



Entrepreneurs will have their products upgraded via transferring of knowledge or technology.

UMS committed to help small entrepreneurs

DE 22.8.2020 8

KOTA KINABALU: Universiti Malaysia Sabah (UMS) is committed in helping small entrepreneurs in Sabah to upgrade their products through a collaborative discussion session between UMS researchers and a group of entrepreneurs known as PitchBorneo.

The session was conducted by the Research and Innovation Management Centre (PPPI) at the 2nd Central Lecture Hall involving more than 50 PitchBorneo entrepreneurs under Sabah Techpreneur Association (Sata).

According to Deputy Director of PPPI (Innovation), Dr Homathevi Rahman, the programme was held to help PitchBorneo entrepreneurs upgrade their products via transferring of knowledge or technology from UMS researchers.

"This programme will encourage industrial networking through the provision of solutions from UMS researchers to the industry in Sabah.

"In addition, this is a platform for technology interaction and transfer that can strengthen relationship between the two

parties as well as encourage the participation of UMS researchers to provide solutions based on industry demand," he said when delivering a briefing.

Homathevi said Sata has developed a total of 54 projects that require intervention from UMS.

"The problems faced by these small entrepreneurs have been brought forward to every faculty, centre, and institute in UMS where 97 researchers have agreed to help these entrepreneurs.

"UMS researchers will assist in terms of providing advice and improvement to production and processing, marketing strategies and recommendations in product packaging based on marketing needs," he said.

He hoped that such programme could help increase commercialisation of the entrepreneurs' products.

The closing ceremony was officiated at by Deputy Vice Chancellor (Research and Innovation) of UMS, Prof Madya Ts Dr Ramzah Dambul where Sata President, Severinus Kitingan, attended.