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DIVERSIFICATION IS KEY TO PROGRESS

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KAJANG: TNB Research (TNBR) is set to commercialise at least four of its products out in the open market through business matching.

TNBR, which has been the in-house solution provider for Tenaga Nasional Berhad (TNB) since 1993, is branching out from servicing its own parent company and reaching out to potential partners in the inaugural "TNBR QATS Hot House 2017".

TNBR Managing Director Ir Dr Zainul Asri Mamat said the business matching programme hosted at a TNBR facility here on March 8 was aimed to promote some of its intellectual properties and reap the benefits of technology commercialisation.

"As we all know, research is a very expensive affair. TNB has invested heavily in our resources to conduct various researches for the company.

"Throughout the period, we have found that many of our research outputs can be used beyond TNB," he said during his welcoming speech.

Previously, TNBR would meet with potential companies for partnerships, one by one.

"It was a very slow process. I



Looking to the future:
Dr Zainul speaking at the inaugural TNBR Hot House 2017 in Kajang.

would say that in the last 10 years, we only commercialised three products," he said later.

The target value from the commercialisation of at least four

products would bring a return of an estimated RM1mil, Dr Zainul said.

"This is also our revenue diversification. We have 12

products at the Hot House but if we can push four out of the 12, that is good enough.

"The intention is to bring everyone here to see any

potential or matching product with their product," Dr Zainul added.

During the programme, 12 products from various areas that could benefit small medium enterprises (SMEs) were on display.

"Some of them are in electrical related areas or power utility areas. Some are in ICT application areas, some are in terms of the environmental solution like the trash buster craft.

"All of these products came up from the pains we are suffering through our normal operations," Dr Zainul added.

The Hot House was designed to showcase TNBR and other TNB subsidiaries' high value innovations to exclusive industry players.

Dr Zainul said TNBR planned to host Hot House in the years to come.

"I strongly hope that this will be the start of many more similar events for us to better engage with the industries and result in more of our intellectual properties being taken up and successfully commercialised," he said.

Agensi Inovasi Malaysia CEO Datuk Mark Rozario and SME Corp CEO Datuk Hafsa Hashim were also present at the Hot House event.