

PEKAN REVIEW

Bridging Universiti Malaysia Pahang to the world community



TENGGU PUAN OF PAHANG OFFICIALLY OPENS ICEWE 2011

KNOWLEDGE IS
ESSENTIAL FOR
LEADERS-TO-BE

- TUN MAHATHIR



A DISCOURSE BY VC ON ACHIEVING
UMP'S STRATEGIC PLAN

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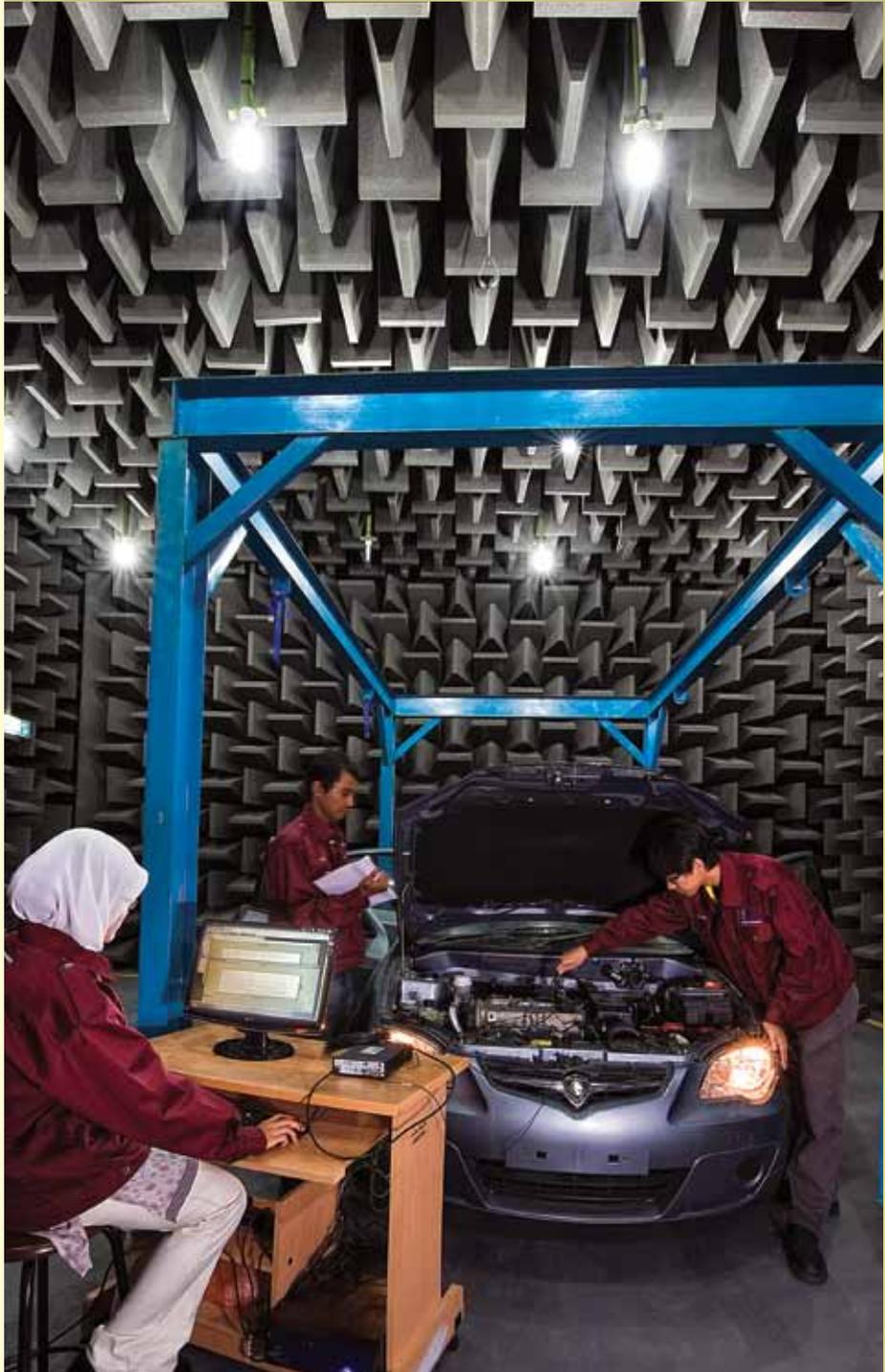
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From the Editor's Desk

The birth of *Pekan Review* four issues ago was not only a milestone, but also a pivotal turning point for Universiti Malaysia Pahang, as the bulletin has availed us the global lingua franca to internationalize UMP's string of successes in the eyes of the world.



Well into its 5th issue, the cover of this edition of *Pekan Review* features The Crown Princess of Pahang – Her Royal Highness Tunku Hajjah Azizah Al-Marhum Sultan Iskandar Al-Haj – who was gracious to officiate and patronize the International Conference on Energy, Water & Environment (ICEWE 2011) at the Bukit Gambang Resort in Kuantan, organized by our very own Women Association (Matahari) with a visionary theme “*Empowering Women Engineers in Industrial, Entrepreneur & Academic Research*”.

Within six months from the last issue, UMP was also honored to receive Malaysia's former Prime Minister and international statesman Tun Dr Mahathir Mohamed at its doorstep, delivering an awe-inspiring address on “*Challenges of Future Leadership*”, in conjunction with the annual National Public Lecture coordinated by UMP for its academic community as well as for the surrounding society at large.

This edition continues previous efforts in highlighting collaborative accomplishments recorded by UMP – one in the development of suspension system with Sapura Industrial Sdn Bhd; and the other, on marked achievement and recognition bestowed in spearheading the Industry Centre of Excellence in die and mould, a joint effort with Miyazu Malaysia Sdn Bhd.

Taking the spotlight as well is the UMP-manufactured solar vehicle, called “Kilau”, which on its own merit historically mapped UMP with the success of crossing the Australian continent in the “*2011 Veolia World Solar Challenge*”.

Rest assured, for your reading pleasure in the coming issues, we will persistently endeavour to stage ever more interesting and exciting materials as the university celebrates its 10th anniversary and a decade of innovation and success.

See you at the next edition!

Abd Rahman Haji Safie



VICE-CHANCELLOR'S VOICE

Employing blue ocean strategy to effect the necessary transformation at UMP

Greetings & Salam 1Malaysia to *Pekan Review* readers.

Fresh from celebrating the 10th anniversary recently – having been established on February 16, 2002 – Universiti Malaysia Pahang (UMP) continues, in leaps and bounds, to be successful in branding itself as the technology university of choice, producing wholesome graduates through competitive offerings of engineering and technology programmes.

In this last decade, UMP has recorded milestones of accomplishments, gradually and consistently elevating itself into the realms of international acclaim.

From this point forward, UMP will persistently uphold its mission to offer the best tertiary education, research endeavours and high-quality services in the fields of engineering and technology, distinguished by the acculturation of creativity and innovation.

I sincerely hope that every segment of communities within UMP will share and embrace these aspirations, delivered in my 2012 annual address recently.

Going forward to the future, and facing up to the phenomenal and critical challenges of our times, without a doubt, we certainly would have to work cohesively as a team to ensure that UMP continues to be on the right track to timely achieve the targets specified in the university's 2012-2015 Strategic Planning.

And being a competitive player with a refined class of its own, as well as in comparison to other well-established tertiary education providers, all of us at UMP have to steadfastly sustain the strong and positive momentum we have collectively built, to offer unique and distinct engineering and technology programmes, research, consultancy, publication et al.

The 10 items I spoke of during the annual address are, in reality, envisioned drivers to stimulate the much-sought dedication, in order to realize and fully understand the underlying meaning of innovation and the prerequisites to acculturate such trait.

Of course, when everyone at UMP truly embrace the roles we are entrusted to play, I am certain of the possibility of us eventually arriving at a thousand and one solutions to resolve the many burning questions we face.

With such emboldened dedication, it will not come as a surprise that someday, everyone at UMP not only innovate at work, but practice so, holistically, in every other aspect of their lives.

Notwithstanding, I do believe that in the course of progressing and transforming into an innovative community, we will be tried with seemingly insurmountable obstacles.

Hence, my heartfelt advice to all of us is commit ourselves to innovation with unwavering discipline and in high-spirit – we will definitely see the light at the end of the migration tunnel. As the old adage goes, “where there is a will, there is a way”.

Have confidence, we will accomplish our mission, especially when it is underpinned by three main aspects – Consistency & Persistency; Empirical Creativity; and Positive Concern.

My parting words, let us all work together to employ blue ocean strategy to effect the migration and necessary transformation at UMP.

Warmest regards,

Professor Dato' Dr. Daing Mohd Nasir Daing Ibrahim



UNDERGRADUATES NEED TO BE PREPARED TO FACE GLOBALISATION

Universiti Malaysia Pahang (UMP) Chancellor, Tengku Abdullah Sultan Ahmad Shah advised graduates to be better prepared in facing globalisation that was full of challenges.

He said intelligence alone would not serve as an easy ticket to gain employment as the current trend required competency and excellence as added values and inputs much sought after by employers.

“In playing its role, the university needs to get ready through the UMP Strategic Plan

2011-2015 that has set a target of producing professional graduates who fit the bill as required by the country’s workforce.

“The university offers competitive engineering and technology programmes. Collaborations with international universities also meet the demands of clients because the programmes reflected the relevance of the industries’ requirements.

“Graduates will acquire a more holistic approach as they are exposed to knowledge and skills from experts and got to utilise sophisticated and the latest learning tools,” he

said during UMP’s Sixth Convocation at the Sports Complex Hall on October 1, 2011.

He also said strategic alliances with the industries helped to create opportunities for graduates to be trained with the right skills.

UMP Vice-Chancellor, Professor Dato’ Dr Daing Nasir Ibrahim said the university was in the midst of strengthening the academic programmes, infrastructure and its talent recruitment in order to realise its vision of becoming world-class technology university.

As such, the recent establishment of Technology Faculty would focus on elements in management science, engineering technology, soft technology and new opportunities in emergent and futuristic field’s, he said.

“UMP will continue to make the efforts to create innovative teaching and academic programmes through strategic understanding achieved with its international partners”, he added.

The convocation also witnessed 13 recipients who received excellence and

academics awards courtesy of UMP, industry and NGO.

Computer Science (Computer Programming) degree graduate, Hasrul Reeza Mustafa and Mechanical Engineering Degree graduate Mohamad Nazrin Kooy Mohd Daniel Kooy were presented with the Royal Education Award 'Pingat Jaya Cemerlang'.

The Chancellor Award was presented to Computer Science (Computer Systems and Networking) Degree graduate, Kwan Shong Hann while Chemical Engineering Degree graduate, Mohamed Nazim Mohamed Sarajudin received the Vice-Chancellor Award.

Graduate of Chemical Engineering Degree programme, Mohd Usman Mohd Junaidi and Mechanical Engineering Diploma graduate, Faris Syafiq Zakaria were recipients of University Gold Award.

Computer Science (Computer Systems And Networking) Degree graduate, Mohd Faizal Ab Razak received Pahang Foundation Excellence Award, Computer Science (Programming Engineering) degree graduate, Nor Hamiza Zainal received Hei Tech Excellence Prize, Chemical Engineering degree graduate, Muhammad Ilham Miskon



received the industry prize from BASF Petronas Chemicals Sdn. Bhd. Prize, Civil Engineering degree graduate, Choo Ling Qian was presented with Ir. Kee Book Hee Excellence Prize and Muhammad Alliff Rahim of Mechanical and Automotive Engineering degree programme received Sapura Industrial Berhad Excellence Prize.

Norizan Syahnan of Computer Science (Programming Engineering) degree graduate was presented with 'Srikandi Matahari' Prize while the industry prize from Telekom Malaysia Berhad, introduced this year, went to Tan Piow Yon of Electrical and Electronics degree programme.

A total of 1,290 graduates received their scrolls comprising 10 doctorate recipients, 25 with master's degrees, 866 with degrees and 389 for diplomas. This year's convocation also registered the highest number of graduates since UMP was established nine years ago.



UMP will continue to make the efforts to create innovative teaching and academic programmes through strategic understanding achieved with its international partner





FATHER, MOTHER AND DAUGHTER SHARED THE STAGE DURING CONVOCATION

Her parents were present not only to witness her graduation but also to receive their own scrolls

It was a totally different experience for 24-year-old Farah Liyana Mokhtar when she received her degree in chemical engineering and gas technology during Universiti Malaysia Pahang (UMP)'s sixth convocation recently.

Her parents were present not only to witness her graduation but also to receive their own scrolls. Her father Dr Mokhtar Ibrahim,

57, and mother Dr. Hamidah Alus, 54, graduated with executive diplomas in project management from Centre for Continuing Education & Professional Development (CENFED).

It was a memorable event for the family and Dr. Hamidah made it even better with her CGPA score of 3.98.

The mother of five was committed in pursuing her studies in UMP despite working as a manager at Ice Hydrotherapy Treatment Centre. It simply did not pose a hindrance to her as she wanted to be a role model for her children.

Dr. Mokhtar, who is Kayrul Construction Sdn. Bhd. managing director, said it was a right decision made when they chose to continue to study in the field.

"I feel so blessed for being able to be together with my wife and daughter in this convocation. All the efforts made were worthwhile as we are all here in this prestige event," he added.

On his future plans, Dr. Mokhtar said he would want to further improve his business and harboured a dream of pursuing a master's degree in UMP.

Farah Liyana said she was so proud of her parents' achievements because they were still interested to continue their studies in a new subject although they already had sound education.

