

**SPEECH BY
VICE CHANCELLOR of UniMAP
INNOVATION PITCH BUSINESS MATCHING 2019
MIDA SENTRAL, KUALA LUMPUR
5 AUGUST 2019**

Bismillahirrahmanirrahim

Assalamualaikum Warahmatullahi Taala Wabarakatuh
Salam Ilmu Keikhlasan, Kecemerlangan UniMAP

Selamat Pagi dan Salam Sejahtera

YBhg. Dato' Azman Mahmud, CEO of MIDA

YBhg. Dato' Norhalim Yunus, CEO of MTDC

Respected Vice-Chancellors and representatives from public and private universities

Prof. Dr. Uda Hashim, Deputy Vice Chancellor (Research & Innovation) of UniMAP

Heads of Department and representatives from government agencies and media

My fellow colleagues, researchers and academicians,

Last but not least are our important participants from industries, of whom without them this event will not be meaningful.

INTRODUCTION

1. Alhamdulillah, I am very thankful to the Almighty Allah Azzawajalla for giving us this opportunity to be here at Innovation Pitch and Business Matching – IPBM 2019. This event is jointly organised by UniMAP, MIDA and MTDC with the support from participating government agencies, universities and industries.
2. This strategic collaboration is truly reflected in a triple helix model that emphasised on the interactions and networking between universities, government and industries. Nevertheless, each entity retains a strong primacy in its original field of expertise:
 - the university remains the main source of knowledge production,
 - the industry is the primary vehicle of commercialisation, and
 - the government retains its regulatory role.

3. It is with my great pleasure to thank our dedicated partners and team from MIDA and MTDC who work hard in making sure this event runs well. My special and sincere thanks to YBhg. Dato' Azman, CEO of MIDA and YBhg. Dato' Nurhalim, CEO of MTDC for their immense support. I am also highly delighted and deeply honoured by the presence of all the participants of IPBM 2019. This event will not be a success without your support and presence. Let us give a big round of applause to all of us in this hall!!!!

UNIVERSITY FUNCTIONS IN RESEARCH AND COMMERCIALISATION

Ladies and gentleman,

4. Higher education institutions have been praised for their contribution to creating new knowledge, advancing the technology frontier, fostering economic development, and being agents of change in the local and regional communities.
5. However, in the past 2-3 decades new functions were taken over and making universities' roles more challenging and demanding. Besides retaining our core mission of educating the next generation and cultivating new forms of knowledge, universities also embrace an expanding role in driving innovation and catalysing economic development.
6. Knowledge and technology transfer to industry, commercialisation of knowledge, and more active role in national and regional innovation systems become parts of our functions in the universities. These functions demand more linkages, interactions, and smart partnerships and collaborations between universities and industries through scientific researches, innovations and commercialisation of university products and technologies.
7. These new functions of universities are in line with Goal 17 in United Nation Sustainable Development Goals (SDG) which among others are to:
 - Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.
 - Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.
8. Realising the importance of technology transfer to industry and commercialisation of knowledge and research technologies, our local universities took the initiative to establish a Transfer of Technology Office (TTO)

in their university, and in UniMAP the TTO office was just established in December 2017 and is named as **Centre for Intellectual Property and Commercialisation or CIPC**.

9. Other than to administer Intellectual Property (IP) application process, CIPC also takes responsibility to facilitate the process of bringing research developments to market, in particular to foster the transformation of university basic or applied research with a commercial value into commercial goods.
10. Since the establishment of CIPC, UniMAP has increasingly taking part in commercial activities through patenting and licensing its IP to a number of start-up and spin-off companies and to move beyond the production of basic academic research.
11. One way to promote university's research outputs is through involving ourselves in technology expositions or exhibitions and business matching competitions organised by either public or private agencies.
12. UniMAP has been participating in many technology expositions whether at local or international levels such as EREKA, RISE, PENCIPTA, ITEX and MTE , SIIF(Korea) and BIS-EINA (Germany) with the hope some industries out there will pick up and take our inventions to the next level.
13. Not to mention, UniMAP is also active in participating MTDC's Business Matching and Business Pitching programs. Road to Growth programme organised by MTDC helps to enhance our researchers in pitching skills and to commercialise their technologies and inventions. Thanks to MTDC, some of our participants here are equipped with pitching skills and BMC (business model canvas).
14. There are also other programmes with the aim to enhance research outputs towards commercialisation organised by various agencies such as MESTECC, CREST, Bioeconomy Corporation, MyIPO and so on... and UniMAP is always there to grab any possible opportunities.

INNOVATION PITCH BUSINESS MATCHING 2019

Ladies and gentlemen,

15. We are proud, that UniMAP through CIPC take the lead in organising such a big event like IPBM 2019. IPBM will be a platform for researchers from universities to promote their inventions, innovations and research outputs to potential investors and industry players.

16. I am told that there are about 100 products from various universities to be pitched to about 100 participants from 43 companies. These products are categorised into 5 different types of technologies and the pitching sessions for each category will take place in different rooms.
17. I understand that, there are two types of participants in IPBM 2019. The first, are participants from universities who will be presenting their research outputs or inventions in pitching sessions, and second, are participants from industries who hopefully, will pick up some of the inventions or technologies for further collaborations with the universities.
18. A big thank you to MESTECC for sponsoring 30 researchers to pitch their products and innovations.
19. Let us forget about competing to get gold, silver or bronze medals which has been a tradition in many academic exposition and exhibition. In IPBM 2019, our main aim is to promote and commercialise our research products and technologies directly to potential investors and industries. "To win an investor is more meaningful than to win a gold medal".

CONCLUSION

20. It is hoped that through IPBM 2019, the industry players can explore numerous potential research outputs and innovations that may have impacts and revolutionise their industries. And for the researchers, I hope they will gain the ability to do research or inventions that will meet the needs of the industries and societies. In which they are able to initiate a research-industry collaboration in converting research output into innovation and make the way to market entry.
21. I wish all the best to all presenters and to the rest of participants please enjoy the pitching sessions and have a fruitful business matching discussion later.
22. Finally, my sincere thanks to all agencies, industries and individuals that support us in so many ways; in particular, MIDA, MTDC, KPM, MESTECC, CREST, ASTRO AWANI, BIOECONOMY CORPORATION, MYIPO, PLATCOM and many more to mention. My special congratulations note to those who work hard behind IPBM 2019 especially to Prof. Uda, Deputy Vice-Chancellor of UniMAP, En. Sikh Shamsul Ibrahim and his team from MIDA, Puan Mariamah and her team from MTDC and Prof Rosni, and her team from CIPC UniMAP. Well done!!!

Thank you very much, and Wassalamualaikum Warahmatullahi Wabarakatuh