

**KERATAN AKHBAR-AKHBAR TEMPATAN**  
**TARIKH: 14 JULAI 2014 (ISNIN)**

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# Universities need to commercialise research

**REVENUE GENERATION:** Relationship between university and industry must be strong

**T**HERE is a mantra that governs an academic: publish or perish. To publish one's work is the epitome, fulfilment and even the intention of academic life. To this must now be added another — commercialisation.

In transforming one's research into a marketable product, commercialisation extends the ambit of research from problem-definition, through solution and publication to bringing that solution to the marketplace.

Many countries are undertaking university reforms with a view of increasing the commercialisation of the results of publicly funded research. The reduced basic funding and increased globalisation have pressured universities into becoming more "entrepreneurial", which is now their third mission, apart from teaching and research.

The roles of a university have altered from research, teaching and publication to that of novel potential contributions in innovation, new job opportunities and collaborations between university and industry.

Commercialisation of university research findings is one of the critical agendas in the National Higher

Education Strategic Plan.

The Science, Technology and Innovation Ministry (Mosti) has launched "Mosti Commercialisation Year 2014" (MCY2014), with the objective of providing opportunities to technopreneurs to commercialise their inventions and generate income for the country.

This is in fact a paradigm shift for Universiti Kebangsaan Malaysia in the national education context. A strategy adopted by UKM is to engage with the Malaysia Technology

Development Corporation to assist in commercialisation of high-technology research. The government has emphasised that universities are expected to support research commercialisation, especially in high technology, such as biotechnology, natural science, medicine and engineering.

A report by the Australian Productivity Commission stated that commercialisation initiatives would bring maximum benefits to the community and increase its well-being.

Commercialisation is also aligned with the vision of Prime Minister Datuk Seri Najib Razak for active collaboration between university and industry to generate

positive returns for the economy.

The government intends to transform Malaysian universities from being centres of research and education to revenue generating and profitable entities.

Commercialisation also helps in creating new jobs. There are many products from universities such as recombinant DNA technology (Stanford University and University of California), search engine Google.com (Stanford University), sports drink Gatorade (University of Florida), which have been commercialised on a big scale.

A report by the Association of University Technology Managers showed that in 2012, more than 700 start-up companies were formed, 22,000 patents filed, 55,000 new jobs created and more than US\$2.6 billion (RM8.27 billion) of licences generated from the commercialisation of university inventions in the United States.

The total product sales would have been approximately more than US\$80 billion, creating a big impact on the US economy.

Another reason for commercialisation is that online education is eroding the student-base of universities and their traditional source of income.

Clayton Christenson of Harvard University predicts that by 2030 half the universities in the US will face bankruptcy on account of this online onslaught.

Bringing university technology to the marketplace also promotes university-industry relationships. However, commercialisation in Malaysia is still in its infancy.

Among the constraints and challenges faced by universities are governance structures, legal issues, incentives and rewards, the role of technology transfer offices, the culture of university entrepreneurship education, lack of funding, and availability of industry for commercialisation.

Investment in scientific research by universities will not automatically generate prosperity and economic growth. Knowledge investment must be carefully examined before it can be translated into money values. There are many commercialisation processes that could be adopted by universities, such as spin-offs, licensing, publications and cooperative R&D agreements.

Some governments provide assistance to facilitate commercialisation in the form of financing for research. In Malaysia, most of the funding is from the Education Ministry and Mosti in the form of grants, such as Prototype Research Grant, Trans-disciplinary Research Grant, Long-Term Research Grant, Techno Fund and other funds to promote innovation and commercialisation of university research.

The university with a high-technology cluster will also attract foreign direct investment from multinational corporations as they have highly sophisticated technology infrastructure. Pharmaceutical companies, such as Novartis and Wyeth, established their research and development facilities around top universities such as Harvard and Massachusetts Institute of Technology and this promoted integration between university and

industry.

The success of university research parks in developed countries, such as Silicon Valley (Stanford University), Cambridge Science Park (Cambridge University) and Harvard Innovation Lab (Harvard University), are examples of collaboration between university and industry in innovation and entrepreneurship.

University science parks develop technological support and expertise in wealth creation at the university and promote quality life improvements. The university could play a major role in the commercialisation process by providing best R&D activities, supporting patenting and licensing innovations as well as forming new start-up companies and introducing business incubator programmes.

However, some scholars have voiced concerns that commercialisation might jeopardise the basic role of the university. This issue could be addressed by developing proper guidelines or framework on contract research, which would facilitate the commercialisation initiatives.

