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| Headline | AIMING FOR AN ECONOMY DRIVEN BY INNOVATION | | |
| MediaTitle | Sunday Star | | |
| Date | 19 Mar 2017 | Language | English |
| Circulation | 339,002 | Readership | 818,000 |
| Section | Nation | Page No | 15 |
| ArticleSize | 500 cm ² | Journalist | N/A |
| PR Value | RM 75,489 | | |
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AIMING FOR AN ECONOMY DRIVEN BY INNOVATION

KAJANG: Some 100 industry players attended the inaugural TNB Research (TNBR) Hot House 2017, eager to find matching products and services for their growing businesses.

A number of follow-up meetings with potential strategic partners have been set up as early as next week.

TNBR Managing Director Ir Dr Zainul Asri Mamat said the Hot House was organised to entice potential partners to pick up TNBR as well as other TNB subsidiaries' intellectual properties (IP) and bring it to the market.

"We look at it as a win-win situation where TNBR is able to provide the intellectual property (IP) and the industry, with their experience in manufacturing and marketing, can commercialise it.

"It is this type of synergistic relationship that we are hoping to create," he said in his welcoming speech at the event hosted at TNBR's facility in Kajang on March 8.

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 business matching and showcase platform, Hot House.

Food waste management company Mentari Alam Eko (M) Sdn Bhd Founder Chelsea Chee and Executive Director Mae Ooi were among the 100 industry players who participated in the programme.

"We can see Hot House displaying many new innovations. We are here to find good partners to close certain loops missing in our process or further enhance our products," Chee said.

Chee said they have spotted four

It is important to recognise that all the research done here in Malaysia has value to it.

Datuk Hafsah Hashim



products and services at the Hot House that could help their operations.

"We are surprised to see more diversified innovations here. Most of the showcases we've been to only stick to one segment. For instance, one showcase can only be environment-related and just that.

"But here, we see environment, technology and motor-related," Ooi added.

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

End-to-end facilitation and funding from PlaTCOM Ventures (a subsidiary of Agensi Inovasi Malaysia) and SME Corp will be provided to select Malaysian small medium enterprises (SMEs) that are interested to diversify their business portfolio for further development of TNBR innovations into commercially viable end products.

SME Corp Datuk Hafsah Hashim, who was present at the event, said SME Corp's role together with



Interesting concept: Hafsah and Agensi Inovasi Malaysia CEO Datuk Mark Rozario (second from right) listening to a briefing by a TNB innovator at the Inaugural TNBR Hot House 2017 held in Kajang. Looking on is PlaTCOM Ventures Sdn Bhd CEO Dr Viraj Perera (behind them in suit).

Agensi Inovasi Malaysia (AIM) was to create a platform that would ensure the process "from the lab to market was done in the shortest possible time".

"We want to see our economy driven by innovation and productivity. It is important to recognise that all the research done here in Malaysia has value to

it," she said.

The collaboration between AIM and SME Corp would allow SMEs business have an end-to-end package, including financial assistance, hand-holding approach, coaching, mentoring and intellectual property strategy.

"This partnership is one of the ways we can facilitate and

accelerate the innovation faster to the market," she added.

Companies that has research and development dealings with TNBR are also entitled for a double tax exemption as TNBR is a Malaysian Investment Development Authority (MIDA) – certified research and development company.