UNIVERSITY – INDUSTRY

COLLABORATION IN

Muhammad Fauzi Mohd. Zain, PhD
Department of Higher Education, Ministry of Education
MALAYSIAN SCENARIO
MALAYSIA AS A HUB FOR

7TH LARGEST ECONOMY
(4TH BY 2020)

Population: 625 million
(2015)
Youth: 60%

GDP: €2.87 trillion
GDP Growth: 4.6% (2015)
5.1% (2016)
Per capita: €4,626 (2014)

Total FDI: €140.8 billion (2015)
Intra ASEAN: €27.3 billion (17.9%)

Tourist Arrivals: 105 million
(2014)
Intra ASEAN: 48 million

Total Exports: €1.4 trillion
Intra ASEAN: 25.5%

ASEAN Dialogue Partners:
- Australia
- China
- Canada
- India
- Japan

Intra ASEAN 7th largest economy by 2020
Three (3) catalytic subsectors namely Chemical, E&E and M&E industries; and two (2) subsectors of high potential growth namely Aerospace and Medical Devices have been identified in the 11th MP to drive the growth of the manufacturing sector.
# Malaysia as a Hub for SMEs ~ Their Major Challenges

## Table 1: Number of Establishments by Sector and Size

<table>
<thead>
<tr>
<th>Sector</th>
<th>No. of SME Establishments</th>
<th>Share of SMEs (%)</th>
<th>No. of Large Firms</th>
<th>Overall Establishments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Micro</td>
<td>Small</td>
<td>Medium</td>
<td>Total SMEs</td>
</tr>
<tr>
<td>Services</td>
<td>649,186</td>
<td>148,078</td>
<td>11,862</td>
<td>809,126</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>22,083</td>
<td>23,096</td>
<td>2,519</td>
<td>47,698</td>
</tr>
<tr>
<td>Construction</td>
<td>17,321</td>
<td>17,008</td>
<td>4,829</td>
<td>39,158</td>
</tr>
<tr>
<td>Agriculture</td>
<td>4,863</td>
<td>4,143</td>
<td>1,212</td>
<td>10,218</td>
</tr>
<tr>
<td>Mining &amp; Quarrying</td>
<td>217</td>
<td>458</td>
<td>190</td>
<td>865</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>693,670</strong></td>
<td><strong>192,783</strong></td>
<td><strong>20,612</strong></td>
<td><strong>907,065</strong></td>
</tr>
</tbody>
</table>

Source: Economic Census 2016: Profile of Small and Medium Enterprises (reference year 2015), Department of Statistics, Malaysia
## Malaysia as a Hub for SMEs ~ Their Major Challenges

<p>| | | | | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Limited access to advisory services</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Limited marketing &amp; promotion strategies</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>Limited access to domestic &amp; global markets</td>
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<td></td>
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<tr>
<td>4</td>
<td>Management &amp; technology capability constraint</td>
<td></td>
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<tr>
<td>5</td>
<td>Lack of international certification for export</td>
<td></td>
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<tr>
<td>6</td>
<td>Inadequate training</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>Limited capability in R&amp;D</td>
<td></td>
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<tr>
<td>8</td>
<td>Difficulty in retaining manpower</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>Difficulty in obtaining financing</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>10</td>
<td>Low value-add &amp; lacking in competitiveness</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Limited use of e-commerce &amp; internet marketing</td>
<td></td>
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</tr>
</tbody>
</table>
MALAYSIA HIGHER EDUCATION
MALAYSIA HIGHER EDUCATION

1. HLIs

- 20 Public HEIs
  - 5 MRU
  - 11 MCU
  - 4 MTUN
  - 20 HICoE

- 36 Polytechnics

- 94 Community Colleges

- 366 Private Colleges
- 101 Private Uni/Uni Colleges
MALAYSIA HIGHER EDUCATION

2. ACADEMICS

90,483 total academics

20,179 PhD holder = 27%

- Public HLIs : 31,740
- Private HLIs : 48,643
- Polytechnics : 7,376
- Community Colleges : 2,724
MALAYSIA HIGHER EDUCATION

