus (ReNeU) to learn about the operation and function of the UKM IDEA Centre in an effort to empower and improve the results of research and innovation activities as well as build networks between the two Universities.

UiTM delegation for the Citra Program Collaboration between JPI and the UKM IDEA Centre was led by YBrs. Prof. Dr. Nor Azura Md Ghani (Director of RMC), accompanied by YBrs. Prof. Ts. Dr. Asmah Awal (Director of ReNeU), and also accompanied by Deputy Directors and Officers from RMC and ReNeU UiTM.

The presence of the UiTM delegation was warmly welcomed by Assoc. Prof. Dr. Wan Zawiah Wan Zain (Deputy Director of the UKM IDEA Centre), Prof. Dr. Salasiah Hanim Hamjah (Leader of the Heritage & Civil Society Research Cluster),

Prof. Dr. Zaidi Che Cob (Alaf-UKM Deputy Director of Strategy & Development), Prof. Dr. Sawal Hamid Md Ali (Deputy Director of UKM Innovation & Technology Transfer Centre).

Throughout the visit, various questions, views and knowledge sharing were discussed openly and constructively. UiTM greatly appreciates UKM's willingness to share best practices, strategies and holistic approaches used in managing and driving research and innovation excellence at their university.

This session also opens up space for strategic collaboration between the two institutions, especially in the field of research and innovation that has an impact on society. It is hoped that the results of this visit will further enhance the achievements and reputation of both universities in the research and innovation spectrum, as well as contribute to improving the socio-economic status, social well-being and educational development in the country.

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