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UMPSA, Move Robotic, and PIX Moving forge strategic collaboration in Japan

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KANAGAWA, JAPAN, 13 April 2026 – A significant milestone is unfolding for Malaysia's technology ecosystem as Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), Move Robotic Sdn. Bhd., and PIX Moving Inc., through its subsidiary Pix Intelligence Inc., officially formalised a strategic collaboration to advance autonomous mobility.

The collaboration marks more than a routine partnership, representing a progressive evolution in the development of autonomous vehicle (AV) technologies.

While UMPSA and Move Robotic have previously established foundational collaboration, the inclusion of PIX Moving, a recognised global player in autonomous technology, elevates the partnership to a new level.

The initiative aims to bridge research with real-world applications, translating innovation into practical mobility solutions.

The collaboration is driven by a clear objective: to position Malaysia as a competitive and credible player in the global autonomous vehicle landscape.

By integrating UMPSA's strengths in research and innovation, Move Robotic's industry agility, and PIX Moving's international expertise, the partnership creates a strong and dynamic synergy.

Beyond technological development, it also facilitates knowledge exchange, talent development, and deeper engagement between academia and industry.

For UMPSA, the collaboration aligns closely with its established niche in the automotive domain and supports its long-term institutional vision.

According to Deputy Vice-Chancellor (Research and Innovation) of UMPSA, Professor Ts. Dr. Aida Mustapha, the initiative reflects the university's continued commitment to advancing innovation within the automotive sector.

"This collaboration aligns strongly with UMPSA's niche in the automotive domain and reflects our commitment to advancing innovation within this sector.

"It also presents strong potential to strengthen the ecosystem at Pekan Automotive Park further, a key automotive hub under the National Automotive Policy.

More importantly, this initiative forms part of UMPSA's broader vision towards enabling an autonomous city ecosystem in Pekan, where research, industry, and real-world deployment

converge," she said.

Looking ahead, the partnership is designed to deliver tangible and impactful outcomes.

It focuses on scaling technologies, enabling deployment, and creating viable pathways for real-world implementation.

The collaboration goes beyond producing research outputs, emphasising the development of solutions that meet current industry demands and societal needs.

Ultimately, the initiative underscores a fundamental principle: innovation must not only be created, but also effectively implemented on the ground, on the road, and at scale.

By: Mohd Nizam Abdul Rashid, Research and Innovation Department

Translation by: Ts. Dr. Rozaimi Abu Samah, UMPSA Press

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