5. RESEARCH PROGRAMMES

- Research University: RM 125 mil
- HiCOE: RM 25 mil
- MyPAIR: RM 30 mil
- Fundamental Grants: RM 275.35 mil

Total allocation: RM 455.35 mil
## TOP 30 COUNTRIES

<table>
<thead>
<tr>
<th>Country</th>
<th>Co-authored publications</th>
<th>Co-authored publications (growth %)</th>
<th>Citations per Publication</th>
<th>Field-Weighted Citation Impact</th>
<th>Institutions</th>
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<tbody>
<tr>
<td>United Kingdom</td>
<td>8722</td>
<td>39.5</td>
<td>13.6</td>
<td>2.56</td>
<td>400</td>
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<tr>
<td>Australia</td>
<td>7399</td>
<td>31.1</td>
<td>13.9</td>
<td>2.64</td>
<td>162</td>
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<tr>
<td>United States</td>
<td>7091</td>
<td>46</td>
<td>16.5</td>
<td>3.12</td>
<td>737</td>
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<tr>
<td>India</td>
<td>6205</td>
<td>53.8</td>
<td>14.8</td>
<td>3.09</td>
<td>379</td>
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<tr>
<td>Iran</td>
<td>5436</td>
<td>-18.2</td>
<td>15.6</td>
<td>3.01</td>
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<td>2.63</td>
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<td>Saudi Arabia</td>
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<td>46.7</td>
<td>12.5</td>
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<td>Pakistan</td>
<td>4918</td>
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<td>13.9</td>
<td>3.21</td>
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<td>China</td>
<td>4914</td>
<td>125.4</td>
<td>19</td>
<td>3.86</td>
<td>445</td>
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<td>Indonesia</td>
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<td>121.4</td>
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<td>Iraq</td>
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<td>77.8</td>
<td>9.7</td>
<td>2.4</td>
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<td>Germany</td>
<td>2827</td>
<td>76.3</td>
<td>27</td>
<td>5.09</td>
<td>222</td>
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<tr>
<td>Nigeria</td>
<td>2825</td>
<td>185.7</td>
<td>12.8</td>
<td>3.06</td>
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<tr>
<td>France</td>
<td>2584</td>
<td>108.5</td>
<td>27.6</td>
<td>4.99</td>
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<td>Taiwan</td>
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<td>128.2</td>
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<td>South Korea</td>
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<td>92.1</td>
<td>23.4</td>
<td>4.78</td>
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<tr>
<td>Thailand</td>
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<td>2.78</td>
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<tr>
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<td>5.52</td>
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<td>Italy</td>
<td>2256</td>
<td>111.1</td>
<td>31.7</td>
<td>5.9</td>
<td>152</td>
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<tr>
<td>Spain</td>
<td>2145</td>
<td>103.5</td>
<td>32.4</td>
<td>6.21</td>
<td>134</td>
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<td>Bangladesh</td>
<td>2114</td>
<td>4.8</td>
<td>15.8</td>
<td>3.59</td>
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<td>Singapore</td>
<td>2114</td>
<td>31.4</td>
<td>21</td>
<td>4.47</td>
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<td>Turkey</td>
<td>1874</td>
<td>95.1</td>
<td>33</td>
<td>6.51</td>
<td>131</td>
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<tr>
<td>New Zealand</td>
<td>1777</td>
<td>50.2</td>
<td>28.7</td>
<td>5.68</td>
<td>41</td>
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<tr>
<td>Brazil</td>
<td>1722</td>
<td>112.9</td>
<td>39.4</td>
<td>7.58</td>
<td>124</td>
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<tr>
<td>Egypt</td>
<td>1645</td>
<td>68.7</td>
<td>28.2</td>
<td>5.89</td>
<td>49</td>
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<tr>
<td>Switzerland</td>
<td>1615</td>
<td>123.1</td>
<td>34.7</td>
<td>6.68</td>
<td>37</td>
</tr>
<tr>
<td>Poland</td>
<td>1600</td>
<td>154.1</td>
<td>33</td>
<td>6.58</td>
<td>93</td>
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<tr>
<td>Netherlands</td>
<td>1595</td>
<td>66.1</td>
<td>35.9</td>
<td>6.6</td>
<td>56</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>1529</td>
<td>93.3</td>
<td>24.9</td>
<td>4.08</td>
<td>24</td>
</tr>
</tbody>
</table>