Overall, university research in Malaysia has contributed significantly to productivity by adopting the commercialisation process. This is not to claim that there is a template or model that fits all universities. The university should consider adapting the template that is suitable to its requirements. In addition, the relationship between university and industry must be particularly strong to achieve these objectives.



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KERATAN AKHBAR  
UTUSAN MALAYSIA (MEGA FOKUS) : MUKA SURAT 1  
TARIKH : 14 JULAI 2014 (ISNIN)



# mega

## Pemangkin bioteknologi herba

TPM Biotech menyediakan perkhidmatan, kemudahan dan model pembangunan kepada usahawan herba menghasilkan produk untuk teroka pasaran eksport.





PEMBANTU pengeluaran melakukan proses pembungkusan terhadap produk pra campuran separuh siap selepas proses pembancuhan dilakukan.

PETUGAS memeriksa kapsul yang dimasukkan ke dalam botol di TPM Biotech Raub Pahang.

## Latar belakang TPM Biotech Raub

- Pusat ditubuhkan 2006 dengan jumlah 33 orang kakitangan yang terdiri daripada pengurusan, operasi dan sokongan.
- Diuruskan oleh TPM Biotech Sdn. Bhd., anak syarikat Technology Park Malaysia Corporation Sdn. Bhd., di bawah agensi Kementerian Sains, Teknologi dan Inovasi (MOSTI)
- Pembangunan fasa pertama pada tahun 2006 memfokuskan kepada ekstrak berasaskan air dan kontrak pengilangan berasaskan herba yang mendapat pensijilan Amalan Pengilangan Baik (GMP), Analisis Bahaya dan Titik Pengendalian Kritikal (HACCP), Skim Pensijilan Makanan Selamat Tanggungjawab Industri (MeSTI) dan Halal manakala fasa kedua kedua sebagai tambahan kepada kemudahan sedia ada iaitu ekstrak berasaskan pelarut untuk menghasilkan hasil herba bernilai tinggi.
- Pusat tersebut dibuka secara rasminya oleh Perdana Menteri, Datuk Seri Najib Tun Razak pada 7 Januari 2007.
- TPM Biotech kini mempunyai empat makmal iaitu
  - Makmal Analitikal
  - Makmal Sains Halal,
  - Makmal Produk Formulasi
  - Makmal Tisu Kultur Tumbuhan
- Segmen kontrak pengilangan
  - Perkhidmatan pemrosesan - Enam peratus
  - Minuman dan makanan herba - 55 peratus
  - Separa siap - 12 peratus
  - Produk Tradisional Herba (Kapsul dan teh) - 27 peratus

# Membangunkan usahawawan herba

TPM Biotech Raub sedia perkhidmatan dan kemudahan pacu industri herba

Oleh LAUPA JUNUS

**K**EDUDUKAN Malaysia sebagai antara negara yang memiliki kepelbagaian biodiversiti yang tinggi seakan memberi satu pemangkin kepada usaha melahirkan usahawawan berasaskan herba.

Masakan tidak, kemunculan syarikat industri kecil dan sederhana (IKS) yang menjadikan herba sebagai sumber dan ramuan mereka menghasilkan produk ibarat cendawan tumbuh selepas hujan, meskipun sesetengah jenama lenyap daripada pasaran.

Industri terbabit perlu dijana dan disokong dengan pakej tertentu

melibatkan model pembangunan perniagaan, khidmat bimbingan dan nasihat, dana serta tidak kurang pentingnya kemudahan bertaraf antarabangsa.

Sekian banyak kemudahan pembangunan industri herba yang ada di negara ini, usahawan dan bakal usahawan wajar mengambil kesempatan daripada pewujudan Pusat Biotek Herba (HBC) yang amat sesuai bagi merealisasikan impian mereka.

Terletak dalam persekitaran kehijauan alam semulajadi di kelilingi oleh biodiversiti flora dan fauna, Pusat Biotek Herba, Raub, Pahang telah mula beroperasi pada tahun 2006.

Ini adalah sebuah pusat pemrosesan herba milik TPM Biotech Sdn. Bhd., anak syarikat kepada Technology Park Malaysia Corporation Sdn. Bhd., sebuah agensi berkaitan kerajaan (GLC) di bawah Kementerian Sains, Teknologi dan Inovasi (MOSTI).

Pusat Biotek Herba tersebut menyediakan kemudahan dan perkhidmatan pengilangan produk berasaskan herba kepada usahawan baru dan usahawan yang sedia ada, juga dapat membantu penyelidikan untuk menghasilkan produk berskala komersial.

Dengan berkonsepkan dari ladang ke pasaran dan dari makmal ke pasaran, pusat berkenaan dilengkapi