"Their perseverance and determination encourage me to be more successful and I pray that we will achieve success in anything that we do," she added.



3 IN A FAMILY RECEIVED THEIR SCROLLS

Universiti Malaysia Pahang (UMP)'s sixth convocation held on October 1, 2011 at its Sports Complex saw history in making when a father and his two sons received their executive diplomas in project management from Centre for Continuing Education & Professional Development (CENFED).

They were Perak Malay Contractors Association President, Datuk Wira Haji Jamaludin Abd Rahim, 65, Pembinaan Caj Maju Sdn. Bhd. Director, Muhamad Faizal Jamal Jamaludin, 34, and Ipoh DWJ Hotel Executive Director, Muhamad Iqbal Jamal Jamaludin.

UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim presented the scrolls during the second session.

When asked about the secret to his success, Datuk Wira Haji Jamaludin cited diligence and focus.

"The success is the family's as they have given the moral support for us to complete our studies," said the father of seven who hailed from Perak.

"I plan to continue my studies in the next level," he added.

He was keen in his pursuit for knowledge and encouraged members of the association to seek knowledge in project management.

"I hold on to the principle of fight and win in my efforts to gain something including knowledge.

"I do not only pursue a diploma but most importantly, to gain knowledge in

construction which can be adopted in the daily working life.

"My sons and I were classmates and this made it easier for us to discuss about the subjects," he said, adding, age was not an obstacle for him to gain good education and earn a diploma.

Datuk Wira Haji Jamaludin said he had more than 25 years of experience in housing, telecommunication and hotel businesses.

"We hope that our success will spur other families to pursue their studies at the highest level," said the businessman who has a degree in political science from Universiti Islam Medan.

The success is the family's as they have given the moral support for us to complete our studies



The conference attracted more than 200 presenters from Malaysia, Jordan, New Zealand, Pakistan, Nigeria, Thailand, Bangladesh, Iran, Australia, India and United Kingdom and their topics were related to petrochemical, biotechnology, manufacturing, automotive and other industries.



TENGGU PUAN OF PAHANG OFFICIALLY OPENS ICEWE 2011

Women now want to be seen as equally competitive in contributing to the industrial market, research, academic and entrepreneurship.



Her Highness Tengku Puan of Pahang Tunku Hajjah Azizah Al-Marhum Sultan Iskandar Al-Haj officially opened International Conference on Energy, Water and Environment (ICEWE 2011) at Bukit Gambang Resort City in Kuantan.

The programme was organised by Universiti Malaysia Pahang Women Association (Matahari) and Universiti Malaysia Pahang (UMP) together with the Pahang Government on November 20, 2011.

The theme was 'Empowering Women Engineers in Industrial, Entrepreneur and Academic Research'.

The conference attracted more than 200 presenters from Malaysia, Jordan, New Zealand, Pakistan, Nigeria, Thailand, Bangladesh, Iran, Australia, India and United Kingdom and their topics were related to petrochemical, biotechnology, manufacturing, automotive and other industries.

UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim said the international

conference was a platform for participants to gain and exchange information about women involved in various engineering fields and those who had helped make significant contribution to nation building.

"The theme picked for the conference is fitting as it is about women involved in serious discussions on new application, methodology and technology in engineering.

"Women now want to be seen as equally competitive in contributing to the industrial market, research, academic and entrepreneurship.

"The conference is also in line with calls made by the country's Prime Minister in the New Economic Model that emphasised on innovation and high technology.

"It supports the economic and social transformation through four master plans – the 1Malaysia concept, Government Transformation Programme, Economic Transformation Plan and 10th Malaysian Plan," he said.

He also said the conference's main objective was for participants to find new ideas and share their experience, be it

from product development or researches conducted.

The three-day conference saw three speakers who delivered their keynote speeches to the participants – Dato' Ir Aishah Dato' Haji Abdul Rauf who is former TNB Distribution Deputy President who gave a talk on 'Climbing To the Top', Puan Rosfinah Ab Kadir who is Petronas Ammonia Sdn. Bhd's Department Head who spoke on 'Challenges of Working In Man's World' and Minconsult Sdn. Bhd. Director and IEM Council Deputy President, Datuk Ir Roasline Ganendra who talked on 'Woman Engineers from Malaysia'.

(Petronas Ammonia is a subsidiary of Petronas Chemicals Group).

Dato' Daing Nasir also said he hoped the conference was able to provide a form of cooperation and networking that could help boost the standing of women engineers in Malaysia.





More than 5,000 people comprising senior government officers, community leaders, industrial representatives, undergraduates, school students and local residents attended a national-level public lecture by prominent statesman and former prime minister Tun Dr. Mahathir Mohamad.

The lecture titled, 'Challenges of the Future Leadership', was organised by Universiti Malaysia Pahang (UMP)'s Academic and International Affairs Department at the Sports Complex on September 15, 2011.

UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim said, a leader would be facing a lot of challenges judging from the current development in technology, ideology, economy and politics.

"As a future leader of a nation, one must have strong identity, skills, high moral standards and superior skills when carrying out the entrusted duties of safeguarding the peoples' interest.

"UMP has taken the steps in holding a series of public lectures, be it at the level of university, national or international so knowledge, expertise and experience can be shared with the rest of the community," he said.

Deputy Vice-Chancellor (Academic & International), Professor Dr Badrullisham Abdul Aziz who is also the university public lecture main committee chairman said the knowledge sharing session with Tun was significant due to his leadership qualities in developing the country and creating history during his 22 years of administration.

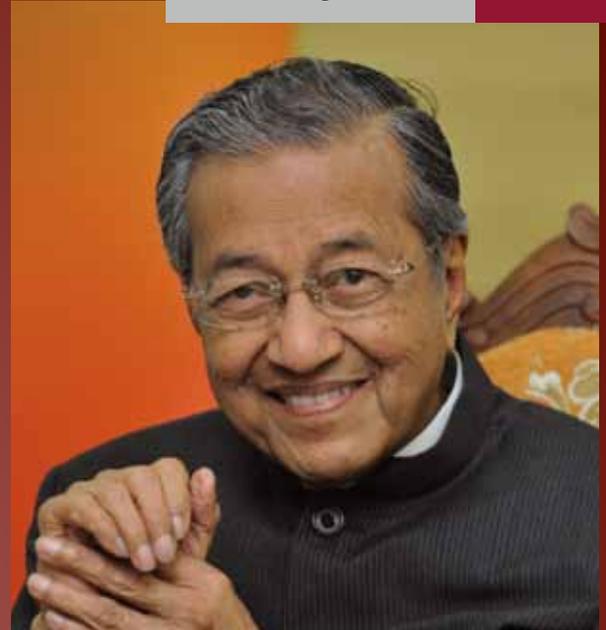
He added that the present generation was now reaping in the benefits from the many developments Tun had initiated.

He also said undergraduates had the opportunity to learn lessons on how to be a



KNOWLEDGE IS ESSENTIAL FOR LEADERS-TO-BE - TUN MAHATHIR

A leader must also have knowledge and experience far more superior than the followers



leader of the future, get to know the challenges and learn relevant leadership pattern to turn Malaysia into a developed nation in line with the aspirations set out in Vision 2020 inspired by Tun Dr Mahathir himself.

In his talk, the former Prime Minister stressed on the need to equip oneself with knowledge before becoming a leader.

“The society needs to choose a credible leader and not one that is based on a person whom their favour. There are still many who are influenced by sentiment and loyalty to each of their favourite candidates.

“I do hope that Malaysians will understand that an election is not the platform for us to place

each of our own favourite candidates. On the contrary, it is the platform for us to choose a leader who is actually credible, an efficient decision-maker and has popular support,” he said.

He added that as a democratic country, the people must be wise enough when making an assessment that is based on knowledge and experience, without being influenced by emotions in choosing a leader.

“If a wrong leader is picked, the people themselves will suffer. Do not blame on the democratic system if the people had to bear with the consequences because of the wrong choice made.

“A leader must also have knowledge and experience far more superior than the followers,” he said.



A DISCOURSE BY VC ON ACHIEVING UMP'S STRATEGIC PLAN

Universiti Malaysia Pahang (UMP) continued to record excellence based on its 2011-2015 strategic plan which was seen as being on the right track in making it the main choice of university among students.

In line with the target set, UMP had strengthened its commitment as outlined through the four objectives - to produce skillful graduates groomed from very competitive engineering and technology programme, to be the leader in providing services to the industry and society, to be recognised as an institution that practised excellent management and culture and to become a leader in current initiatives in industry-related research works.

As such, UMP would continue to hold

In grooming more highly competitive graduates, UMP aims to produce ‘one undergraduate, one recognition’ in areas relating to community service, volunteerism or industry so the graduates will acquire additional values to make them more employable



on to its mission in providing high quality education, research and service in engineering and technology by cultivating creativity and innovation.

In presenting his views as the Vice-Chancellor on October 12 2011, Professor Dato’ Dr Daing Nasir Ibrahim said for the past nine years, UMP had gone through various phases by putting in place its foundation as a technical university since its inception in 2002.

“In its second stage, UMP moved on to the transformation phase that strengthened the foundation and generated excellence.

“The university is now in its third phase. Its 2011-2015 strategic plan is indeed moving in line with the National Higher Education Strategic Plan in raising the standard as an excellent international higher education hub.

“In realising this, UMP has identified four key result areas (KRA) - enhancing the academic quality led by Deputy Vice-Chancellor (Academic & International, Professor Dr Badhrulhisham Abdul Aziz, sustainable financial led Deputy Vice-Chancellor (Research & Innovation), Professor Dato’ Dr Rosli Mohd. Yunus and socioeconomic development by Assistant Vice-Chancellor (Student Affairs & Alumni Department), Professor Dr Yuserrie Zainuddin.

Dato’ Dr Daing also announced Faculty of Technology, Professor Dr Ab Razak Kamauddin as the person responsible in the branding segment which was the fourth KRA.

He also said in order to enhance its academic quality this year, UMP had met the target of having 30% of its academic staff



with PhDs.

“Also, in making its staff more competent, UMP now has 109 or 24% of its academic staff with more than five years of experience in the industry. The numbers are expected to increase and we will meet the target of 30% by 2015.

“In grooming more highly competitive graduates, UMP aims to produce ‘one undergraduate, one recognition’ in areas relating to community service, volunteerism or industry so the graduates will acquire additional values to make them more employable,” he said when addressing some 1,000 staff.

He urged all faculty deans and university staff to come up with suitable programmes that would help meet the objectives.

Dato’ Daing Nasir also said UMP now had become the choice for students to pursue

their studies after 46% candidates who picked UMP as their learning place obtained good results with CGPA of 3.0 and above.

The discourse, organised by Corporate Development & Quality Management Centre, was held in both campuses in Pekan and Gambang.

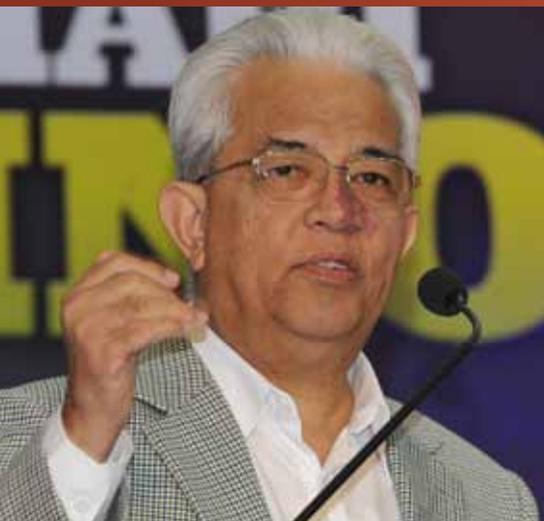
He also advised all staff to continue to develop teamwork culture and spirit to further enhance the university’s performance.

Also present were Assistant Vice-Chancellor (Corporate Development & Quality Management), Associate Professor Zulkafli Hassan, Registrar Haji Mustafa Ibrahim, Treasurer Zainuddin Othman and Head of Librarian, Haji Ruslan Che Pee.





INNOVATION DAY NURTURES EXCELLENT WORK CULTURE



Universiti Malaysia Pahang (UMP) organised its Innovation Day, a significant initiative to strengthen the public service delivery and nurture excellent work culture among staff.

According to Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim, UMP was nearing its 10th anniversary which was on February 16, 2012 and facing challenges in implementing the main agenda – UMP Strategic Plan (2011-2015).

“To combine the forces of mind and efforts of the UMP staff, it is wise to do so by adopting an approach that goes beyond the normal practice, which is by way of innovation and not through stereotypes.

“Nurturing innovation is not only limited to research and development activities but also having a more holistic nature that embraces the staff of management and administration, decision-makers and undergraduates as a whole,” he said in his speech when officially launched UMP Innovation Day at Astaka Hall, UMP Gambang campus on December 15, 2011.

He said in the 2012 Budget presented by Prime Minister Dato' Sri Mohd Najib Tun Razak, emphasis was given on the need to attain human resource, generate creativity, innovation and rural transformation, expedite public delivery service, alleviate inflation and



prosper the people.

Dato' Daing also said now that everyone could identify with the desires expressed, the aspects of having sustainable innovations in the context of transformation and paradigm shift were among the critical approaches to realise the strategic plan.

He added that the plan demanded positive thinking, proactive mind and sincerity among its staff.

Assistant Vice-Chancellor (Corporate Development & Quality Management) and Programme Chairman, Associate Professor Zulkafli Hassan said this time around, there were various activities held including Circle of Innovative and Creative (CIC) competition organised by the Registrar Department.

