

## Vice-Chancellor Launched Peanut Sauce, UMS-Adabi Collaboration

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**FRIDAY, 29 AUGUST** – The collaboration signed between Universiti Malaysia Sabah (UMS) and Adabi Consumer Industries Sdn. Bhd on 14 December 2012, is now bearing fruit when new products were launched at the Seminar Room, Faculty of Food Science and Nutrition (FSMP), UMS this morning.

According to the Vice-Chancellor, Prof. Datuk Dr. Mohd. Harun Abdullah, UMS and Adabi worked together in terms of learning, research and consultancy in the field of food industry for two years to develop and commercialise new products.

“I believe, this UMS and Adabi collaboration is not only beneficial to both sides, but also have an impact on the community, particularly through the process or transfer of knowledge programme, technology and the development of quality human capital,” he said when launching the product.

Datuk Harun added that FSMP students should be proud and grateful to be able to cooperate with foreign companies like Adabi in producing new food products.

“The collaboration with food industry brings benefit to the students as they are able to apply all knowledge learned in the classroom such as the generation of new ideas, the use of technology in food processing, marketing and financial management of the company,” he said.

The sauce contained two variants namely *Kuah Kacang Bersama Ayam* and *Kuah Kacang Bersama Daging*, marketed in June nationwide with the market price of RM5.50 per can.

Also present at the ceremony, UMS Registrar, Datuk Abdullah Hj. Mohd. Said; Dean of FSMP, Assoc. Prof. Dr. Sharifudin Md. Shaarani; Adabi Product Manager, Azatul Iman Mohamed Nordin and Adabi Manager Sabah, Muhd Zahari Muhd Nasir. – CD (fl)

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