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Launching of "Innovation Labs: Business Sustainability" at UiTM

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The Institute of Business Excellence (IBE) at Universiti Teknologi MARA (UiTM), in partnership with the University of Suffolk UK and Innovation Labs, UK is pleased to announce the official launch of the Innovation Labs: Business Sustainability. The inauguration ceremony, held at the IBE premises, marks a significant milestone in the advancement of entrepreneurship, innovation, and sustainable development.

Speaking at the launch event, Professor Ts Dr Mohd Rozi Ahmad, Director of Research Nexus UiTM, representing Deputy Vice Chancellor (Research and Innovation) Professor Ts. Dr. Norazah Abd Rahman, extends his heartfelt congratulations to Professor Gurpreet Jagpal, Pro Vice-Chancellor Business and Entrepreneurship at the University of Suffolk, and Associate Professor Dr Wan Edura Wan Rashid, Director of IBE-UiTM. Their commendable achievement in securing the award of the Student Mobility Program on 'Building Sustainable Futures and Businesses Through Students: Future Leaders Cultural Exchange' project from the British Council, amounting to £29,953.57(GBP), underscores their dedication to fostering international collaboration and student mobility initiatives.



As the visionary behind the creation of Innovation Labs: Business Sustainability, Associate Professor Dr Wan Edura Wan Rashid said: "I am thrilled about the prospects this collaboration with the University of Suffolk offers. Our goal is to cultivate a vibrant ecosystem for entrepreneurship and innovation, providing invaluable resources and opportunities for aspiring entrepreneurs in Malaysia. Through the Student Mobility Program, we aim to facilitate enriching exchanges between UiTM and the University of Suffolk, fostering cross-cultural learning and expanding horizons for students. Together, we aspire to drive positive change and create a sustainable future through innovation."

Professor Gurpreet Jagpal, Pro Vice-Chancellor Business and Entrepreneurship at the University of Suffolk, shares his perspective, stating, "The Innovation Labs: Business Sustainability provides a great opportunity to foster the talents in Malaysia of emerging entrepreneurs and start-up businesses, as well as a chance to expand the international reach of the successful Innovation Labs programme in Suffolk. We are sure that entrepreneurs will really benefit from the support the labs will bring by providing access to new market opportunities. In addition, the opportunities the Student Mobility Program will bring for learners at both UiTM and the University of Suffolk will be significant, and we look forward to the first exchanges on this programme in the summer."

Peter Basford, Co-founder of the Innovation Labs group, adds, "We are very excited to be partnering with the University of Suffolk with this Innovation Lab in Malaysia. We have established premises across Suffolk and are expanding in 2024 to Norfolk but this partnership takes us on to the international stage. Innovation is happening everywhere and through this partnership we want to build links internationally with the transfer of students between our sites in Ipswich and Kuala Lumpur to help them gain wider insight and see the opportunities that are available for them on a much larger scale. We look forward to a long and successful partnership and look forward to welcoming Malaysian entrepreneurs to the Ipswich Innovation Lab soon."

The Innovation Labs: Business Sustainability serves as a focal point for nurturing entrepreneurs, supporting start-ups, and promoting innovation in the realm of sustainability. Equipped with hot desk space, networking opportunities, and collaborative initiatives, the Labs offer a dynamic platform for creativity, knowledge exchange, and partnership-building.

Additionally, participants have access to UiTM's Business Engagement and Knowledge Exchange team, providing expert guidance, resources, and support services to facilitate the realization of innovative ideas and projects.

Professor Ts Dr Mohd Rozi Ahmad highlighted the significance of the Innovation Labs: Business Sustainability in advancing entrepreneurship and sustainable development. He emphasized the importance of collaboration and innovation in addressing the complex challenges facing our society today.

The launch event was attended by distinguished guests, including representatives from academia, PhD students, strategic industry partners and government. The presence of key stakeholders highlights the collective commitment to driving positive change and creating a more sustainable and equitable future.