Others were a talk on innovation by Malaysia Malay Commerce of Chambers (Kuala Lumpur) President Dato' Syed Amin



Al-Jeffri, a course on quality environment, public lecture on cervical cancer health awareness and a briefing on the new public service remuneration scheme.

There were also stalls and exhibitions set up by Koperasi UMP Berhad, Student Health Centre, Malaysia Productivity Corporation, Staff Welfare and Sports Body, UMP Women Association (Matahari), Centre for Continuing Education and Professional Development (CENFED) and InSmartive Club.

In the same event, Dato' Daing presented prizes to winners of an innovation-themed poster competition that was won by Noraniza Samat of Faculty of Computer Systems & Software Engineering (FSKPP).

Second placing was won by Che Noorainisal Che Noddin from Information Technology and Communication Centre and



Mohd Esuadi Mustaffa from the library took home the third prize.

For poster category at the department level, the competition was won by Centre for Modern Languages & Human Sciences (CMLHS) while second and third places belonged to FSKPP. PTMK also took home the best K-Portal Competition award.

Other awards offered were for quality environment (5S) with the best auditor category won by Abdul Razak Abd Hamid, Eriena Kamarozaman and Amelia Hassan. The most responsible centre awards were jointly won by Student Health Centre, Corporate Development & Quality Management Centre and PTMK.

As for the best CIC team, the award went to D'Optimis from Registrar Department and they took home RM3,000 cash for their project that helped to expedite UMP's commercial officers' permit application process.

NetIG team from PTMK won second place and RM2,000 cash for introducing a system that received reports on damages incurred via SMS.

Paradigma team of Electrical and Electronic Engineering Faculty (FKEE) came in third and received RM1,000 for introducing an effective laboratory management and time-saving system and reducing the risks of

Nurturing innovation is not only limited to research and development activities but also having a more holistic nature that embraces the staff of management and administration, decision-makers and undergraduates as a whole



losing items and utensils.

Also present in the ceremony were Deputy Vice -Chancellor (Academics & International), Professor Dr Badhrulhisham Abdul Aziz, Higher Education Ministry's Human Resource Principal Secretary Assistant Chief, Adek Ahmad Abdul Manaf and Registrar Haji Mustafa Ibrahim.



UMP'S MYMOHES DATA TRANSMISSION AWARDED 5-STAR RATING

Universiti Malaysia Pahang (UMP) was tops when it was awarded with a five-star rating for its 2010/2011 second semester data transmission via the Data Maintenance for Higher Education Ministry's related Public Institutes of Higher Learning (IPTA) Information System (MyMohes) recently.

MyMohes is a system developed by the ministry to support, facilitate transmission, exchange and sharing of data or information among the ministry, public universities, Public Service Department (PSD) or other government agencies that requires standard information.

In recognition to the commitment showed that resulted in UMP topping the list, an appreciation event to celebrate the good works of some 100 staff members was held at Caribbean Ballroom, Bukit Gambang Resort City on June 30, 2011.

UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir attended the event.

He said by implementing the system, data exchange between the ministry and related agencies could be carried out faster and more systematically.

"MyMohes system has helped the university and ministry to draw up plans, draft policies and develop higher education system more effectively.

"Implementing excellent work culture as one's priority and instilling equality should be carried on to ensure the organisation's sustainability and for UMP to perform according to its strategic plan outlined from 2011 to 2015," he added.

Professor Dato' Dr Daing Nasir said he was proud with the five-star rating achieved



and the 97.79 points obtained that met the requirement set by the ministry.

"This also placed UMP ahead from the rest of the public universities and boost its standing in the recent re-rating exercise by 100%," he said.

He reminded them that such an achievement must be maintained and further enhanced.

Higher Education Department's industrial relation division director Professor Dr Shamsudin Baharin said data collected would be analysed and made as a benchmark for the university to meet the objectives set out in its strategic plan.

He also said UMP needed to give

"This also placed UMP ahead from the rest of the public universities and boost its standing in the recent re-rating exercise by 100%,"

priority on its key area achievements especially in branding that was meant to strategically aligned the university and be popular among the masses.

"This will help to realise UMP's aim of being a world-class university of technology.

"The university already has comprehensive knowledge on

information and communication technology since its inception in 2002 through the e-management application developed for its undergraduates, staff and stakeholders.

"It has effectively helped to streamline and process data collecte," he added.

Professor Dr Shamsudin also said the objective of the star rating system introduced by the ministry was to check on their readiness in managing and supplying data based on a certain transmission duration as well as data completeness and quality.

Also present at the event were Deputy Vice-Chancellor (Academic & International), Professor Dr. Badhrulhisham Abdul Aziz, Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr Rosli Mohd Yunus and Assistant Vice-Chancellor (Student Affairs & Alumni), Professor Dr Yuserrie Zainuddin.



The application is an innovation that has enhanced the delivery system and at the same time, helped to facilitate various related transactions and processes that will bring positive impact in increasing the number of students in the future,



PPS LAUNCHES CGS-ONLINE



Universiti Malaysia Pahang (UMP) launched its Centre for Graduates Studies (CGS) online application to facilitate processes involved in applying for a place under its graduates studies programme.

It was launched by Deputy Vice-Chancellor (Research & Innovation) Professor Dato' Dr Rosli Mohd Yunus.

He said the initiative taken by CGS to develop the application was an added value in offering services to customers.

"The application is an innovation that has enhanced the delivery system and at the same time, helped to facilitate various related transactions and processes that will bring positive impact in increasing the number of students in the future," he said at the official launching of CGSonline at the banquet hall, Canseleri building on December 20, 2011.

CGS Dean, Professor Datin Dr. Nasli Mohamed Ali said the centre was now offering graduates studies programme by research and course works from eight faculties including the Centre for Modern Languages & Human Sciences (PBMSK).

"There are now 28 programmes offered at PhD level, 14 engineering doctorate degree programmes, 34 masters' degree programmes and four masters' degree programmes that are based on course works," she added.

Prior to this, students' admission and registration were done manually but time taken to process application had now been cut down with the introduction of the online application, she said.

She also said this year, 152 were registered as new students with 47 of them foreigners and the total number now stood at 371.

Professor Datin Nasli said she hoped the application would help to increase the quality of centre's daily work as well as the number of students taking PhDs.

She added that this would be in line with the National Higher Education Strategic Plan's target for 2013.

Also present were Assistant Vice-Chancellor (Student Affairs & Alumni), Professor Dr Yuserrie Zainuddin, Assistant Vice-Chancellor (Corporate Development & Quality Management) Associate Professor Zulkaffi Hassan and Universiti Malaysia Terengganu (UMT)'s Graduates School Dean, Professor Dr Wan Salihin Wong Abdullah.

5,000 STAFF CELEBRATE HARI RAYA AIDILFITRI

In his speech, Dato' Dr Daing Nasir said he hoped the celebration would foster closer ties among the staff, create a much happier setting and for them to continue to strive for excellence.



More than 5,000 Universiti Malaysia Pahang (UMP) staff attended a joyous Hari Raya Aidilfitri celebration held at the Sports Complex compound on September 20, 2011.

A total of 21 booths representing all the departments were set up and each displayed an array of delicious menus such as the 'nasi minyak' by the Registrar Department, 'nasi kerabu' by the Information Technology and Communication Department, soup and bread by the Property Development and Management Department and 'lemang' and 'rendang' by the Mechanical Engineering Faculty.

Satays served by the Office of the Vice-Chancellor, Audit Division and Corporate Development and Quality Management Centre were a big hit among the staff.

Other delicacies prepared were 'nasi impit' 'lontong', 'laksa Pahang', 'soto' and a variety of cookies and drinks.

The event was officially opened by UMP Vice-Chancellor Professor Dato' Dr Daing Nasir Ibrahim.

In his speech, Dato' Dr Daing Nasir said he hoped the celebration would foster closer

ties among the staff, create a much happier setting and for them to continue to strive for excellence.

He added that the interesting part of the celebration was the competition for most beautiful and creative booth with the concept based on the Hari Raya theme.

He said the winners would be judged based on creativity, tidiness, cooperation, cleanliness and cheerfulness in designing the booth.

The best booth was won by the Health Centre and Safety Division with their pudding and jelly menus while second place by the Registrar Department with third placing, Bursary.

Property Development and Management Department took home the fourth place while fifth placing - Students Affairs and Alumni Department.

Also present were Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr Rosli Mohd Yunus, Assistant Vice-Chancellor (Corporate Development & Quality Management), Associate Professor Zulkafli Hassan and heads of department.



CAREER AND ENTREPRENEUR CARNIVAL OFFERS JOB OPPORTUNITIES

It was a programme carried out continuously by the Government to help job seekers find the right work and at the same time, reduce the country's employment rate



Universiti Malaysia Pahang (UMP)'s Student Affairs and Alumni (SAFFAD) and Pahang Labour Department organised a three-day Career and Entrepreneur Carnival (CEC) held at Megamall Shopping Complex in Kuantan on October 15, 2011.

The carnival was successful in helping to match graduates and job-seekers with works based on their skills and qualifications.

According to Human Resource Deputy Minister, Senator Dato' Maznah Mazlan, the Government introduced a programme called 3P – 'Program Penempatan Pekerjaan' or Job Placement Programme.

It was a programme carried out continuously by the Government to help job seekers find the right work and at the same time, reduce the country's employment rate, she said.

"The ministry has set up 22 job centres nationwide which serve as a one-stop-centre for employers in need of employees.

"The centre will then match the job vacancies available with job seekers who have registered with them. It is a simple but fast process," she said when officially opened the carnival.

She added that the Government had also set up the Graduates Entrepreneur Fund (TUS) managed by International Trade and Industries Ministry (MITI) and Perbadanan Usahawan Nasional Berhad (PUNB) which provided aids to those interested in doing business.

UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim said the carnival was a platform that provided information and exposure on job opportunities, listing all the necessary details such as the minimum



requirements, qualifications, career path and incentives.

He added that another aspect which was given emphasis by the Higher Education Ministry was entrepreneurship.

He said the ministry had created an entrepreneurial component in study programme of all the public institutes of higher learning.

The carnival also received support from the Students Representative Council (MPP) and Undergraduate Peer Counselling Club (Persis).

More than 40 companies took part in the carnival including Isuzu Hicom Malaysia Sdn. Bhd., Hicom Automotive Manufacturers Sdn. Bhd., Malaysia Airport (Niaga) Sdn. Bhd., Bukit Gambang Resort City, KFC Holding (M) Berhad, Latifle Sdn. Bhd. and Rangkaian Delima Plantation Sdn. Bhd.

Visitors crowded the many booths set up while there were those who took the opportunity to attend the open interviews, listened to career and motivational talks while young talents participated in an acoustic band competition and colouring contest.





The programme is timely and in line with the Government's wish in helping single mothers and orphans in learning how to use social websites to access information as well as to differentiate the pros and cons of information technology

ICT LESSONS FOR SINGLE MOTHERS AND ORPHANS

Universiti Malaysia Pahang (UMP) continued to contribute its expertise in developing the community's socio-economic and making it relevant to the people as reflected in a recent ICT workshop held for 311 single mothers and orphans in the state.

The participants were introduced on the basics on ICT as well as social websites.

It was organised by the Faculty of Computer Systems & Software Engineering (FSKKP), UMP Women Association (Matahari) with the cooperation of Yayasan Salam Malaysia and Pahang MSC.

The participants were from Bentong, Bera, Cameron Highlands, Jerantut, Kuantan, Lipis, Maran, Mentakab, Pekan, Raub, Rompin and Temerloh.

According to Human Resource Deputy Minister, Senator Dato' Maznah Mazlan, the need to know about technology was essential.

"It can be the impetus to improve the economy while knowledge gained can be used to enhance one's skills and help to change lives and way of thinking for the better.

"The programme is timely and in line with the Government's wish in helping single mothers and orphans in learning how to use social websites to access information as well as to differentiate the pros and cons of information technology.

"They will learn how to use information

technology wisely and not to abuse it for ill things," she said when officially closing the workshop at Dewan Astaka, UMP Gambang campus here on October 29, 2011.

She also reminded the single mothers to monitor their children's activities when they were surfing the social websites and to exercise some form of restriction so they would not get involved in negative things and unproductive websites.

"Issues such as online hacking and frauds are rampant. The participants need to be given the right information and current picture about what information technology is all about so they and their children will be better informed," she added.

Dato' Maznah said single mothers in Malaysia should grab the opportunities as there were a variety of programmes carried out by the Government to help improve their livelihoods.

She added that the Government paid equal attention to them and hoped a detailed study on a better development plan for single mothers could be conducted.

Assistant Vice-Chancellor (Student



Affairs & Alumni), Professor Dr Yuserrie Zainuddin said UMP, described as a communal campus, also bore the responsibility of helping the Government in fostering closer ties with the people from all walks of life.

He added that the university had identified socio-economic development as one of its key result areas (UKRA) that served as the main pillars of UMP Strategic Plan 2011- 2015.

He also said continued support from the Government and corporate bodies ensured the initiatives were kept going.

One of the participants was Noraida Mohd Sulong, 43, from Kuantan who was the breadwinner for her six children.

She said the workshop helped her to better connect online with customers and business friends.



Noraida added that she already opened a Facebook account and was involved in selling cakes and beauty product for more than 15 years.