**SUMMARY**

- **UK**: No 1
- **Australia**: No 2
- **Impact**: 16 countries with 20.0 Citations per Publication and above
  - Brazil, Netherlands, Switzerland, Poland, Turkey, Spain, Italy, Canada, New Zealand, Egypt, France, Germany, Czech Republic, Taiwan, South Korea & Singapore

- **Collaborating with Malaysia**
  - Region totals
    - **Worldwide**: 204 Collaborating Countries, 63,263 Co-authored publications
    - **Africa**: 52, 7,146
    - **Asia Pacific**: 47, 35,253
    - **Europe**: 46, 15,789
    - **Middle East**: 18, 17,301
    - **North America**: 26, 8,554
    - **South America**: 15, 2,114

Source: Scivl, June 2019
Better output of research (through international indexed publications) has attracted global research partnerships.

MRUs worked most with Asia Pacific regions to “lead” research agenda in ASEAN.
RDCI

Wealth & Value Creation across the Quadruple helix – academia, industry, government, and community

CHALLENGES – Sustainable Development Goals & 4th Industrial Revolution
Malaysia Research University Network (MRUN) will undertake the projects in partnership with the other IPTs (Water & Food Security, Health & Wellbeing, B40, Climate change) – knowledge assimilation and diversification of source for research funding

GLOBAL PROMINENCE – Branding & positioning R&D to global prominence
Matching grants, joint publications in high impact journals, sharing of advanced facilities and experts

TALENT DEVELOPMENT – Talent development for 4th industrial revolution, Nobel pathway
Focus on niche and frontier and cutting edge research (Robotics, Digital revolution, LED, Future internet technologies, Transportation & Logistics)

TRANSLATING R&D
Translating R&D into business and value
Fostering IPT-led Growth Economy
THE IMPACT

GLOBAL RANKING & INDICES
U21, Global competitiveness index, global innovation, knowledge transfer index

RECOGNITION
Malaysia as an education hub – since R&D is an integral part of postgraduate education

INTERNATIONAL COLLABORATION
Matching and shared resources, high impact publications

TALENT
Production of knowledge workers and talent, critical thinkers

DEMAND-DRIVEN & SOCIETAL IMPACT
Solving industry & community problem ie; PadiU PUTRA, Pisoptera, Seawater Desalination, LED
MALAYSIA PARTNERSHIP & ALLIANCES IN RESEARCH (MyPAiR)

has:

i. Research interest

ii. Research talents

iii. Infrastructure

iv. Facilities

COLLABORATION PRINCIPLES

SHARING OF RESOURCES

• Expertise especially in areas of growing interest
• Use of infrastructures/ facilities not available in Malaysia

CAPACITY BUILDING

• Research enhancement of academics
• Co-training of post graduate students

GLOBAL PROMINENCE

• Joint research that leads to joint research deliverables hence strengthen institutional/subject/ researcher capacity

COLLABORATIVE EFFORT

• R&D for regional/global issues or areas of importance

FUNDING PRINCIPLES

CO-FUNDING

Mutually agreed amount of matching fund (not necessarily 1:1)

SCOPE OF RESEARCH

Areas of mutual interest; maps into national agenda

GENUINE COLLABORATION

Research contribution (data, methodology, infrastructure, expertise, joint publication, co-supervision, intellectual property)

CASH FLOW

No outflow of Malaysian currency, grant is given to Malaysian researchers. Research partners will be funded by their respective funding agency
PUBLIC UNIVERSITY - COLLABORATION

26 international institutions

Source: Malaysia Citation Centre
PUBLIC UNIVERSITY - COLLABORATION

15 International Industries

Source: Malaysia Citation Centre
VISION
To be the nation’s engine of growth through advancement of knowledge & innovation for wealth creation & societal well-being.

