Sports

UMPSA appointed as National Sports Industry Centre of Excellence to advance Sports Technology Empowerment Agenda

Thu, 10/23/2025 - 12:46

SHAH ALAM, 17 October 2025 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) has been appointed as the National Sports Industry Centre of Excellence.

Four universities were selected as National Sports Industry Centres of Excellence, each with different core focuses, namely Universiti Pendidikan Sultan Idris, UPSI (Governance Core), Universiti Teknologi MARA, UiTM (Sports Entrepreneurship Core), Universiti Sains Malaysia, USM (Sustainable Development Agenda Core), and UMPSA (Sports Innovation and Technology Core).

The ceremony witnessed UMPSA Vice-Chancellor, Professor Dr. Yatimah Alias, receiving the appointment document presented by the Deputy Prime Minister, Dato’ Seri Dr. Ahmad Zahid Hamidi, in conjunction with the ASEAN Sports Industry Expo 2025.

The programme, organised by the Ministry of Youth and Sports (KBS), was held to strengthen cooperation among ASEAN countries in developing the sports industry across infrastructure, technology, and talent, in conjunction with Malaysia’s chairmanship of ASEAN in 2025.



According to Professor Dr. Yatimah, the establishment of the Sports Technology Innovation Centre, a centre of excellence at UMPSA, is timely.

“UMPSA’s involvement in sports technology research began in 2012, pioneered by the Innovative Manufacturing, Mechatronics and Sports Laboratory (iMAMS Lab) at the Faculty of Manufacturing and Mechatronic Engineering Technology (FTKPM) and the Human Engineering Research Group (HUMEN) at the Faculty of Mechanical and Automotive Engineering Technology (FTKMA).

“Among the product prototypes produced are the Soccer Ball Launcher, Agility Training Device, Wireless Timing Gate, Shuttlecock Shooter, and others.

“UMPSA researchers are also involved in biomechanical analysis in sports, such as Finite Element Analysis in fields related to Sports and Data Analytics,” she said.

Also present was the Director of the Sports Technology Innovation Centre (STIC), Associate Professor Ts. Dr. Mohd Hasnun Arif Hassan, who is also the President of the Malaysian Sports Technology Association (MySTA).

MySTA also comprises researchers from various universities, agencies, and industries, including UMPSA, UiTM, Universiti Malaysia Perlis (UniMAP), Universiti Teknologi Malaysia (UTM), Universiti Tun Hussein Onn Malaysia (UTHM), and the National Sports Institute (ISN).



Also in attendance were UMPSA Board Member, Dato’ Sri Dr. Sallehuddin Ishak, and Registrar, Dato’ Saiful Bahri Ahmad Bakarim.

STIC UMPSA also participated in the expo, which brought together all segments of the national sports industry encompassing sports technology, event management, manufacturing and production, motorsports, sports associations and clubs, education, health products, banking, construction, retail, hospitality, healthcare, and various related services.

This platform serves as an important catalyst for the sports industry, contributing to regional economic growth through investment, trade, and employment opportunities.

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