Also present at the event were Pahang MSC Senior Executive Officer, Hazlina Hussin, Yayasan Salam Malaysia (Pahang Branch) Coordinator, Shariman Abdul Rahman, Matahari Advisor, Datin Fazia Ali and FSKKP Dean, Associate Professor Dr Jasni Mohd Zain.





**PEACE
ONE DAY**

1,000 UNDERGRUATES TOOK PART IN WORLD PEACE DAY

Close to 1,000 undergraduates from Universiti Malaysia Pahang (UMP) gathered in Kuantan town centre to celebrate UNESCO's World Peace Day recently.

It was organised by the university's International Office and collaborated with Higher Education Ministry's Policy and International Division.

During the programme, the undergraduates wore white and formed into groups and stayed still in a variety of poses for seven minutes, marking a symbolic gesture of no war but peace for mankind worldwide.

Also present were Higher Education Director General, Dato' Professor Rujhan Mustaffa and UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim.

According to Professor Rujhan, a programme such as this could instill love for peace via UNESCO's networking – UNESCO Club, programmes at school, institutes and non-governmental organisations.

"I am very happy to know that UMP has set up its own UNESCO Club and today's programme was part of the activities undertaken by its members," he said.

He added that the United Nations defined a peace culture as having values, attitude and behavior that snub violence.

"Conflicts can be avoided by nipping the problem at the bud, by



During the programme, the undergraduates wore white and formed into groups and stayed still in a variety of poses for seven minutes, marking a symbolic gesture of no war but peace for mankind worldwide.



holding dialogues and discussions among individuals, groups or countries.

“Education is the key element in achieving world peace.

“The IMalaysia Concept and National Transformation Agenda also promotes love, tolerance and mutual respect in the multi-culture society. In fact, youths are agents for the transformation that can help bring about a peaceful social change,” he said.

Professor Dato’ Dr Daing Nasir said the event was held annually on September 21 and UMP was proud on the efforts taken by its undergraduates who stood tall in driving home the message on love and global peace.

He hoped that it would help create awareness that everyone had a role to play and to partake in activities such as this.

The International Office director Dr Wan Norlidah Al-Qadri said UMP’s UNESCO Club would focus on global and regional issues and that it was an aspect in the university’s internationalisation programme on global issues group.

One of the participants, Iqram Zulkifli from the Faculty of Civil Engineering and Earth Resources said it was the first time that he took part in the programme and was proud to be able to demonstrate his appreciation for world peace.





MORE THAN 1,000 STAFF OBSERVE THE SPIRIT OF INDEPENDENCE

Close to 1,000 Universiti Malaysia Pahang (UMP) staff attended the launching of Merdeka Month Celebration and Fly the Jalur Gemilang campaign by Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr Rosli Mohd Yunus at Dewan Astaka, Gambang campus on August 16, 2011.

Professor Dato' Dr Rosli said the Jalur Gemilang would always be flying high as the nation would never be void of the high spirit and commitment that would be evident when celebrating the day.

"It is important for us to observe the celebration of the country's independence by being grateful to the peace, prosperity and harmony enjoyed.

"This is especially so as this year's celebration falls on Ramadan, a month filled with goodness and divine blessings.

"I call on all staff of UMP to fly the flag at your homes, offices or vehicles throughout the month as a show of one's gratitude on the many good things enjoyed.

"We should say our thanks to the country that has given its people the benefit to enjoy the peace, prosperity, freedom and good economy," he added.

He reminded the staff to continue improve their capabilities in carrying out their work and duties to the religion, race and nation.

He also said throughout the month-long celebration, UMP would organise patriotic programmes such as a contest for the best decorated office using Jalur Gemilang and traditional kite festival as well as religious activities including Yassin recitals and special 'hajat' prayers.

"We will hold community activities as well with people in Pekan such as helping to repair their homes and clean up the graveyard of Pahang Malay warrior Allahyarham Mat Kilau," he said.

After the launching ceremony, guests listened to a forum that discussed about independence and the panel comprised Universiti Kebangsaan Malaysia's Ethnic Studies Institute Director, Professor Datuk Dr Shamsul Amri Baharuddin, Malaysia Former Serviceman Association Pahang Branch President, Captain (R) Abdul Latiff Mohd Nor while Centre for Modern Languages & Human Sciences Dean, Professor Dr Abd Jalil Borham acted as the moderator.

The topic titled, 'Making Sense of the Independence for an Excellent Future'.



It is important for us to observe the celebration of the country's independence by being grateful to the peace, prosperity and harmony enjoyed.

OIL PALM SHELL RECYCLED INTO CONSTRUCTION MATERIAL



Who would have thought that oil palm shells that have always been discarded just like that could turn out to be very useful in the construction area. It can be used as a substitute for concrete.

This was explained during a Professor Public Lecture session delivered by Faculty of Civil Engineering & Earth Resources (FKASA) Dean, Professor Eng. Dr. Ideris Zakaria at Dewan Astaka on July 20, 2011.

The event, held for the first time by FKASA, was organised together with the Academic and International Affairs Department (JHEAA).

Response was good as it attracted more than 400 participants comprising



On tests carried out to compare temperatures taken inside a house made of OPS and that of normal concrete, it was found that the OPS-made home had a more conducive thermal condition,

undergraduates from institutes of higher learnings and students from secondary schools in Kuantan.

Dr Ideris said the objective of holding the event was to create awareness on services and expertise available in UMP.

"It is also a platform for UMP staff to share information and experience among themselves as well as with the local community," he added.

His lecture was titled, Structural and Thermal Performance of Concrete Made from Agricultural Waste Products; A Case Study on Oil Palm Shells (OPS) Concrete.

Dr Ideris said, normally OPS were used as firewood or left to rot at a designated waste dump but this could have adverse effects on the environment that was already facing some serious issues.

"Now, based on findings by the university's researchers, it was revealed that OPS mixed with a certain portion of cement and sand could produce material similar to concrete.

"On tests carried out

to compare temperatures taken inside a house made of OPS and that of normal concrete, it was found that the OPS-made home had a more conducive thermal condition," Dr Ideris said.

Student Mohamad Hamidi Haidzir, 17, of SMK Sri Mahkota who was among those who attended the lecture said he was happy to have participated in the programme.

"I learned a lot of new things from the researches conducted.

"Programmes such as this can help to motivate my friends and I to know more about science and engineering and be successful in our studies," he added.

Also present at the event were UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim dan senior management.

In conjunction with the event, an exhibition that showcased a variety of research works conducted by FKASA researchers was held while the participants were given allowed to tour the faculty's laboratory.

1,000 ATTEND ORGAN DONATION CAMPAIGN

From the promotional efforts carried out, there has been an increase in the number of donors in Pahang which is 1,086 or 83.3% higher as compared to 708 donors last year.

About 1,000 visitors attended the state-level week-long organ donation campaign organised by Pahang Health Department and Universiti Malaysia Pahang (UMP)'s student health centre here on October 19, 2011.

The theme was, '1Malaysia 1Hope: Donate an Organ For The Sake of A Life'. The campaign was held in conjunction with the national-level annual event organised from October 16-24.

State Health Director, Dato' Dr Nooraini Baba said the objective of the programme was to highlight and create public awareness on the real meaning of organ and tissue donation.

She added that the need for organ donation in the country increased every year. However, the awareness on the matter was still low, she said.

"As such, the department would conduct promotional activities to encourage

more members of the public to become donors," Dato' Dr Nooraini said.

She added that the department up a committee donation and

"From the promotional efforts carried out, there has been an increase in the number of donors in Pahang which is 1,086 or 83.3% higher as compared to 708 donors last year.

"Donors are also encouraged to donate organs through cadaveric donation which is organ donation when someone is declared brain dead.

"An individual who is declared brain dead can donate all organs and tissues including kidneys, heart, lungs, liver, corneas, bones and skin," she said when officially

opened the campaign at Astaka Hall, UMP.

She also said a pledge made by a donor would be able to give hope to those in need of an organ transplant so they could continue living.

Assistant Vice-Chancellor (Corporate Development & Quality Management) Centre Associate Professor Zulkafli Hassan who represented the Vice-Chancellor said UMP realised its social corporate responsibility towards the local community.

"We support this programme and encourage volunteerism and being charitable which are noble virtues," he added.

He hoped similar cooperations could be extended to cover other fields since UMP had certain expertise that could benefit the locals as well.





A chemical engineering degree programme undergraduate Ayuni Mohammad, 19, said a forum on organ donation titled, 'A Gift if Life', was discussed by the National Fatwa Council.

She added that it gave her and her friends the opportunity to get direct information about the matter. She hoped she would be able to make the pledge one day and help those in need.

Other activities held during the campaign were essay writing, blood donation, free medical check-ups and tips on healthy eating. The donation drive also managed to attract 88 people who made pledges as new donors.

Also present were State Police Chief SAC Datuk Sharifuddin Abd Ghani, Assistant Vice-Chancellor (Student Affairs & Almuni) Professor Dr Yuserrie Zainuddin and UMP Student Health Centre, Chief Dr Khairul Salleh Abdul Basit.



UMP DENIZENS CONTRIBUTED RM16,865.85 IN HUMANITARIAN AIDS TO SOMALIA



Universiti Malaysia Pahang (UMP) showed that they were a generous lot when they collected RM16,865.85 for the people in Somalia who were suffering from famine and disaster.

According to UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim, they were really concern about the sufferings of the Somalis.

"I am proud with the commitment showed by the denizens who came together to help ease the burden of people in Somalia," he said when presenting a mock cheque to east coast NSTP sales manager Fauzi Abdul Hamid on December 28, 2011.

Also present were Deputy Vice-Chancellor (Academic & International), Professor Dr Badhrulhisham Abdul Aziz and Assistant Vice-Chancellor (Student Affairs & Alumni) Professor Dr Yuserrie Zainuddin.

33 NAVAL ROTU CADET OFFICERS CANOED THEIR WAY TO PULAU KAPAS

33 Reserve Officer Training Unit (ROTU) cadet officers from Universiti Malaysia Pahang (UMP) braved through sea waves and scorching hot weather during a three-hour expedition trip from Chendering to Pulau Kapas in Terengganu recently.

Physical and mental strength and teamwork held them together to go through the thick and thin of the expedition.

All the hard work paid off when they got to explore the natural wonders of the flora and fauna on the island which was one of the popular tourism destinations in the country.

Throughout the programme, the cadet officers were briefed on the safety aspects and conducted Early Morning Activities (EMA).

According to Royal Malaysian Navy (RMN) trainer Lt Shazree Sharidan, the programme was part of the activities to build up their mental and physical endurance before moving into the more vigorous activities.

"The participants have fostered good team work. They were tested on their self-confidence and reinforced their leadership quality," he said.

Apart from that, military values and ethics were ingrained in them throughout the programme so they would turn out to be able cadet officers in the RMN Auxiliary Unit.

Faculty of Chemical Engineering and Natural Resource Faculty (FKKSA) Undergraduate, Nurul Noramelya Zulkefli, 20, said the programme held many meaningful memories especially the snorkelling activity.

60 INTERNATIONAL STUDENTS GOT THE TASTE OF KAMPUNG LIFE IN CHEROK PALOH

They came from different countries, practicing different cultures and spoke different languages but it did not deter 60 international students from Universiti Malaysia Pahang (UMP) from having fun and socialising with residents of Kampung Cherok Paloh in Pekan on July 3, 2011.

The programme was organised by the university's International Office, aimed at exposing the students on life in rural area.

They were also involved in 'gotong royong' to clean up the village, surau, beach and cemetery and took part in a telematch where the students and villagers participated in some traditional games of 'congak', 'sepak raga', 'tarik upih', coconut bowling, giant-wooded shoes, tug of war and one-legged race.

According to UMP vice chancellor Professor Dato' Dr Daing Nasir, the programme was the best platform to get them to interact and mix with the locals through communal activities.

"Programmes such as this will expose the students to the lifestyle of local people and can help foster close ties among them.

"The students will be able to gain knowledge, experience and share their cultures and this can help mould them to become better persons," he said.

International Office director Dr Wan Norlidah Al-Qadri said the students were divided into groups according to colours – blue, green, red and yellow.

She added that the villagers also took part in the games to forge closeness among them.

"Apart from inculcating volunteerism among the students, the programme can help promote UMP among the local community," she said.

On the stay in the village, Pakistani Salman Ahmad, 32, said it was the first time he learned how to use a fishnet and was happy to have caught three fishes.

Salman, who loved the 'ayam masak lemak cili api' (chicken cooked in coconut milk mixed with spices and bird chillies),

said he was really taken by the warmth and hospitality displayed by the villagers.

His friend from China, Feng Li@Halimah Daud, 22, said she would not forget the experience of sleeping inside a tent set up not far from the sea.

She added that it was really a joy to know the villagers who were mainly fishermen.

Halimah, who took part in cleaning a mosque, said most mosques in Malaysia provided 'telekungs' (women's praying attire) and it was different in China.

"Muslims in China just use multi-coloured head scarves during prayers and not 'telekungs' in mosques," she added.

Villager Zaharah Harun, 57, said the residents were happy to see the closeness that had forged among the children and students.

There appeared to be an understanding among them when going about with their activities and this could help brush up the children's English, she added.

"It motivated them to speak in English and to do well in their studies," she said.

Zaharah noted that some of the international students attempted to speak in Malay, adding, the programme helped them to learn more about the language and culture.

State Tourism, Arts, Family Development and Women Affairs Committee chairman and Inderapura assemblyman Yang Berhormat Dato' Shafik Fauzan Sharif officially opened the programme.