MISSION
Spearheads impactful research of global prominence that enhances societal inclusivity and well-being for a sustainable future.

2006 UM, UKM, USM & UPM received RU status
2010 UTM received RU status
2016 All RU moving together as MRUN
DOMESTIC

MRUN WORK WITH RAKAN RU (TRANSLATIONAL RESEARCH)

With Rakan RU: in areas of applied research, in particular translating research output from RU into products/prototypes and community.

<table>
<thead>
<tr>
<th>NO.</th>
<th>RAKAN RU CONSORTIUM</th>
<th>UNIVERSITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Malaysia Research University Network (MRUN) UKM, UTM, UPM, UUM, UPSI, UMT, UMK</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Malaysia Technical University Network (MTUN) UTEM, UNIMAP, UUM, UPSI, UMT, UMK</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Focus University</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Malaysia Comprehensive University Network (MCUN) UiTM, UMS, UNIMAS</td>
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<tr>
<td>5</td>
<td>Islamic University</td>
<td>UIA, USIM, Unisza</td>
</tr>
</tbody>
</table>
EXPECTED OUTCOME FROM MRUN (IN BRIEF) BASED ON 4 PILLARS

- **Talent development**
  - (PhD students, Lecturers as PI)

- **Research Prominence**
  - (Publication s, Citation, H-Index)

- **Wealth creation**
  - (IP, Commercialization, Licensing, Services)

- **Bridging the grand challenge**
  - (Translational, Community Engagements, Consultation)
Total No. of Top Papers in Malaysia 1242
RUs Top Papers 1004

Top Papers

UNIVERSITI MALAYA
UNIVERSITI SAINS MALAYSIA
UNIVERSITI PUTRA MALAYSIA
UNIVERSITI KEBANGSAAN MALAYSIA
UNIVERSITI TEKNOLOGI MALAYSIA

5 RUs contributed 80.8 %

Total No. of Hot Papers in Malaysia 87
RUs Hot Papers 61

Hot Papers

UNIVERSITI MALAYA
UNIVERSITI SAINS...
UNIVERSITI PUTRA...
UNIVERSITI KEBANGSAAN...
UNIVERSITI...

5 RUs contributed 70.1 %
IMPACTFUL RESEARCH PROGRAMS
Programs to be more integrated involving fundamental, applied and translational research for community’s benefit.

SOCIETAL INCLUSIVITY AND WELL-BEING
Making all stakeholders involved so they feel included, valued and important.

INNOVATIVE HIGHER EDUCATION
Pioneering higher education with the latest advancement in terms of philosophy and pedagogy.

NATION’S ENGINE OF GROWTH
Research programs impacting economic, societal and environment in line with the SDGs.

GLOBAL FUTURE
Research output impacting international community
ESTABLISHMENT OF MTUN

Malaysian Technical University Network

KEMENTERIAN PENDIDIKAN MALAYSIA

JABATAN PENDIDIKAN TINGGI

UMP

Universiti Malaysia Perlis

UniMAP

UTeM

UTHM

Selangor

Pahang

Negeri Sembilan

Melaka

Johor Bahru

Perak

Kedah

Pulau Pinang

Kelantan

Kuantan

IPoh

Ipoh

Ipoh

Ipoh

Ipoh

Ipoh
Produce more Engineering Technologist to meet the needs of nation

Teaching and Learning (T&L) is based on problem centered &
Curriculum based on 60% practical and 40% applied theory

Small number of students per class for more effectiveness T&L process

Research project focuses more on the needs of industry

Feasible access to tertiary education for technical and vocational training (TVET)
Recruitment of students from graduate Diploma in Engineering from local Public Universities, Polytechnics and certificate graduates

Feasible access to tertiary education for technical and vocational training (TVET)
Industri Involvement

Involve in curriculum preparation.

