



Research *NEWS*

Department of Research & Innovation, UTM

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BITCOM Product Scouting @ Fakulti Kejuruteraan Awam

23 April 2026

Fakulti Kejuruteraan Awam, UiTM Shah Alam



BITCOM officially launched its 2026 Product Scouting series with a visit to the Faculty of Civil Engineering, UiTM Shah Alam, to identify research products with strong commercialisation potential.

The session featured innovation product presentations by two researchers from the Faculty of Civil Engineering, followed by interactive discussions with the BITCOM team on market potential, commercialisation strategies, and pathways to industry adoption. The programme also highlighted the "One Campus, One Commercial Product" initiative, aimed at strengthening the culture of innovation and commercialisation across UiTM.

This visit serves as an important platform to support technology transfer, enhance UiTM's commercialisation ecosystem, and foster sustainable collaborations between researchers and industry partners.





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