Also present was Kampung Cherok Paloh village chief Ali Adam.

The programme was made possible with the cooperation from the Malaysian Royal Police, Rela, Maritime Department, Kuantan Municipal Council and Fire and Rescue Department.

To date, UMP has 162 students from 13 countries including Indonesia, China, Iraq, Pakistan, Yemen, India, Bangladesh, Sudan, Uzbekistan, Libya, Somalia and Republic of Chad.

She added that they camped for three days on the island and although it was exhausting, it was still fun and effectual.

The undergraduate also said she could not believe that she was able to complete the three-hour canoeing trip.

"There were some anxious moments when riding the waves under the really hot sun.

"We were tired but we were also grateful that all of us made it safely to the island," she added.

Her colleague, Mohd Izzat Fauzi, 20, an undergraduate of the Faculty of Electrical and Electronics Engineering (FKEE) said many of the activities carried out required physical and mental endurance.

"The activities instilled disciplinary, courage and team work," he added.

Other activities conducted were water sports, beach run, base defence training, jungle trekking, compass marching, general drill and religious talk.

The experience gained during the three days and nights and canoeing around the island would definitely leave a lot of unforgettable memories when they graduated.

It would also help to mould them into being leaders of calibre in guiding the next generation.

Other agencies involved in the programme were the fire and rescue department, marine polis and UMP staff who accompanied the cadet officers throughout the expedition.

SABER DID UMP PROUD AT ECO-CHALLENGE 2012



The name Saber is chosen as it is a Malayan tiger and it represents strong spirit and courage and these are the qualities needed when facing challenges.

Universiti Malaysia Pahang (UMP) won first place at the Eco-Challenge competition after its car, named Saber, was announced as the champion in the design category.

The competition was organised by Perusahaan Otomobil Kedua Sdn. Bhd. (Perodua) at Malacca International Motorsports Circuit (MIMC) recently.

The objective was to expose the participants on constructing a vehicle by taking into consideration the weight reduction, engine performance and aerodynamic design adapted according to their creativity.

The SAE team was the first runner up

in the longest-distance driven for manual transmission Myvi category in 2010.

Project adviser and Faculty of Mechanical Engineering lecturer, Gan Leong Ming said they did not expect to win in the design category.

He added that in the previous competition, the team was given a Perodua car.

This time around the organiser only supplied a 660cc capacity three-cylinder engine, a transmission system and RM17,500 cash for participants to build their own vehicles, he said.

“The success is a result of teamwork, determination and creativity by the students comprising 16 of them,” he said.

Team leader Nurul Faraheen Abd Latif said there were times they worked on the vehicle up to 5am but it was worth it.

“The name Saber is chosen as it is a Malayan tiger and it represents strong spirit and courage and these are the qualities needed when facing challenges.

“The project started six months ago and the team gained a lot of experience especially

in dealing with the challenges in meeting the deadline.

“All the hard work and persistence are worth it and Saber was completed within the time frame given and after going through a lot of hardship leading to the competition.

The annual contest organised by Perodua offered prizes totaling RM77,000.

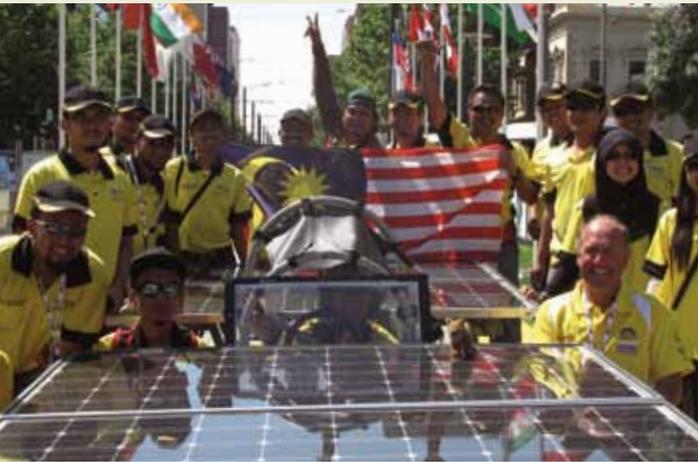
There were three categories in this year’s Perodua Eco-Challenge – design, engineering and longest-distance driven vehicle using 0.5 litre Petronas Primax Xtra 95.

The winner of the longest-distance driven vehicle was Ungku Omar Polytechnic covering 24.7km while second place was Universiti Industri Selangor with 19.1km and Universiti Sains Malaysia took home the third prize with 17.4km.

The engineering category was won by Universiti Teknologi Malaysia, second prize by Universiti Sains Malaysia and third, Universiti Kuala Lumpur.

UMP was the champion for the design category and took home a cash prize of RM5,000 while Universiti Kebangsaan Malaysia won the second place with RM3,000 and Universiti Teknologi MARA, third with RM1,000.

Also present were Malacca Chief Minister Datuk Seri Mohd Ali Rustam and Perodua Managing Director, Datuk Aminar Rashid Salleh.



SOLAR CAR 'KILAU' CRISS-CROSSED AUSTRALIA

The solar-powered car is made of steel and monocrystalline silicon. It uses four motorcycle tires, is 5m in length, 1.6m wide and one metre in height.

It was worth the toil and hardship when UMP Solar Car Team succeeded in inventing a solar car with multi-purpose uses and environmental-friendly in less than six months. It also cost less than RM50,000.

The team consisted of a professor, nine researchers and engineers including eight undergraduates from Faculty of Manufacturing Engineering, Universiti Malaysia Pahang (UMP).

The car was named 'Kilau' which took after the name of a prominent Pahang warrior, Mat Kilau. His resilience and never-say-die attitude served as a strong reminder for the team to carry on with the project until it was completed.

Manufacturing Engineering Faculty dean and team manager Prof Dr Zahari Taha said based on the lecturers' experience and expertise, they managed to come up with a design that was movable and safe to drive.

"The team worked together with industrial experts to overcome obstacles faced while completing the project. Every team member also contributed ideas in designing, building, testing and racing a car powered by solar energy.

"The solar-powered car is made of steel

and monocrystalline silicon. It uses four motorcycle tires, is 5m in length, 1.6m wide and one metre in height.

"It can sit in one person and is user-friendly," he said.

He added that the car worked on lead acid battery and had an overall weight of 40 kg.

UMP was also proud that the solar car had, for the first time, successfully criss-crossed Australia starting from Darwin until Adelaide, covering 3,021km during an international solar competition, '2011 Veolia World Solar Challenge'.

According to Dr Zahari, the race was a platform to showcase UMP green technology-related research works applied on the car.

It also opened up new grounds for more extensive researches to be carried out in the field, he added.

Third-year manufacturing engineering degree undergraduate Mohammad Irfad Ibrahim said there were a lot of incidents happened during the ride such as having to stop at Tennant Creek due to bush fires.

He also said the journey started from the Darwin Parliament House with stops at Mataranka, Renner Spring, Aileron, Cobber Peddy, Port Wakefield and Adelaide.

The race, held biennially, is based on distance covered using solar power.

A total of 37 teams from colleges and universities in 20 countries took part in the race including Malaysia, represented by UMP and Universiti Tenaga Nasional (UNITEN).

UMP's participation in the international event had it positioned among prominent universities in the world and it was something



to be proud when 'Kilau' managed to clock in solar usage for 229km, beating UNITEN's Solar Ranger team who registered 223km and Green Maniac from Korea with 73km.

The race was won by Tokai University from Japan, followed by Nuon Solar Team from the Netherland and University of Michigan of the USA took home the third prize.

The competition provided the exposure the undergraduates needed in learning about new dimensions and way of thinking in order to become globally competitive.

It also opened up a lot of opportunities in fostering cooperation in research and academic among the participants especially from renowned universities with established works in solar technology particularly from Japan.

UMP - THE CHAMPION OF MTUN SPORTS CHAMPIONSHIP 2011

Universiti Malaysia Pahang (UMP) emerged as the overall champion of the 4th Inter-Technical Varsity Sports Championship which was held for four days at UMP Sports Complex in Gambang on December 18, 2011.

Four technical universities - UMP, Universiti Teknikal Malaysia Melaka (UTeM), Universiti Tun Hussein Onn Malaysia (UTHM) and Universiti Malaysia Perlis (UniMAP) – took part in the championship. The universities formed the country's technical universities network or MTUN.

Among the events held were volleyball (men/women), 'sepak takraw' (staff/students/teams), futsal (staff /students), basketball and netball (staff/students).

UMP garnered 54 points, beating UTHM with 38, followed by UniMAP (36) and UTeM (29).

UMP won in volleyball (women), futsal (staff and students), 'sepak takraw' (students) and basketball.

The official opening and closing ceremonies were performed by the Higher Education Ministry's sports division secretary Dr Saharudin Haji Ismail who said the championship was a means to foster cooperation and friendship among participants.

He also said MTUN was a medium to highlight talents in the nation's universities and provide the opportunity for participants to compete in a healthy manner as well as learn and get to know each other better.

"It is in line with the Institutes of Higher Learning Sports Development Policy (DPSIPT) which is to produce 'The Thinking Athlete(s)'.

"The target is to have 30% of the nation's athletes from among athletes in the institutes of higher learning by 2015. A



sound development calls for a balance in sports and academic performances in generating professional and competitive graduates for domestic and international markets," he added.

Sports Centre Head, Jasni Ladin also handed over the championship's flag to UTeM Assistant Vice-Chancellor (Student Affairs & Alumni), Engr Profesor Dr Marizan Sulaiman which served as a symbolic gesture to UTeM which was picked as the host for the next game.

Also present was UMP Assistant Vice-Chancellor (Student Affairs & Alumni), Profesor Dr Yuserrie Zainuddin.

It was a joyous occasion when the MTUN sports championship flag was hoisted by cadet officers from UMP's PALAPES and TLDM units.



MTUN was a medium to highlight talents in the nation's universities and provide the opportunity for participants to compete in a healthy manner as well as learn and get to know each other better.

700 ALUMNI ENTERTAINED AND CELEBRATED FOR THEIR CONTRIBUTIONS

Seven alumni of Universiti Malaysia Pahang (UMP) received honours under the Acclaimed Leadership Award introduced for the first time this year during the graduation dinner held in conjunction with its Sixth Convocation.

It was organised by the Student Affairs and Alumni Department (SAFFAD) on September 30, 2011.

Mohd Norfahan Mohd Mustafa from the Faculty of Electrical & Electronics Engineering (FKEE) was chosen as the recipient of the main award. His leadership traits were clearly seen when he was elected as the National Pahang Undergraduate Council president (2008), Peninsular Malay Students Association (Kuantan) secretary (2010), the director for 'Mesra 1 Malaysia Kembara Hati Siswa (2011)', led the National Sustainable Convention (2011) and was involved in the earthquake aid mission to Padang, Indonesia.

Nuraini Mohd Yusoff from Faculty of Chemical & Natural Resources Engineering (FKKSA) was presented with an award for good efforts and innovation, Zarul Shazwan Zullkafi from Faculty of Mechanical Engineering (FKM) was recognised for his achievement in sports and recreational while Ainul Nadirah Izaharuddin from the FKKSA was honored for her involvement in arts and culture.

Law Kok Sin from the FKEE was awarded for communal and volunteerism works, Mohamad Jumain Mapplati of Faculty of Civil Engineering & Earth Resources (FKASA) for public speaking and entrepreneurship award went to Muhamad Nur Zakwan Zainal of FKEE.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said for the first time, UMP introduced the appreciation awards for graduates who were actively involved in various activities throughout their duration in the university.

He said this when addressing some 700 UMP alumni during dinner held at Zenith Hotel in Kuantan.

"The university appreciates graduates who make significant contributions in all

The university appreciates graduates who make significant contributions in all kinds of activities carried out that have helped to popularise the good name of UMP

kinds of activities carried out that have helped to popularise the good name of UMP," said Professor Dato' Dr Daing Nasir who also launched an online Caring Almuni Fund.

Assistant Vice-Chancellor (Student Affairs & Alumni), Professor Dr. Yuserrie Zainuddin suggested that the alumni to continue to be active and work together to develop the university.

He also said the fund could be the interaction platform between the alumni and university in its bid to achieve the world-class university status.

The fund would also allow its members to make contributions to needy undergraduates as it could be done through online, he added.

He hoped the alumni would make good

the fund the best possible way and turn it as the main medium to channel contribution for the university's development and the alumni themselves.

The audience were later entertained with cultural performances by UMP undergraduates and a special guest, Akim AF6. Also present were UMP Board of Director's Chairman, Dato' Mohd Hilmey Mohd Taib, Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr Rosli Mohd Yunus, Assistant Vice-Chancellor (Corporate Development & Quality Management), Associate Professor Zulkiffi Hassan and the Alumni Association Chairman and a member of the Board of Director, Syed Mohamad Hamzah Al-Junid Syed Abdul Rahman.



GLOBAL COMMUNITY SHOULD LEARN THE MALAY LANGUAGE

– JAMES T. COLLINS

The Malay language is a very important language in South East Asia and for the global community to understand what Islam is really about, they should learn the language.



For the first time, Universiti Malaysia Pahang (UMP)'s Centre for Modern Languages & Human Sciences (CMLHS) organised a public lecture titled, 'Lexicography, Dictionary and Online Dictionary' delivered by Professor James T. Collins.

Professor Collins is a Malay Language Professor and South East Asia Studies Centre Director at NIU.

He delivered the talk at lecture hall 2, UMP on June 29, 2011. The talk was part of PBMSK's efforts to further boost the language's standing, internationally.

