



Research *NEWS*

Department of Research & Innovation, UTM

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Bengkel Road to Commercialization

21–22 April 2026

Bilik Seminar UTV, Bangunan MTDC, UiTM Shah Alam

The Road to Commercialization Workshop, organised by BITCOM under the Research Innovation Division of Universiti Teknologi MARA (UiTM), was successfully held on 21–22 April 2026 at the UTV Seminar Room, MTDC Building, UiTM, with the participation of researchers and academic staff.

The programme aimed to provide comprehensive exposure to the research commercialisation ecosystem, including intellectual property management and the development of market-ready products.

The workshop began with opening remarks followed by knowledge-sharing sessions delivered by experienced speakers, namely Prof. Dr. Rohana Ngah, Ts. Mariatini Othman from Malaysian Technology Development Corporation (MTDC), Dr. Azlin Shafinaz Mohamad Arshad, and Prof. Madya Dr. Mohammed Hardy Loh Rahim.

Throughout the programme, participants were exposed to key topics such as commercialisation strategies, business model development, funding opportunities including initiatives under the National Technology & Innovation Sandbox (NTIS), as well as real-world industry applications through interactive sessions and discussions.

This initiative reflects BITCOM's commitment to bridging the gap between research and commercialisation, in line with UiTM's Research, Development, Innovation, Commercialisation & Economy (RDICE) agenda. Overall, the workshop successfully enhanced participants' understanding of the commercialisation pathway, strengthened academia–industry networking, and encouraged the development of high-impact innovations towards market readiness.





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