

**KERATAN AKHBAR-AKHBAR TEMPATAN  
TARIKH: 9 APRIL 2014 (RABU)**

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# Magic: Kerajaan labur RM70 juta

■ NORSHAHZURA MAT ZUKI

**KERAJAAN** memperuntukkan RM70 juta kepada Pusat Inovasi dan Kreatif Global Malaysia (Magic) di Cyberjaya bagi merancang kegiatan keusahawanan di negara ini.

Ketua Setiausaha Kementerian Kewangan, Tan Sri Dr Mohd Irwan Serigar Abdullah berkata, RM50 juta daripada jumlah itu adalah peruntukkan kerajaan daripada Bajet 2014, manakala RM20 juta adalah inisiatif kementerian melalui Dana Keusahawanan Sosial disalurkan kepada Magic.

Kementerian Sains dan Teknologi dan Inovasi (Mosti) turut menyalurkan dana RM30 juta kepada Magic untuk membiayai usahawan bidang bioteknologi.

"Kesemua peruntukkan digunakan mem-



MOHD IRWAN

biayai aktiviti Magic yang akan beroperasi di Cyberjaya.

"Kewujudan pusat itu adalah bersesuaian dengan fungsi Cyberjaya yang menempatkan syarikat-syarikat bergiat dalam bidang multimedia kreatif, penyelidikan dan pembangunan, khidmat luaran serta pengurusan data," katanya.

Magic juga menjadi pusat sehenti kepada usahawan merangkumi segenap aspek

dan menyediakan kemudahan termasuk permohonan pembiayaan kepada institusi perbankan serta penyaluran modal teroka kepada syarikat inkubator serta syarikat baharu yang berdaya maju.

Menurutnya, RM3 juta diperuntukkan kepada sembilan peserta Magic antaranya Cyberjaya on Magic Ride dan Ideas on MaGIC Jr Pitch.

KERATAN AKHBAR  
NEW STRAITS TIMES (BUSINESS TIMES) : MUKA SURAT B4  
TARIKH : 09 APRIL 2014 (RABU)

Advertorial

# STAND OUT THROUGH DESIGN

In design, there is no such thing as "rules". There is, however, common sense. - KEN DYMENT



Dato' Prof. Dr. Ahmad Haji Zainuddin  
Chairman of Malaysia Design Council (MRM)

The hallmark of any good product, service or brand almost always relies on its ingenious design and the needs which it satisfies. The importance of design is undeniable as humans are highly visual creatures. Realising that the key for any company, product or service to attain commercial success is to have a winning design, the Malaysia Design Council or Majlis Rekabentuk Malaysia (MRM) has been proactively encouraging businesses to pay heed to design and innovation. Set up to help the nation chart a future in innovation and design, MRM has



spearheaded numerous design programmes to boost the industry's design expertise, capabilities and standards. One worthy of mention is the Malaysia Good Design Mark (MGDM) programme. The much awaited annual design recognition programme is highly regarded within industries, as it demonstrates to the marketplace the superiority of a well-designed and thought-out product.

Speaking about the MGDM programme, MRM chairman Professor Datuk Dr Ahmad Haji Zainuddin says, "Good Design Mark (GDM) is an international practice in many countries including Germany, France, South Korea, and Taiwan. It is an effort by the nation to position design as a way to enhance its competitiveness, in terms of global dominance. Countries like South Korea and Germany have proven that their products can dominate the world through good design". MRM has been administering this programme since 1997 and over the years, we have seen companies coming out with products which MRM recognised as good in terms of design and ease of use.

#### TAKING THE CHALLENGE

The journey of MRM and its MGDM programme was not an easy one. It involved years of raising awareness through education initiatives of the people, companies, and various public and private entities. Taking everything in its stride, MRM sees the

challenges of organising MGDM as part and parcel of its national duty to help local companies grow with the aid of good design elements. Dr Ahmad adds: "Besides, it is our role to create a national and international pathway for Malaysian products to succeed overseas. We need to go through this painstaking process of very detailed assessment and evaluation of the companies' products to ensure they are deserving of the MGDM. Prior to that, we spend six to eight months talking to companies, explaining and educating them about the programme's objectives, mission, vision and regulations to improve their understanding."