According to PMBSK Dean, Professor

Dr Abdul Jalil Borham, the talk was part of a knowledge sharing programme involving the expertise and academic works of renowned academicians.

He added that it was to reinforce the Malay language at the national and international levels.

Throughout the lecture, Professor Collins shared a lot of interesting inputs with the audience including the importance of the language, its origin and an ongoing project to develop an online lexicography.

"The Malay language is a very important language in South East Asia and for the global community to understand what

Islam is really about, they should learn the language.

"This is because many books on Islam are written in Malay," he said.

Professor Collins is also a multimedia online editor for Learner's Dictionary of Malay, a special project by the US Education Ministry. It started in August 2009.

Also present at the talk were UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim, Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr Rosli Mohd Yunus, Assistant Vice-Chancellor (Student Affairs & Alumni), Dr Yuserrie Zainuddin and the senior management.



ICT BUSINESS CENTRE TO ENHANCE IT SHARING AND KNOWLEDGE



Universiti Malaysia Pahang (UMP) Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim launched the ICT Business Centre in a move to boost the sharing of knowledge and skills in information technology (IT) that would benefit the community as well.

The event was held at Astaka Hall on July 28, 2011.

With the establishment of the centre, UMP would continue to spur excellence in IT which was one of the initiatives placed to position the university at the international level.

Professor Dato' Dr Daing Nasir said the business centre would be involved in commercialising ICT products and services including existing resources available in the Information Technology and Communication Centre (PTMK) and Faculty of Computer Systems & Software Engineering (FSKKP).

Apart from that, the ICT business centre would be able to implement UMP's strategic plan that included being financially

UMP has the expertise in IT, with more than 10 years of experience and this can be shared with other organisations especially learning institutes, locally and abroad

self-sufficient, he added.

"UMP has the expertise in IT, with more than 10 years of experience and this can be shared with other organisations especially learning institutes, locally and abroad," he said.

He hoped that the centre would help to realise the university's aim in generating its own income which was in line with UMP's strategic plan 2011-2015.

Other services offered were consultation service and ICT products to other learning institutes, training centres and

government departments as well as making the outsourcing concept introduced by the Government a success.

ICT Business Centre managing director Associate Professor Dr Wan Maseri Wan Mohd said the centre would not only benefit the staff at PTMK but also the whole of UMP's employees.

He added that it would bring about a corporate work culture among PTMK staff and produce more consultants, based on the lecturers' expertise in the university.

He said the students too would get the benefits as they could undergo industrial training and get involve in marketing the ICT products.

Also present at the event were Centre for Modern Languages & Human Sciences Dean, Professor Dr Abdul Jalil Borham, Faculty of Chemical Engineering & Natural Resources Engineering Dean, Professor Dr Jailani Salihon and UMP Holding Managing Director, Nasirudin Nasrun.

UMP, HP AND TEL FORMED A COOPERATION TO GROOM MORE SOFTWARE EXPERTS

Universiti Malaysia Pahang (UMP) has established a cooperation with Hewlett-Packard (Malaysia) Sdn. Bhd. dan Technology Education Leader Sdn. Bhd. in a move to enhance its capability in producing competitive and marketable graduates.

UMP, through its Computer System and Software Engineering Faculty (FSKKP), inked the deal on November 14, 2011.

UMP was represented by its Vice-Chancellor Professor Dato' Dr Daing Nasir Ibrahim and FSKKP's Associate Professor Dr Jasni Mohamed Zain while Hewlett-Packard (Malaysia) Sdn. Bhd. by its HP Software Education director Yeow Cheng Lian and country manager (Asia) Tan Soon Leong.

Technology Education Leader Sdn. Bhd. (TEL) was represented by its chairman Datuk Ibrahim Tamby Chik and chief executive officer Datin Zaharah Dato' Jelani.

Dato' Daing said the cooperation was a follow-up to a recent strategic alliance struck between FSKKP and Malaysia Software Testing Board (MSTB).

"By engaging MSTB, we have adopted a syllabus that will allow students to obtain the Certified Tester Foundation Level (CTFL) for the software testing and maintenance course it offered.

The certification would be issued by an accreditation panel.

The first batch consisted of 46 final-year undergraduates of software engineering who began their 2011/2012 academic sessions this year.

"They will be exposed to HP software



By engaging MSTB, we have adopted a syllabus that will allow students to obtain the Certified Tester Foundation Level (CTFL) for the software testing and maintenance course it offered.

based on the market standard as currently, many companies are using HP software to develop and maintain their systems," he said at the signing of the MoU at the Chancellery Banquet Hall.

He added that it would also help to expand the country's software industry as more professional workers with international recognition would be produced.

He also said software testing was a section of the information technology field and government policies already in place that included investment incentives and world-class infrastructure would definitely support efforts to turn Malaysia as the main player for the industry in near future.

Yeow Cheng also said HP had the world's best system that gave full support in promoting culture of excellence so expert technologists could be groomed in the country.

The cooperation fostered that involved TEL, appointed by HP Software Education, would streamline all training activities in



universities nationwide.

Datuk Ibrahim said there were now 150 people who had been trained under the programme to cater to the needs for qualified testing engineers and programmers.

He added that the strategy and initiative taken by UMP would fulfill the Government's efforts in developing a sound ecosystem for the software industry.

UNIVERSITY ASTON LOOKING INTO PROSPECTS OF COLLABORATION WITH UMP

By: WAN NAZRUL HELMY WAN MOHD ZAIN

The two-hour discussion also reviewed the potentials of a programme offered in MSc Professional Engineering and Masters in Leadership for Engineers (MiLE) which might pave the way for a future collaboration between UMP and Aston.

Universiti Malaysia Pahang (UMP)'s post-graduate programme in technology and engineering was among the prospects which Aston University from UK was looking into before cooperating with UMP.

Aston University's delegation came to visit UMP on October 15, 2011 and its MSc Professional Engineering Programme Head Bill Glew expressed this during a discussion held with the Deans, Directors, researchers and academicians.

Also present were Aston's RFID Research Head, Dr Ming K. Lim and UMP's Dean of Faculty of Civil Engineering & Earth Resources (FKASA), Professor Engr. Dr Ideris Zakaria, representing Deputy Vice-Chancellor (Academic & International).

Bill Glew added that Aston was in the midst of finding a strategic partner in Malaysia.

The two-hour discussion also reviewed the potentials of a programme offered in MSc Professional Engineering and Masters



in Leadership for Engineers (MiLE) which might pave the way for a future collaboration between UMP and Aston.

Earlier, the delegation had a meeting with Deputy Vice-Chancellor (Academic & International) Professor Dr Badhrulhisham Abdul Aziz. They also paid a courtesy call to UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim at his office.

Aston was established in 1895 and located in Birmingham with student population of 9,500.

The university was made a full-fledge university in 1966 and it is one of the best universities in the UK. Aston has a success rate of 87% in producing employable graduates.

It puts the university on fifth ranking of 120 in the country.



UMP ESTABLISHED A STRATEGIC COLLABORATION WITH USU AND AMIK TUNAS BANGSA

Universiti Malaysia Pahang (UMP) inked a memorandum of understanding with Universitas Sumatera Utara (USU) that would serve as a catalyst that would add more values to the strategic alliance formed between the two universities.

The signing ceremony was held in conjunction with a national seminar on computer curriculum on September 21, 2011 in Medan, Indonesia.

It was witnessed by UMP Vice-Chancellor Professor Dato' Dr Daing Nasir Ibrahim and Faculty of Computer Systems & Software Engineering (FSKKP), Dean Associate Professor Dr Jasni Mohd Zain. Both represented UMP.

Meanwhile, Mathematics and Natural Science Faculty Dean Dr Sutarman and Information Technique Masters programme head Professor Muhammad Zarlis represented USU.

In his speech, Dato' Dr Daing Nasir said the collaboration was important in the context of positioning UMP in this region and that of international.

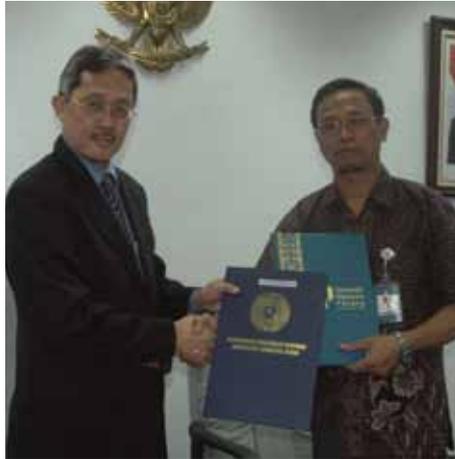
He said in implementing UMP strategic plan (2011-2015), international alliance such as this would allow the university to explore new opportunities in various fields by forging closer ties with potential partners.

"With the signing of the MoU, UMP – through FSKKP, and USU – through AMIK Tunas Bangsa, will be able to reap in a lot of benefits from research, staff training and exchange of lecturers, undergraduates, scientific material and curriculum.

"This smart partnership can be extended to a wider range if more academic staff and undergraduates can get involve in joint activities planned to further substantiate this cooperation," he added.

He said UMP would gladly accept any academic staff of USU or AMIK Tunas Bangsa to pursue its post-graduate studies.

USU Rector Professor Dr Syahril Pasaribu said the university was grateful with the collaboration, described as holistic, as it



would provide a wide space to accommodate a joint understanding between the two institutions.

"With the expertise and resources available in the two universities, I am confident that a strong collaboration will be achieved," he said after the signing ceremony held at the administration centre of USU Medan campus.

During the ceremony, Associate Professor Dr Jasni also delivered a public lecture that discussed on computer and cloud computing technology curriculum in the backdrop of a highly competitive global setting.

He applied the Malaysian experience

when talking about the topic. Some 200 USU undergraduates attended the public lecture.

In a separate event, UMP signed an MoU with AMIK Tunas Bangsa. The latter was represented by its director Deddy Hartama and foundation heads Muhammad Nasir and H.M.A Ridwansyah Putra. It was held at a convention hall in Hotel Siantar at Permatang Siantar.

The event was held in conjunction with the orientation week for its new intakes attended by 500 undergraduates. Also present was Resort Kotamadya Permatang Siantar police chief Mohd Asri Serendan. The guests were entertained with cultural performances by Batak Simalongun Tor Tor Somba.



ICMER DISCUSSES ISSUES IN MECHANICAL AND AUTOMOTIVE ENGINEERING

The conference is not limited in areas of mechanical engineering only but also those related to automotive engineering, manufacturing, biomechanical and material and industry.



Some 100 participants took part in a recent International Conference in Mechanical Engineering Research (ICMER) organized by Faculty of Mechanical Engineering (FKM) and Automotive Engineering Centre (EAC) here recently.

Among them were 24 participants from Australia, India, Bangladesh, Iran, Iraq, Mexico and Indonesia and they had gathered to share their expertise in mechanical and automotive field.

According to Universiti Malaysia Pahang Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim, the conference was a platform for the academicians, researchers, engineers and undergraduates to share ideas and experience in the engineering-based topics.

"The conference is not limited in areas of mechanical engineering only but also those related to automotive engineering, manufacturing, biomechanical and material and industry.

"In fact, the event suits best the focus of this university, which is on mechanical engineering, automotive engineering and

manufacturing," he said.

Dato' Dr Daing also said he was convinced that with the right approach, added initiatives and together with a dynamic leadership, MFE and EAC would be able to play a crucial role in strengthening the field so expertise developed could enjoyed together with the community.

"It is line with the context in the implementation of UMP Strategic Plan 2011-2015. Its key result areas also comprised strategic alignment for branding, be it at the national or international level," he said when in his speech during ICMER 2011 dinner held in MS Garden Hotel, Kuantan.

He also said the Malaysian Government encouraged R&D&C, development and commercialization at the institutions of higher learning by introducing a variety of initiatives and facilities that would benefit the researchers and academicians.

Several keynote speeches were presented by Professor T.S. Zhao from Hong Kong University of Science & Technology (HKUST), Professor Dr David Hui from Mechanical Engineering Department, University of New Orleans, Professor Chew Yong

Tian, Mechanical Engineering Department head, National University of Singapore and Professor Talal Yusaf from University Southern Queensland in the conference held over two days.

The working papers were also published in the Material Science and Engineering (MSE), Scopus Index, Ei Compendex, Inspec, International Journal on Automotive and Mechanical Engineering (IJAME) and Journal on Mechanical Engineering and Science.

Also present were Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr Rosli Mohd Yunus, FKM Dean, Professor Dr Zahari Taha and EAC Director, Dr Abdul Adam Abdullah.

ICCEIB-SOMCHE 2011 FOCUS ON STUDIES RELATING TO FOOD, ENERGY AND WATER RESOURCES



Participants would be able to gain insights and agree to resolutions on problems linked to chemical engineering and industrial biotechnology that would benefit the society

For the first time, Universiti Malaysia Pahang (UMP) hosted the International Conference of Chemical Engineering and Industrial Biotechnology (ICCEIB), held in conjunction with the 25th Symposium of Chemical Engineers Malaysia (SOCHE 2011) in Hyatt Regency Kuantan Resort, Kuantan, Pahang recently.

The ICCEIB-SOMChe 2011 conference was organised by Faculty of Chemical Engineering and Natural Resource (FKKSA) together with Institute of Chemical Engineering (Icheme).

A total of 150 presenters took part and among them were from Malaysia, Korea, Iran, Australia, Japan and India.

