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Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia



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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

MyNELAYAN @ LANGKAWI SURFACES AT THE LANGKAWI DIGITAL EXHIBITION



UUM ONLINE: The Institute for Advanced and Smart Digital Opportunities (IASDO), School of Computing (SoC), Universiti Utara Malaysia (UUM), which had carried out a translational research project in collaboration with the Honourable Nor Saidi Nanyan, the Assemblyman for Kuah, presented and shared the outcome of the application research project, called MyNelayan@Langkawi, with the Right Honourable Prime Minister, Dato' Seri Mohd Najib Tun Abd Razak, after the launch of Digital Langkawi at the Mahsuri International Exhibition Centre, recently.

The research project had received the full cooperation of the Fisheries Development Authority of Malaysia (FDAM), Langkawi branch, and the Langkawi Fishermen's Association (LFA).

UUM was represented by the Director of IASDO, Assoc. Prof. Dr. Azizah Ahmad, and the researchers involved, namely, Mr. Suwannit Chareen Chit s/o Sop Chit and Mr. Ahmad Hanis Mohd Shabli, from the SoC. They showcased the use of MyNelayan@Langkawi at the Kedah Darul Aman State exhibition booth at the Exhibition Centre.

According to Mr. Suwannit, MyNelayan @ Langkawi was a smart mobile application that could effect a significant change in the method of conducting business.

"This application will be commercialised starting in Langkawi and then its use will be gradually extended nationwide. Through this application, fishermen will be able to market their catch from the sea directly to consumers easily and quickly while consumers in Langkawi itself will be able to get fresh seafood at reasonable prices.

"In addition, this application will also be of help to related agencies in disseminating the latest information to fishermen," he explained.

He added that the research project was also consistent with the government's recommendation that the research sector shift its focus from 'cultivating a research culture' to 'undertaking research that would be of direct benefit to the community.'

Also present at the exhibition were Prof. Dr. Huda Haji Ibrahim, the Assistant Vice-Chancellor of CAS cum Dean of the SoC.



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