Act as Panel Instructor.

Unveils the industry sponsored laboratories.

Conduct student industrial training programs.

Contribute to R&D activities at the University Industrial Center or teaching factory.

Realize the concept of smart partnership.

Feasible access to tertiary education for technical and vocational training (TVET).
UNIVERSITY-INDUSTRY ENGAGEMENT
New approaches and paradigms to keep up with ever increasing complexity and rate of change. No longer simply the domain of universities.
"Discovery consists of seeing what everybody has seen and thinking what nobody has thought."

— Albert von sławny György
ISSUES WITH UNIVERSITY ENGAGEMENT

INDUSTRY
- Does not trust universities
- Has different objectives to universities
- Speaks a different language
- Does not understand what drives universities
- Results oriented

UNIVERSITIES
- Are not sufficiently self-critical
- Can be arrogant!
- Are complex organizations
- Full of diverse, intelligent people
- Research/knowledge creation oriented
- Often individuals lack focus

COMMON INTEREST
Internships; problem solving; supply of relevant workforce
INDUSTRY

"YES – OF COURSE WE ENGAGE!!!

Self test:

– What percentage of students have 1-year paid internships?
– How often does industry review your curriculum?
– How many undergraduate projects come from industry?
– How many industrialist teach your courses/units?
– How quickly can you set up an industry visit?
– How many industrialists can you rely on to complete a survey or a series of interviews?
– What percentage of your research activity is in collaboration with industry?
– How much revenue do you generate? And is revenue important?
INDUSTRY

Making it happen …

NEW MODELS OF ENGAGEMENT

ORGANIZATIONS

* INIATIVES

* RELATIONSHIPS

Top Down? OR Bottom Up?
Which IR 4.0 workforce challenges might universities help to solve?

What are the obstacles to universities assisting more effectively in IR4.0?

What does industry see as obstacles to collaboration with universities? (Can we have an industry table and an academic table for comparison!)

How can government help universities to help industry?

How can universities change to meet the new challenges of IR 4.0?
UNIVERSITY - INDUSTRY - MALAYSIA

Strategic Partners

- Novartis Pharmaceuticals
- Ericsson
- Samsung
- CIMB Bank
- Toray
- Western Digital
- United Technologies
- Maybank
- Huawei
- Microsoft
- Braun
MOE's Efforts to Enhance Graduate Employability

Student Entrepreneurs
- Siswa Tani
- Pribumi Investment Camp
- Entrepreneur Incubation

Integrated Cumulative Grade Point Average (iCGPA)
- Entrepreneurship
- Management Skills
- Communication Skills

2 years University 2 Years Industry (2u2i)
- UMK: Entrepreneurship
- UPM: Plantation
- UiTM: Communication (Industrial Collaboration)
- UMT: Accountancy
- UTM: Data Engineering
MALAYSIA UNIVERSITY – INDUSTRY PARTNERSHIP

SHIFT 2: Talent Excellence

CEO FACULTY 1.0 “LEARN FROM THE PRO”

ACHIEVEMENTS 2015-2017

- 63 CEOs from Senior Public Officers, GLC, Industry Leaders
- 100 ++ Engagement Sessions i.e. Public Lectures, Advisory Panel, Co-Teaching
- 90,000 participants including students, lecturers & public
UNIVERSITY - INDUSTRY
MELAYSIAN
EXPERIENCE

CEO @ FACULTY PROGRAMME

Building A Better Connected World

CEO @ FACULTY PROGRAMME
Beyond the New Normal

CEO @ FACULTY PROGRAMME:
STUDY & CAREER TOUR

MR. LEE SANG HOON
President, Samsung Malaysia

with TAN SRI TONY FERNANDES
Group CEO AirAsia

ENVISION YOUR FUTURE
ANNA MARIA BRAUN

19 January 2016

SANDER LAMERS
Chairman

CEO FACULTY PROGRAMME WITH NOVARTIS CORPORATION

‘Do you want to be a CEO? And what it takes to be one...’