In fact, he believes MRM is not alone in facing such challenges. Many companies also face their own set of obstacles. While acknowledging that being innovative is vital for their survival, some companies lack the awareness of design innovation. "They don't realise design actually creates demand. We need to look for those who actually put DESIGN as one of their main criteria," opines Dr Ahmad. To this end, MRM had awarded Tun Dr Mahathir Mohamad the "Tokoh Pereka Negara" in 2012 for his visionary Putrajaya project, as well as the Kuala Lumpur International Airport project in Sepang, which are considered design-execute projects that needed design thinking. Among other iconic figures MRM hopes to recognise are those from the architectural field, in addition to fashion, product, graphic or textile designers and landscapers, who collectively can help push the national agenda forward, as they actively use design as the main element of progress in their chosen fields. "Design elements must be considered in the innovative output of a product," says Dr Ahmad. "A lot of companies produce innovative products, yet they lack or are even not bothered to inject design elements into the product. Eventually, many of them fail to penetrate or sustain in the market. Malaysia has hundreds of innovations showcased in expos and conferences; companies will exhibit these products

and they get so excited about them. However, six months down the road, many are forgotten," he laments. While the awareness of the need for design in commercialisation is picking up, MRM observes that it is happening slowly.



#### MGDM ALONG THE YEARS

Having enjoyed continuous success over the years, MGDM has seen the number of applications grow encouragingly to over 30 to 50 applicants a year. They will be shortlisted further by MRM. For 2013, MRM has already shortlisted 23 products. In fact, every year MRM actively seeks new products by visiting close to 60 to 70 companies. Whether they qualify or not, all companies will be given free consultation by MRM when product evaluation on design elements is carried out. For a product to be qualified and evaluated, MGDM looks into these assessment criteria: Degree of Innovation, Functionality, Symbolic and Emotive, Self-explanatory Quality, Manufacturing Quality, Ergonomics, Durability, and Ecological Elements. Although design realisation is gradually increasing, MRM feels it has yet to attain the desired standard. "One of the major contributors to good design is a good designer. The industry should provide opportunities to emerging new graduates to be part of their design group, which will help elevate design standards. Although world renowned brands which have design at the heart of their businesses are already present in Malaysia, like AirAsia and Petronas, MRM feels there is room for improvement where tangible products are concerned."

Dr Ahmad concludes by saying, "Though we still lack in this area, our aim is to encourage Malaysian companies to attain that level one day. There are potential ones today but they are still not widely known. With the progress and enthusiasm of participating companies, we believe this is an attainable dream for MRM and Malaysia: having a Malaysia iconic brand."

KERATAN AKHBAR  
HARIAN METRO (MINDA): MUKA SURAT 24  
TARIKH: 09 APRIL 2014 (RABU)

Sudut Pengarang

Oleh Tuan Asri Tuan Hussein



## Tragedi MH370 beri ilmu baru

Selepas lebih sebulan berlalu sejak kehilangan pesawat MH370 yang dalam perjalanan dari Kuala Lumpur ke Beijing itu hilang pada 8 Mac lalu, duka masih kuat dirasakan di kalangan semua pihak.

Namun, sebagai manusia yang berulang kali diajar guru supaya sentiasa cuba melihat kebaikan di dalam keburukan saya tidak mahu terus memperkatakan mengenai kesedihan dan kedukaan.

Sebaliknya, izinkan saya untuk melihat apa yang berlaku itu daripada sudut yang sedikit berbeza dan mungkin juga positif, jika ada yang menganggapnya begitu.

Mengimbas rentetan tugas saya dan rakan seperjuangan untuk menyajikan berita yang terkini, padat dan penuh informasi kepada audien sejak MH370 diumumkan hilang pada pagi 8 Mac lalu, banyak perkara baru yang kami pelajari.

Di peringkat awal, kami menimba pengetahuan lebih mendalam mengenai ilmu penerbangan, termasuk aspek kejuruteraan dan spesifikasi pesawat, laluan digunakan dari satu destinasi ke destinasi lain serta hukum fizik seperti tekanan udara, graviti dan sebagainya.