UMP Vice-Chancellor Professor Dato' Dr Daing Nasir Ibrahim described the conference as the best platform for chemical engineers, academicians and researchers to present findings and views on current issues relating to chemical engineering and industrial biotechnology.

He added that it would also instill awareness and interest on the two fields.

He also said the theme, 'Few For Many' focused on the importance of the two areas



in studies involving food, energy and water resources.

He said, the conference attracted many experts who were willing to share their knowledge and experience such as Professor Adel Sharif from Wales University, United Kingdom, Professor Ir Wan Ramli Wan Daud from Universiti Kebangsaan Malaysia (UKM) and Professor Dato' Dr Rosli Mohd Yunus from UMP.

Participants would be able to gain insights and agree to resolutions on problems linked to chemical engineering and industrial biotechnology that would benefit the society, he added.

SOMChE 2011 Chairman, Associate Professor Dr Mimi Sakinah Abdul Munaim said SOMChE was an annual event organised by chemical engineering faculties of universities in Malaysia.

She added that this year's event was organised by UMP and the university was proud to have the honour of holding it for the first in Kuantan.

She also said high-impact working papers would be published in Journal of Applied Sciences and American Journal of Applied Science.

Professor Dato' Dr Daing Nasir later

presented appreciation certificates to five participants whose working papers were rated as the best.

They were Huei Ruey Ong from UMP with 'Effect of Jatropha Seed Oil Meal and Rubber Seed Oil Meal as Melamine Urea Formaldehyde Adhesive Extender on the Bonding Strength of Plywood', Anisa Ur Rahmah from Universiti Teknologi Petronas, Noraziah Abu Yazid from UMP, Teoh Yi Peng from Universiti Sains Malaysia and Norazrina Pakiman from Inno Biologics Sdn Bhd.

Also present were Icheme chairman Ir Johan Alimin Samad, Deputy Vice Chancellor (Academic and International) Professor Dr Badhrulhisham Abdul Aziz and FKKSA Dean, Professor Dr Jailani Salihon.





UMP FOCUSES ON INNOVATION EN ROUTE TO BEING THE MAIN CHOICE OF UNIVERSITY

Denizens of Universiti Malaysia Pahang (UMP) were urged to focus on innovation in all aspects of teaching, learning, research, publication management, administration, leadership and anything that led to brilliancy and made it the global main choice university.

According to UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim, this could be achieved by way of the Blue Ocean Strategy, an approach that was able to harness available resources that were separately managed, previously.

He added that these resources could be combined to continuously function together and as such, form a strong organisation.

This kind of innovation had been widely practiced by many national leaders of today, he said.

"This strategy needs a comprehensive analysis on the available resources that have become a norm or basis of contention such as changing basic profiles of price, delivery

methods, service level, multiple offers and anything else that are related to an industry or organisation when creating added value or new value in the market.

"To initiate innovation, a framework comprising 'Remove-Reduce-Expand-Devise' can be applied to produce something different but at the same time, able to manage the cost involved.

"For example, in financial administration, sustainable financial is given serious attention. This is not only to meet standards of Critical Agenda project (CAP) and Key Performance Index (KPI) but also involves preparation for sound financial reserves for the university to continue to develop and be innovative in a flexible manner with fewer external restraints.

Dato' Daing Nasir said this when delivering the Annual Vice-Chancellor Speech and launching of UMP's 10th anniversary celebration on February 16, 2012.

He also said the autonomy awarded to five universities was a sign that the current centralised system of managing universities

could not go on for long and believed that autonomy would be something that all universities would need to accept soon.

Dato' Daing also emphasised on having disciplined innovation and 'istiqomah' in helping the university to achieve the University Key Result Area (UKRA) as outlined in UMP's 2011-2015 Strategic Plan.

He added that all staff must understand their roles in nurturing innovation, a trait evident in the Anthropologist, Experimenter, Cross Pollinator, Hurdler, Collaborator, Director, Experienced Architect, Set Designer, Caregiver and Storyteller.

More than 4,000 people listened to the speech, themed, 'Disciplined Innovation throughout the Migration' held at UMP Sports Complex in Gambang.

A photo exhibition that displayed the university's development and achievement for the past decade was also held in conjunction with its 10th anniversary celebration.

UMP was previously known as Engineering and Technology College University Malaysia (KUKTEM).

Eight pioneer teams who were responsible in setting up the university were honoured in the ceremony. They were the first Vice-Chancellor (or previously known as Rector), Professor Dato' Dr Abu Azam Mohd Yassin, first Deputy Vice-Chancellor (Deputy Rector), Dato' Mortaza Mohamed and Senior Deputy Registrar Wan Abdul Rashid Wan Abdul Rahman,

Others included Associate Professor Shaikh Nasir Shaikh Ab Rahman who formed the Faculty of Electrical & Electronics (FKEE), Associate Professor Dr Ruzaini Abdullah Arshah, a pioneer who established Faculty of Computer Systems & Software Engineering (FSKPP) while Centre for Modern Languages & Human Sciences was founded by Associate Professor Ainol Haryati Ibrahim.

The library or Knowledge Management Centre was set up by Dr Aini Ahmad while Norliza Arshad helped to put in place the university's financial management.

Also present were UMP Board Of Members' Chairman, Dato' Mohd Hilmey Mohd Taib, Deputy Vice-Chancellor (Research & Innovation), Dato' Dr Rosli Mohd Yunus, Assistant Vice-Chancellor (Students Affairs & Alumni), Professor Dr Yuserrie Zainudin and the first Registrar Tuan Haji Ghani Salleh.

UMP FORGES COOPERATION WITH HSKA AND MERCEDES BENZ IN AUTOMOTIVE ENGINEERING

KUALA LUMPUR, MARCH 8 - Universiti Malaysia Pahang (UMP) marked another milestone in its effort to develop commendable and reliable workforce for the nation when it signed a memorandum of understanding (MoU) with strategic and prestigious German partner, Hochschule Karlsruhe, University of Applied Sciences (HsKA) that paved the way for undergraduates to undergo a dual automotive engineering degree programme which will commence this year.

In 2010, UMP and HsKA started working together when both universities made a pact and offered the first Dual Award Programme in mechatronic engineering.

Those who graduated from the programme would be awarded two degrees which were recognized by professional engineering bodies – Engineering Accreditation Council (EAC) in Malaysia, Germany's Accreditation Council (a foundation for the accreditation of study programmes in Germany), ASSIN e.V. (the German Accreditation Agency Specialised in Accrediting Degree Programmes in Engineering, Informatics, Natural Sciences and Mathematics) and European Accreditation of Engineering Programme.

At the same event, UMP also signed a letter of intent (LoI) with Mercedes-Benz Malaysia Sdn Bhd that would see both parties cooperating in academic and research works as well as providing opportunities for undergraduates to undergo industrial internship in the automotive company.

The two momentous events were witnessed by The Ambassador of the Federal Republic of Germany, Dr Gunter Gruber and President of the Malaysian Automotive Association, Datuk Aishah Shaikh Ahmad.

Other guests present were UMP's Vice Chancellor Professor Dato' Dr Daing

Nasir Ibrahim and Deputy Vice Chancellor (Academic and International) Professor Dr Badhrulhisham Abdul Aziz.

HsKA was presented by its Rector Professor Dr Karl-Heinz Meisel and Vice President Professor Dr Dieter Hopfel while Mercedes-Benz by its Vice-President (Finance Controlling & Administration), Micheal Cremer.

In his speech, Dato' Dr Daing Nasir said the MoU was one of the internationalisation activities, an important agenda included in UMP's Strategic Plan for 2011-2015.

Besides contributing to the expansion of UMP's global networking, this collaboration adds a significant value to the



four University Key Result Areas (UKRA) within the framework of the Strategic Plan of UMP 2011-2015 namely Enhancing Academic Quality, Financial Sustainability, Socio-economic Development and Branding for Strategic Positioning.

"UMP is strategically located in Pekan which is the hub for automotive industry. Among the major companies operating in the area are DRB-Hicom, Mercedes-Benz, Volkswagen and Toyota.

"This makes the cooperation in the Dual Award Automotive Programme such an apt move as it is capable of meeting requirements of the market which keeps on progressing to the next level.

"The automotive industry in Malaysia is still in need of highly-skilled workers in line with the sector's demands and UMP will be the one that produces competent graduates who fit the industries' requirements," Professor Dato' Dr Daing Nasir Ibrahim said at the signing ceremony held at Maya Hotel here.

He added that the internationalisation process of an institute of higher learning was essential in charting its course to being a

world-class university.

"The Dual Award Programme offered by UMP is based on the same module used by HsKA. Equivalent to foreign students studying in Germany the undergraduates at UMP will also have the opportunity to learn German language. They will make use of the acquired language during the main courses where on third of the modules are taught by HsKA professors," he said.

On the industrial internship, Professor Dato' Dr Daing Nasir highlighted undergraduates would undergo a six-month training where they would get to experience world-class quality standards of the various German companies in Malaysia. Furthermore,

the extended practical training for a full semester foster industry exposure of becoming engineers and leaves ample time to assign a full project to the interns, which ideally translates into the bachelor thesis.

"The cooperation will

further enhance UMP's standing in offering excellent education and in becoming an education hub in this region," he added.

He also said the cooperation forged with Mercedes-Benz would involve UMP staff and undergraduates, consultation in academic and research programmes as well as in developing human capital.

This would help churn out graduates who were more competent and competitive in many aspects, he added.

Daing Nasir also said UMP would be able to share experience and knowledge in a variety of expertise that would benefit everyone.

"This can be seen as added values for UMP and an advantage to attract potential students to pursue their studies in the university," he said.

Also present were HsKA automotive coordinator Prof Dr Maurice Andre Ketter, HsKA mechatronic coordinator Prof Dr Robert Weiss, Higher Education Ministry Industrial Relations Division Director Professor Dr Shamsudin Baharin and German Academic, Career and Culture Centre (GACC) Director, Brian Trenaman.

UMP CLINCHED 9 MEDALS AT BIOMALAYSIA 2011

Universiti Malaysia Pahang (UMP) continued to record successful achievements by garnering a gold medal, a silver medal and seven bronze medals at the BioMalaysia 2011 and Pacific RIM Summit on Industry and BioEnergy 2011 in Kuala Lumpur recently. The event was officially opened by Prime Minister Dato' Sri Mohd Najib Tun Razak at Kuala Lumpur Convention Centre on November 21, 2011.

Dr Arun Gupta of Faculty of Chemical Engineering and Natural Resources (FKKSA) won a gold medal for work titled, "Formulation of Anti Aging Cream With UV Protection From Chicken Feathers" while Dr Jolius Gimbun, also from FKKSA, took home the silver medal for "Production of Second Generation Biodiesel From Rubber Seed Oil Using Cement Clinker Derived Catalyst."

UMP, which submitted 11 research projects, was proud when its exhibition lot was announced at the best display for visitor-friendly booth category.

The seven works awarded with bronze medals were "Bioremediation of Silver Nano Particles from Hazardous Wastes" by Dr Essam Abdellat of Makky from Faculty of Industrial Sciences & Technology (FSTI), "Biolabisia - A Standardised Plant Extract For Weight Management" by Prof Dr Mashitah Mohd Yusoff from FSTI and "Gaharu Aromaster Kit" by Dr Saiful Nizam Tajuddin, also from FSTI.

Others were Associate Professor Dr. Ghazi Faisal Najmuldeen from FKKSA with "Castor Oil - The Future Industrial Oil For Malaysia", Nor Maniha Abdul Ghani from Electric and Electronic Engineering Faculty (FKEE) with "Eco-cell - A Novel Vermicomposting Method for Energy Production (Waste to Wealth)", Dr Wan Mohd Faizal Wan Ishak from Centre for Environmental Research and Management (CERRM) for his work on "Biodegradation Treatment Solution" and Noor Suraya Romali from Faculty of Civil Engineering & Earth Resources (FKASA) with "Application



Dato' Sri Mohd Najib also launched the National Biomass Strategy, a new policy on increasing the country's capability in biomass and moving towards making the nation a hub for bioeconomics and biotechnology

of N-Filter For Wastewater Treatment".

Dato' Sri Mohd Najib also launched the National Biomass Strategy, a new policy on increasing the country's capability in biomass and moving towards making the nation a hub for bioeconomics and biotechnology.

He said the new strategy with the theme, 'Towards Wealth in Biomass', was developed by the Malaysia Innovation Agency with cooperation from Malaysian Industry-Government Group for High Technology (MIGHT), other government agencies, corporate bodies and universities.

"The strategy will encourage the development of new, high value industries such as bioenergy and biochemistry that are able to create 70,000 job opportunities including 40,000 highly-skilled workers.

"By the year 2020, the strategy is expected to generate new earnings of



RM30bil in Malaysia. Biomass is products of agriculture and microorganism that can produce energy and commodity through biotechnology process.

"It is renewable energy. The strategy will spur more economic growth in rural area and will encourage new homegrown technology," he said when addressing about 1,000 audience.

He added that it was an environmental-friendly approach when emission of methane can be reduced.

"With the new strategy, the Government is clearly seen to be in the position to grab the chances. We are very excited with the prospects and very optimistic in gaining success in the field," he said.

He added that as the world's biggest palm oil exporter, Malaysia generated masses of biomass with huge potentials for high value-added applications, be it for fuel, bioplastic or raw cellulous.

With a value estimation was US\$11.14 billion in 2015, biomass is targeted to be the main contributor to agriculture sector and biotechnology industry.

The Prime Minister also announced that the Ministry of Science, Technology and Innovation (MOSTI), Biotech Corp and related agencies would draft a proposal to develop bioeconomics in Malaysia early next year.