Nora Abd Manaf
Group Chief Human Capital Officer, Maybank

Nora Abd Manaf

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http://www.utm.my/tv

innovative & entrepreneurial & global

www.utm.my

17th Nov. 2015
9 am - 12 pm

Now everyone can learn from the pros
The Ministry of Higher Education would like to call upon highly motivated Public University lecturers with PhD, aged between 30 and 40 years old who are keen to gain industry exposure to join Phase 2 of the CEO @ Faculty Programme. Successful applicants will undergo a six month attachment with CEOs of Government-Linked Companies (GLCs) and Multi-National Corporations (MNCs).

The main objective of the program is as follows:

a) Provide platform for industry exposure to the lecturer;

b) Gain experience and knowledge from CEOs through personal coaching; and

c) To learn negotiation, networking and leadership skills.
UNIVERSITY - INDUSTRY
MALAYSIA

AIXCHANGE
ACADEMIA INDUSTRY TALENT EXCHANGE PROGRAMME

CEO FACULTY
1.0
“LEARN FROM THE PRO”

CEO FACULTY
2.0
“COACH BY THE PRO”

AIXPERT
ACADEMIA INDUSTRY EXPERT EXCHANGE PROGRAMME

University

Company

Academician & Non-Academician
6 – 12 Months Attachments

Industry Experts & Professionals
12 Months Appointment
UNIVERSITY - INDUSTRY WAY FORWARD

MALAYSIA

Transformed HE Delivery
Holistic, Entrepreneurial and Balanced Graduates
Talent Excellence
Learned Values-Driven Talent
Nation of Lifelong Learners
Quality TVET Graduates
Financial Sustainability
Empowered Governance
Innovation Ecosystem
Prominence
Globalised Online Learning

Fortifying Industry Academia Collaboration
UNIVERSITY - INDUSTRY MALAYSIA

The Quadruple Helix Model A-I-G-C Framework

INDUSTRY
High Income Nation by 2020
Malaysia Education Blueprint (Higher Education)

Industry Collaboration R.I.C.E and CSR

ACADEMIA
Graduate Employability

NEW ACADEMIA-INDUSTRY NETWORK
(BLUE OCEAN STRATEGY) MOE/MITI/MOSTI/SPT-JPT/TalentCorp/MIDA/MTDC/SMECorp.

COMMUNITY

GE & TALENT DEVELOPMENT PROGRAMME
- ICOE
- 2u2i
- CEO @ Faculty 1.0 & 2.0
- Microsoft Data Scientist
- Rail Consortium
- Robotic Consortium
- IC Design Consortium
- Talent Matrix E&E
- (AI-X-Change) Academia Industry Talent Exchange Programme

INDUSTRY @ UNIVERSITY PROGRAMME
- Engineering @ UM
- UTEM-Samsung IOT Academy
- UTM Ericsson Innovation 5G Centre
- Teaching Accounting Firm (TAF)
- CIMB Trading Room
- TORAY Knowledge Transfer Centre
- ITMA
- Ind-E-Zone

INDUSTRY BASED COMPETITION
- CIMB Asean Stock Challenge
- CIMB Data Scientist Challenge
- CIMB Talent Trail
- Maybank Go Ahead Challenge
- SAS Fintech Challenge
- Samsung Solve for Tomorrow
- Huawei Seed for The Future
- UNIMAKER

INTEGRATED CSR
- Samsung Nanum Village Kg Ulu Tual Pahang
- Samsung Smart Community Centre @ Kg Pos Legap Perak
- CIMB @ Kg Pos Piah, Perak
- MyTreevolution

Malaysia Education Blueprint (Higher Education)
Thank You