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UMPSA forges strategic collaboration with SMACH Venture to strengthen sustainable agricultural research and technology

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CAMERON HIGHLANDS, 11 February 2026 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) formalised a memorandum of understanding with SMACH Venture Sdn. Bhd. to expand collaboration in the fields of academics and research, particularly involving the development of sustainable agricultural technology.

His Royal Highness the Sultan of Pahang, Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah Ibni Almarhum Sultan Haji Ahmad Shah, Tuanku Canselor UMPSA, graciously consented to attend and witness the Memorandum of Understanding signing ceremony between UMPSA and SMACH Venture Sdn. Bhd.



Also present was the Chairman of the Pahang State Agriculture, Agro-Based Industry, Biotechnology and Education Committee, Yang Berhormat Dato' Sri Ir. Haji Mohd Soffi Tan Sri Abd Razak, representing the Menteri Besar of Pahang, Dato' Sri Diraja Wan Rosdy Wan Ismail.

The ceremony witnessed the Vice-Chancellor, Professor Ts. Dr. Yatimah Alias, signing the memorandum of understanding with the representative of SMACH Venture Sdn. Bhd., Yang Hormat Lt. Col. Dato' Kurnia Wira Dr. Ir. Thong Kok Sing, reflecting the commitment of both parties in realising the strategic university–industry collaboration.

According to Professor Ts. Dr. Yatimah Alias, the collaboration reflects UMPSA's continuous efforts to expand its industry network to support high-impact research and innovation development driven by current industry needs.

"This collaboration serves as an important platform to strengthen research activities and technology transfer, in line with UMPSA's expertise in Engineering and Technology and SMACH Venture's active involvement in the agricultural sector, particularly in vegetable cultivation and related trading activities.

"This collaboration opens opportunities for UMPSA researchers and students to be directly involved in research projects and sustainable agricultural technology development, thereby supporting the national sustainability and food security agenda," she said.

The initiative specifically focuses on integrating Environmental, Social and Governance (ESG) principles into the agricultural framework in the highland area.

As an Advanced TVET institution, UMPSA will contribute expertise particularly in the fields of internet of things (IoT) and artificial intelligence (AI) to achieve this objective.

Among the agreed scopes of collaboration are research and technology development, technical consultancy services, technical services, technology commercialisation, and talent development in the field of sustainable agriculture.

His Royal Highness also graciously visited the exhibition of modern technology and sustainable agricultural innovations capable of contributing to the development of modern and sustainable agriculture in Cameron Highlands, while strengthening the economy of the State of Pahang.

Also held was a strategic collaboration between Universiti Putra Malaysia (UPM), Wageningen University & Research (WUR), the Netherlands, and SMACH Venture Sdn. Bhd.

Also present were the Deputy Vice-Chancellor (Academic and International Affairs), Professor Dato' Ir. Ts. Dr. Ahmad Ziad Sulaiman, and UMPSA Board of Directors member, Professor Ir. Dr. Mohamad Faizal Jamlos, who is also the Senior Director for the Centre for Disaster & Climate Change UMPSA.

By: Mimi Rabita Haji Abd Wahit, Centre for Corporate Communications
Translation by: Ts. Dr. Rozaimi Abu Samah, UMPSA Press

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