

PUBLIC-PRIVATE RESEARCH NETWORK

On February 22, 2018 the Department of Research, Industrial Linkages, Community & Alumni had organised a Public-Private Research Network (PPRN). PPRN is an innovative initiative of the Ministry of Higher Education of Malaysia to promote demand-driven innovation programmes in driving productivity improvement of Small and Medium Enterprises (SMEs) and strengthening Malaysia's economic development.

The objective of PPRN is to create a knowledge-friendly ecosystem where knowledge is generated and disseminated from those with knowledge and expertise at universities to the needy industries especially SMEs. Through this programme the industry players (SMEs) will present the issue on technology and explain the challenges in finding solutions. Hence, researchers from the universities will provide suggestions on how they can help the industry to address the problems and challenges based on their skills and expertise.

Suzaina Ismail
(PJIM&A)

UiTM Perak Branch was among the six campuses that had been selected to run the programme. This programme was the first stage where problems were identified and reported to the Ministry of Higher Education of Malaysia where selected cases were taken to the next level. Puan Junaidah Junid a representative from the Malaysian Academy of SME & Entrepreneurship Development (MASMED), UiTM Shah Alam was present to assist.

During the sessions, 52 case writers and 32 SME representatives were appointed to identify the technology issues faced through this business matching. The Ministry of Higher Education of Malaysia and MASMED UiTM Shah Alam had targeted 100 cases on technology through this PPRN programme at UiTM Perak Branch.



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Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"

Saya yang menjalankan amanah,

SITI BASRIYAH SHAIK BAHARUDIN
Timbalan Ketua Pustakawan

nar

Setuju.

27.1.2023

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