The initiative is expected to complement the National Biotechnology Policy.

Also present were MOSTI deputy minister Tuan Haji Fadillah Yusoff and Biotech Corporation chairman Tan Sri Ahmad Zaharudin Idrus.

4 CIVIL ENGINEERING UNDERGRADUATES CREATE HISTORY IN TAIWAN



Four Faculty of Civil Engineering & Earth Resources diploma undergraduates of Universiti Malaysia Pahang (UMP) created history when they collected two gold medals, two silver medals and six Special Awards in the International Exhibition for Young Inventors (IEYI 2012).



The event was organised by Vietnam Far East University, Taiwan Invention & Intellectual Property Association in Taiwan on Februari 12, 2012.

Amirudin Ibrahim won a gold medal for his project titled, 'UMPIae : Integrated of Fish and Vegetable Waste From Fresh Market to Generate Alternative Energy' which was supervised by FKASA lecturer, Abdul Syukor Abdul Razak.

The project, which was about harvesting integrated alternative energy from fish and vegetable waste, also won two Special Awards – Taiwan Invention Association Special Award and Korea Invention Academic Award.

Also in the limelight was Mohamad Hafizuddin Ramli who took home a gold medal and two Special Awards - Korea Invention Association Award and Asia

Invention Creativity Special Award for his project titled, 'Phytogreen:Utilising Natural Driven Process for Domestic Wastewater Treatment Toward An Environmental-friendly Sustainable Development'.

The project demonstrated the ability to absorb pollutants from domestic waste water to achieve effluent discharge standard to the A Standard as required.

Mohamad Amirul Shazwan Zakaria won a silver medal for his work titled, 'The Development of Fungus sp. Pycnosporussanguinis to Enhance The Performance of Artificial Bait for Attract Termites From Empty Fruit Bunch (EFB) as Environmental Friendly Pesticide.'

His research involved using palm oil empty fruit bunch to attract and trap termites and it was supervised by FKASA lecturer, Abdul Syukor Abdul Razak.

The work also received Asia Invention



Association Special Award.

Muthukumar S/O Sunthara Raju garnered a silver medal for his research on 'The Potential Of Allium Cepa (Onion) As Natural Corrosion Inhibitor For Passivation In Industrial Chill Wastewater System'.

The project, supervised by FKASA lecturer, Suryati Sulaiman, used onion skin to reduce corrosive effects in underground pipeline. It also won Tainan City Special Award.

According to Abdul Syukor, the success of UMP's young inventors in international competitions could attract other students to be involved in design and be more innovative in the future.

Mohamad Hafiz also said their participation in the international competition provided the opportunity to introduce UMP as well as share ideas on their research works.

It was also a double celebration when the World Invention Intellectual Property Associations (WIIPA) presented The Best Instructor Award to Abdul Syukor Abdul Razak, Suryati Sulaiman and Student Affairs and Alumni Department (Saffad) Assistant Registrar, Abdul Rahman Ahmad whose contribution helped towards achieving the success.

UNDERGRADUATES EXCEL IN NATIONAL AND INTERNATIONAL EVENTS

Universiti Malaysia Pahang (UMP) had a lot to rejoice when 20 of its undergraduates did well at national and international events recently.

At the international scene, UMP won four medals – two gold medals and two silver medals at the 36th International Invention Show (Inova 2011) in Zagreb, Croatia.

Two of them received Special Award in the Young Inventor category.

Niak Jian Ran of the Faculty of Computer Systems & Software Engineering (FSKPP), representing Petakom, won gold and received a Special Award for his project titled, 'A Novel Idea – Korean Invention News'.

The research project involved creating hand gestures that functioned as a base for a mouse, tasked of moving the cursor to the right, left and middle.

Nor Hidayah Dahari of the Faculty of Civil Engineering & Earth Resources (FKASA), representing Perkasa Club, won a gold medal for inventing ultra-filtration membrane asymmetric (bio-mem) to treat low-quality drinking water.

Azimah Saman of Faculty of Chemical & Natural Resource Engineering (FKKSA), representing Chest Club, won silver and received Special Award (Best Invention Award-World Invention Intellectual Property Associations) for creating colours such as red, green, blue, yellow and purple from natural sources - dragon fruit, red chillies, turmeric and 'seduduk' tree.

These chemical-free colours are used in cosmetics such as lipsticks, blushers and eye shadows.

With these winnings and success stories, the masses will now be more attentive about UMP undergraduates, their presence and voice,

The second silver medal was won by Mohd Firdaus Mohd Yasin of Faculty of Electrical & Electronics Engineering (FKEE) who represented EES Club.

He invented the first robot that used solar power agent. The robot could be used to perform agriculture works such aerating and watering the soil, spraying pesticide and sweeping hay.

On the home front, UMP Malay debate team, comprising Muhammad Qusyairi, Siti Aisyah Mustapha Hashim, Qamaruddin Mohd Fauzi and Nur Aida Faisal emerged as the champion and took home the 2011 Dato' Sri Shahrizat Abdul Jalil Trophy for the Inaugural Gender Debate Competition.

It was also icing on the cake when Siti Aisyah Mustapha Hashim was named as the best overall speaker.

The debate was organised by NAM Institute for the Empowerment of Women (NIEW), an agency under the Woman, Family and Community Development Ministry, Malaysia Universities Debate Council (MADUM) and Higher Education Ministry.

They took home RM7,000 cash, a trophy and another RM500 cash for Siti Aisyah.

Another home front success was when Entrap team grabbed first placing in the 2011 National Higher Learning Institute Smart Business Challenge organised by Cooperative and Entrepreneur Development Institute (CEDI), Universiti Utara Malaysia (UUM) and Johor Corporation (JCorp) together with Malaysia Universities Entrepreneur Council (MAKMUM).

Entrap members were Nurizuddin Ahmad Hussin, Mohd Azizul Hafiz Abdul Sani, Mohamad Mohd Noor, Tuan Shahlan Tuan Safie, Saifuddin Abdul Aziz, Abdul Wahab Abdul Aziz and Hariz Sufiyan Mohamed Sanuari.

They managed to amass the highest assets worth RM95,524,200.

Entrap won i-Pad2 and a trophy.

Mohd Amirul Hakim Hamidi, Mohd Ezany Rosli, Noor Azreen Mohd Khairul, Mohd Ebran Razali, Mohd Zaidi Yahaya and Mohd Taufiq Rasdi of the Experia team won third place after accumulating assets of RM73,688,450.

They went home with i-Pod Touch and a trophy.





The challenge was held in a move to encourage undergraduates to learn and understand the workings and dealings in business and entrepreneurship.

In a special gathering held to commemorate their success, Prof Dato' Dr Daing Nasir Ibrahim said the celebration might not be comparable with the efforts given by the undergraduates that had helped to uplift the university's name.

The gathering was held at the banquet hall, Canseleri building in Gambang campus on November 17, 2011.

He said the undergraduates created



history with their winnings as it was a manifestation of their credibility and capability.

He added that they made their presence felt - effectively and astutely.

He also said it was a clear signal that UMP undergraduates were now able to include added values to the university's quality.

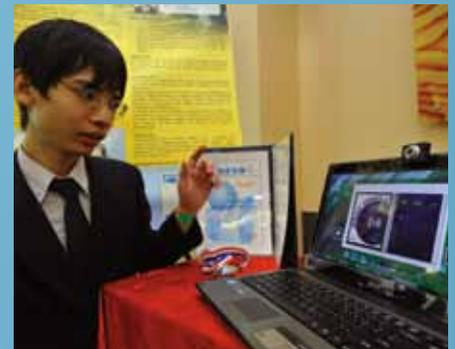
"With these winnings and success stories, the masses will now be more attentive about UMP undergraduates, their presence and voice," he added.

Dato' Daing Nasir also hoped that the

achievements attained would help to spur others to pursue the same kind of success in the future.

Also present at the gathering were club advisors, team managers and research project supervisors whose support, assistance and guidance helped the undergraduates to give their best in the competitions.

Among the guests who came were Assistant Vice-Chancellor (Student Affairs & Alumni), Professor Dr Yuserrie Zainuddin, Entrepreneur Centre Director, Dr Omar Jamaludin and FSKKP Dean, Associate Professor Dr Jasni Mohamed Zain.





IN-SMARTIVE UNDERGRADUATES HELP SCHOOLS TO MASTER ENGLISH

The undergraduates must realise that knowledge learned in campus will be less significant unless it is spread around and shared with the community

A total of 148 undergraduates took part in the 'Kilauan Mutiara Teach Malaysia Teach' (TMT) organised by Universiti Malaysia Pahang (UMP) In-Smartive Club aimed at strengthening the command in English among pupils in Pekan.

It was held at Student Activity Centre in UMP, Pekan on February 11, 2012.

The pupils were from Sekolah Jenis Kebangsaan (C) Yoke Hwa, Sekolah Jenis Kebangsaan (C) Pekan, Sekolah Kebangsaan Ahmad, Sekolah Jenis Kebangsaan Seri Biram, Sekolah Jenis Kebangsaan Terentang, Sekolah Jenis Kebangsaan Langar and Sekolah Jenis Kebangsaan Indera Shahbandar, Pekan.

According to UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim, the initiative contributed towards achieving

standards specified in the Key Result Area (KRA) and socio-economic development as well as giving added value to local community in Pekan.

He added the project was also in line with UMP's corporate social responsibility towards the people, especially in Pekan.

"The undergraduates must realise that knowledge learned in campus will be less significant unless it is spread around and shared with the community," he said in his speech when officially launched 'Kilauan Mutiara Teach Malaysia Teach (TMT) project.

He hoped the project would be able to foster closer ties and better understanding with the schools.

In-Smartive Club deputy president and project manager Mohd Jamil Mohd Ja'afar said the programme would motivate and

develop the pupils' identity as well as help to mentally prepare them for the Primary School Evaluation Examination (UPSR).

"A lot of motivational activities will be held such as Filial Piety, Dare To Be You, Green At Heart, All Children Excel, Study Techniques, Time Management and Young Star Games," he said when met at the official launching of the programme.

He added that there would be 27 sessions scheduled at the schools while five would be held in the campus, hoping the exposure given would further spur the pupils to develop self-discipline, to be independent and more responsible and be able to work as a team.

Mohd Jamil said other than stressing the importance of knowledge, the programme also aimed at educating the pupils about life in campus.

One of the participants, Vivian Yeo Sui Hong, 11, said she was very fortunate to be selected for the programme, adding, it helped her understand the importance of education and how it could change one's fate.

Also present were Pekan District Education Officer, Tuan Haji Alias Chik, Pekan Ex Education Officers Association Chairman, Dato' Haji Ibrahim Ya'acob, Senior Deputy Registrar, Wan Abdul Rashid Wan Abdul Rahman, Welfare and Social Development Organisation Representative, Elia Mastura Kamaruddin and In-Smartive Club Advisor, Wan Nazrul Helmy Wan Mohd Zain.

TMT will be implemented throughout the year and will involve 80 volunteers from the club, supported by the Technology Faculty.

A RECIPE FOR INNOVATION

By: PROFESSOR DR. ZAHARI TAHA



Cooking is one of my passions.

Contrary to my initial belief, it is, however, not easy to prepare a dish which both looks and tastes good. In addition, I found out that many dishes are actually very complex to prepare, requiring a longer preparation time and a large amount of effort to manipulate a variety of ingredients to make them taste and look good.

But, it takes only a few minutes for the food to be guzzled down and more often than not, it is also accompanied by an unappreciated response, or rather, a lack of response to your culinary delight.

Thus, I made it my goal to create a dish that requires the least amount of ingredients and time to prepare, and yet, is both presentable and sumptuous.

I believe this is what innovation is all about. It is about solving everyday problems by reducing the amount of time, effort and cost to execute menial tasks.

Take the computer as an example, I remember when I had my first computer, the ZX Spectrum, which I am sure nobody has ever heard of. I was elated that I could write a few lines in BASIC to solve an engineering problem and plot a graph. Back then, you would be considered a geek for knowing how to do this.



But, look at the computer now, plotting a graph is so simple using a spreadsheet that even secondary school students can do it. In fact, the computer is capable of solving complex problems like controlling robots as remote a location as on the planet Mars.

When we watch the film “Avatar”, we are amazed as to how realistic the movement of the avatars and the objects in the movie. But, behind the scenes were computers solving the complex physical equations that produce the realistic motions.

Yes, innovation can come from everyday problems, but, the road to the solution is not as easy as one would think. An individual may come up with an idea and even build a contraption to illustrate the idea, but it is still a long way from the production being commercialized.

I remembered when an inventor came to me sharing that when he showed his invention to a major corporation, the first thing they asked was whether it has fulfilled all the necessary international standards. He said he never thought that he would need to fulfill such a requirement.

In an increasingly complex world of environmentally and safety conscious society, economics consideration is no longer the sole criteria for the commercialization success of a product.

Thus, any innovation must come with fundamental knowledge, experience and skills associated with the industry it is intended for.

An innovation starts with an idea, but, research and analysis is essential before its creation and finally, commercialization.

Research and analysis do not only cover the economics aspect, but also, the engineering, manufacturing, human factor and environmental aspects.

Like cooking, it can be complex and time-consuming for an invention to reach commercialization. And alas, the challenge is similar to cooking, how to come up with delicious and presentable food in the least amount of time!

The writer is the Dean of the Faculty of Mechanical Engineering at Universiti Malaysia Pahang.





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