Industry

UMPSA shares expertise in Industry Challenges and Innovative Solutions Matching Session

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PEKAN, 25 February 2025 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) organised the Industry Challenges and Innovative Solutions Matching Session to strengthen collaboration between academia and industry in addressing challenges and exploring innovation opportunities.

According to the Assistant Vice-Chancellor for Industry and Community Linkages, Professor Datin Ts. Dr. Mimi Sakinah Abdul Munaim, the university emphasises the importance of close collaboration with the industry to ensure that research can be translated into practical solutions with an impact on the economy and society.

“This session featured presentations on UMPSA’s research initiatives that have the potential to assist industry, followed by matching sessions in the form of roundtable discussions,” she stated during the programme, which was organised by the Centre for Industry & Community Linkages (ICoN).



Additionally, the session aimed to highlight innovative solutions to industrial issues and propose appropriate technology applications.

Meanwhile, the Director of University-Industry Relations, Professor Ir. Dr. Chin Sim Yee stated that the session successfully gathered industry representatives to share the challenges faced by their respective sectors.

“Among them were Zaharah Zainuddin from Akie Group Sdn. Bhd., Mohd Mizam Said Ali from Prodigy Dynamic Solution, and Dr. Khor Ai Chia from Metairflow R&D Sdn. Bhd.

“UMPSA was represented by Ts. Muhammad Ridzuan Radin Muhammad Amin and Dr. Muhammad Amirul Abdullah,” she added.

The Vice-Chancellor of UMPSA, Professor Dr. Yatimah Alias, expressed her deepest appreciation to all parties involved in making the programme a success.

She hoped that this initiative would serve as a starting point for closer collaboration between UMPSA and the industry in addressing technical challenges and developing innovative solutions.

By: Ahmad Hilmy Agir, Centre For Industry & Community Linkages (ICoN)

Translation by: Dr Rozaimi Abu Samah, UMPSA Press

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