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NEW Industry PARTNERS



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expertise and products invented by UTM researchers. The director of BITCOM, Prof. Ir. Ts. Dr. Syed Shahrul Asghar Syed Hassan, stated that through this MOA, the research and product commercialization plan of UTM researchers' innovations can be done more systematically to enhance availability as well as marketability of products. This joint effort between UTM and industries is foreseen to facilitate outstanding commercialization for future innovations. The total amount calculated for the licensing agreement was RM 1,000,000.00, in which the signed project will be operated between 3 to 5 years. Through this licensing, the products and innovations from UTM researchers can be highlighted globally, further impacting society and evolving consumer lifestyles. UTM Vice-Chancellor, YBhg. Professor Datuk Ts. Dr. Hajah Rosah Mohd Janor emphasized that UTM will continue to support and encourage UTM researchers in cultivating commercialization through research as well as sharing expertise with the industry in improving the reputation of UTM and the industry to a higher level. In this context, more competitive researchers will be able to be born in addition to strengthening UTM's role in producing intellectuals and generators of human capital for national development.



PRODUCT COMMERCIALIZATION AND INNOVATION COOPERATION OF UTM RESEARCHERS WITH SIX (6) INDUSTRIES

UTM signed Memorandum of Agreements (MOA) with six industries to synergically boost the impact of commercialization for innovations and research products while expanding networks through collaboration between UTM and industry. This event involved industries from various fields including Cosmetic (VNI Scientific Sdn. Bhd.), Engineering (OPM Venture Sdn. Bhd., Ultra Tech Sdn. Bhd. and Smart Integration Sdn. Bhd.), Agriculture (Masculture Sdn. Bhd.), as well as Healthcare (Bio Fluid Sdn. Bhd.). This collaboration was intended for product or innovation licensing agreements with three industries, meanwhile another three being Micro Industrial Hub - Industrial Research Lab (MIH-IRL) establishment agreements that utilize





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