

Mohd Amirul Kasyful Nur bin Zulkifli

From: Unit Komunikasi Korporat
Sent: Sunday, February 19, 2017 4:50 PM
To: UUM - All Staff; UUM - All Students
Subject: AHAL Institute Forges Long Term Collaborations With Adabi Consumer Industries



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia



19 FEBRUARY 2017 / 22 JAMADILAWAL 1438H
=====

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

By: STML

AHAL INSTITUTE FORGES LONG TERM COLLABORATIONS WITH ADABI CONSUMER INDUSTRIES



UUM ONLINE: Asian Halal Laboratory (AHAL) Institute received a visit from ADABI on 1 January 2017 to discuss matters on potential collaborations with the various fellows of the halal based research institute.

During the visit, ADABI was represented by its Head of Market Research, Mdm. Nur Elya Md Yusof and present to welcome the delegation were the Dean of the School of Technology Management and Logistics (STML), Prof. Dr. Shahimi Mohtar, Director of AHAL Institute, Dr. Risyawati Mohamed Ismail, Director of the Innovation & Commercialization Centre, Assoc. Prof. Dr. Razamin Ramli and several AHAL fellows.

Prof Dr. Shahimi, in his welcoming speech, addressed the issues of industry-university collaborations and expressed his hope that ADABI would continue to be AHAL Institute strategic partner in many years to come.

The discussion between the two parties lasted for about two hours, with both institutions expressing their intentions on potential collaborations in the fields of research, innovation and R&D. The meeting ended on a high note with ADABI's request for an automation project with AHAL.

Following up with the first meeting in January, Assoc. Prof. Dr. Razamin and Dr. Risyawati visited ADABI's headquarter in Rawang to deliver the first collaboration project with ADABI. The collaborative project was presented by Dr. Risyawati in the presence of ADABI Chief Operation Manager, Mr. Abdul Hamid Jailani.

ADABI Consumer Industries is one of the biggest leading brands in Malaysia. It aspires to produce and market products under the brand name of ADABI.

ACISB is managed and run professionally, fully product-driven and gives equal emphasis to both Research & Development as well as Sales & Marketing. It has a strong and creative pool of research personnel, all of whom are dedicated to creating new, innovative food products.

The rapid growth of the company, from a staff of 25 and annual sales of RM2 million in 1984, to its current position of more than 552 personnel and an annual sales of RM200 million can be attributed to the success of the range of new products it has introduced through the decades.



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.