



The winners and participants of Istrec Innovation Challenge.

# UMS students emerge top road safety innovators

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SHAH ALAM: Universiti Malaysia Sabah students outshone other 700 participants after its student Muhamamad Isa Lim managed to emerge as champion for the iSTREC Road Safety Innovation Challenge 2013.

ISTREC also known as Innovative Solutions to Reduce Crashes between Trucks and Motorcycles is an initiative and collaboration between Volvo trucks, Agensi Inovasi Malaysia, Universiti Putra Malaysia, Business Sweden and Vehicle and Traffic Safety Centre of Sweden (SAFER).

The challenge was organised as an extension to the umbrella iSTREC programme and was launched Sept 2013 in conjunction with the Sweden Malaysia Innovation Days to drive greater awareness on road safety via student and public engagement.

Students were encouraged to submit impactful messages in a short video of

any style or genre that creatively explore issues associated to road safety that impact modern day lives.

"I am thrilled beyond words to have won the grand prize of a fully-paid study trip to Sweden. This is truly an amazing opportunity and a dream come true – one that will indeed contribute to both my education and personal growths. I would like to deeply thank Volvo Malaysia and AIM for supporting and pushing me to develop my skills in creativity and innovation," Muhammad said.

Also from UMS, both Seri Budiman Hakim Masduki and Mohamad Hamizan Halim had won the second prize followed by Gary Chen from Universiti Malaysia Kelantan.

"We are delighted that through this platform, we were able to discover talents with strong potentials. We believe the study trips will further expose our youths to see and learn the importance of inno-

vation and its contribution to society," Chief Operating Officer of AIM, Naser Jaafar said.

The grand prize is five days and four nights of study trip to Sweden inclusive of flight, accomodation, transport amd food whereas second prize is three days and two nights of study trip to Thailand inclusive of flight, accomodation, transport and food.

Third prize winners on the other hand will get a free three days and two nights of study trip to Singapore which includes flight, accomodation, transport and food.

First prize winner for the public category (sticker design) is Liew Vui Khong followed by second place Mohammad Faizan Mohammad Fadeli and Ivan Lee Chee Yik.

Selected designs will incorporated into a pilot study at a later stage of the iSTREC project and all ten winners would take home an iPad each.