

Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
Sent: Thursday, May 2, 2019 2:31 PM
To: UUM - All Staff; UUM - All Students
Subject: I-RIA, A Platform To Nurture The Nation's Trending Technology Trends



UUM Corporate Comm.
Universiti Utara Malaysia

02 MAY 2019 / 26 SYAABAN 1440H

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

Translated by Mahaliza Mahadhir
Pictures by: Muhammad Shamsul Shafie

I-RIA, A PLATFORM TO NURTURE THE NATION'S TRENDING TECHNOLOGY TRENDS



UUM ONLINE: Since its inception in 2015, the Innovative Research, Invention and Application (I-RIA) exhibition has continued to receive not only national, but also entries from countries abroad, and participation has increased this year.

Assistant Vice-Chancellor, UUM CAS, Prof. Dr. Huda Ibrahim said this year I-RIA recorded 228 entries involving universities / polytechnics / colleges (167); primary and secondary schools (56); private agencies (3) from all over Malaysia and two from abroad (Indonesia).

According to her, I-RIA had its humble beginnings at the School of Computing Studies (SOC) as a site where lecturer and students' innovative projects and products were given due recognition at the school before it opened its doors to participants from the whole of Malaysia in 2015.

She also said the exhibition also provided participants with the opportunity to develop prototypes and share their innovations not only among university students or schools, but also industries that participated in the exhibition.

"I-RIA is a platform to foster the country's agenda in the latest technology trends, in line with the development of the Fourth Industrial Revolution (IR4.0).

"The exhibition is also a platform for small inventors to meet with the industry and the private sector so that their innovative products can be further showcased to a higher level," she said at the opening ceremony of I-RIA 2019 at Mu'adzam Shah Hall recently.

Aptly themed, 'Nurturing Creativity, Humanizing Technology', I-RIA 2019 was officiated by the Vice- President of Marketing and Industry Development, CREST, Mr. Chin Fung Wei who also delivered the keynote address entitled 'Innovation in Malaysia: From University to Startup'.

The objective of I-RIA is to provide a site where knowledge and feedback on development or research products are shared; provide a platform for participants to exhibit and demonstrate and challenge their products and build networks among participants and to bridge the gap between schools, IPTs and industries / agencies government.

I-RIA also saw participation from SME Corp, Post DigiCert Sdn. Bhd., Prosteam Innovation and Academy and Malaysian Technology Development Corporation (MTDC) as exhibitors.

Apart from exhibitions and competitions, the two-day exhibition also included talks or 'Tea Tarik Session' which featured the Director of Lifestyle and Digital Society Department, Malaysian Communications and Multimedia Commission (MCMC), Mr. John Tay; Senior Vice-President, Industry 4.0, MTDC, Mr. Idjarmizuan Ibrahim and Chief Technology and Solutions, POS DigiCert Sdn Bhd, Mr. Mohd Saiful Abdul Wahab.

The closing ceremony and presentation of prizes to the winners of the I-RIA 2019 will be officiated by the Director of Student Affairs Department, Dr. Massudi Mahmuddin on the final day of I-RIA 2019.



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