MoU/MoA

UMPSA collaborates with industry to explore Smart Agriculture Innovation

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KUALA LUMPUR, 18 December 2024 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) and DSR Fruits Sdn. Bhd. have established a strategic partnership as another significant step in advancing the fields of academia and research.

According to the Deputy Vice-Chancellor (Research and Innovation) who is exercising the function of Vice-Chancellor, Professor Ts. Dr Aida Mustapha, the signed memorandum of understanding (MoU) is based on several key areas of collaboration, including innovation in durian farming through smart technology, joint research in renewable energy for sustainable durian farms, and the development of local sensor technology for early detection of heavy metals in durian fruits.

“This reflects the commitment of both parties to explore innovative solutions that can have a significant impact on the agriculture industry and society.

“As a university focused on technology and innovation, UMPSA consistently strives to be a catalyst in driving the development of knowledge and technology through industrial collaboration.

“This MoU not only involves joint research and publications but also provides opportunities for UMPSA students and lecturers to participate in hands-on, innovative projects that are relevant to current industry needs,” she stated.

She further expressed hope that the outcomes of this MoU signing would lead to the creation of solutions that not only improve efficiency and productivity in the durian industry but also facilitate technology and knowledge transfer between the university and industry.



“This collaboration is expected to serve as an excellent model for producing a generation of graduates who are competent, innovative, and ready to embrace the challenges of Industrial Revolution 4.0 and smart agriculture technology,” she added.

The ceremony, held at the Malaysia International Trade and Exhibition Centre (MITEC), witnessed Professor Ts. Dr Aida Mustapha signing the partnership document with the Chief Executive Officer of DSR Fruits Sdn. Bhd., Dato’ Ng Lian Poh.

Also present was the Dean of the Faculty of Electrical and Electronic Engineering Technology (FTKEE), Professor Ts. Dr Hamdan Daniyal.

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