Serentak dengan itu pelbagai istilah baru kami pelajari seperti 'transponder', 'IGARI', 'air turn back', 'ELT', 'zombie plane' dan sebagainya.

Untuk itu, terima kasih tidak terhingga kami ucapkan kepada pakar penerbangan dan akademik yang sudi mencurahkan ilmu kepada kami untuk dikongsikan dengan pembaca.

Antara mereka ialah bekas Pengerusi Jawatankuasa Halatuju Program Aeroangkasa Institut Pengajian Tinggi Awam Malaysia Dr Ahmad Shamsuri Mokhtar, Bekas Ketua Juruterbang Serantau MAS Datuk Kapten Nik Huzlan Nik Hussain, juruterbang MAS, Kapten Norudin Abd Majid dan Ketua Seksyen Penyelidikan dan Inovasi Universiti Kuala Lumpur-Institut Teknologi Penerbangan Malaysia (UniKL-Miat) Prof Madya Kapten Dr Mohd Harridon Mohamed Suffian.

Fasa berikutnya, kami meneroka pula ilmu geografi khususnya mengenai laut dalam atau oseanografi dan ini berlaku apabila penerbangan MH370 diumumkan Perdana Menteri Datuk Seri Najib Razak berakhir di Lautan Hindi pada 24 Mac lalu.

Untuk itu, sekaliung penghar-

gaan daripada saya dan rakan kepada Pensyarah Jabatan Geografi Universiti Malaya (UM) Prof Datuk Dr Azizan Abu Samah, Pakar Ukur Hidrografi dan Pemetaan Dasar Laut Universiti Teknologi Malaysia (UTM), Prof Dr Mohd Razali Mahmud serta Pensyarah Institut Oceanografi dan Sekitaran Universiti Malaysia Terengganu (UMT) Dr Mohd Fadzil Mohd Akhir.

Mereka antara pakar banyak membantu dan mengajar kami untuk memberi informasi kepada pembaca, contohnya mengenai pusaran besar di lautan yang dinamakan 'gyre' dan beberapa jenis 'kenderaan' untuk meneroka dasar laut yang kedalaman ada yang mencecah 5,000 hingga 7,000 meter.

Satu lagi cabang ilmu yang turut kami peajari ialah mengenai angkasa lepas, membabitkan kegunaan satelit dan fungsi radar.

Dalam hal ini antara cendekiawan yang menjadi guru kami ialah Ketua Pengarah Agensi Angkasa Negara Dr Noordin Ahmad, Ketua Unit Penyelidikan Sains Angkasa, Mhd Fairos Asillam dan pensyarah Fakulti Kejuruteraan Universiti Putra Malaysia (UPM) Profesor Madya Dr Aduwati Sali.

Justeru, kini saya semakin menyedari bahawa negara kita sebenarnya tidak ketandusan pakar dalam pelbagai cabang ilmu yang mencabar dan agak kurang popular di mata umum.

Tragedi kehilangan MH370 membuka ruang kepada semua pakar itu untuk lebih dikenali, lebih dekat dengan massa dan kepakaran mereka lebih dimanfaatkan.

Saya amat berharap jika segala informasi mengenai bidang penerbangan, laut dalam dan angkasa lepas yang kami salurkan di media dapat membuka minda pembaca, terutama golongan muda untuk lebih mendalami bidang berkenaan.

Perlu disedari, mempelajari dan meneroka pelbagai cabang ilmu bermanfaat itu satu fardu kifayah kepada kita umat Islam.

Insya-Allah ia bukan saja untuk tujuan akademik dan kerjaya, malah lebih penting dengan mempelajarinya, kita akan lebih insaf betapa agungnya ciptaan serta kuasa Tuhan dan kerdilnya kemampuan kita.

**Pemulis Pengarang Bersekutu  
(Berita dan Integrasi Media)  
Harian Metro**

**FAKTA**  
Negara kita tidak ketandusan pakar dalam pelbagai cabang ilmu mencabar

## Rain in Klang Valley to taper off from next month

By Ho Kit Yen

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**PETALING JAYA** — Rain is expected to fall most days in the Klang Valley this month after a prolonged period of dry weather.

The people, however, should not be overjoyed because the rainy days are expected to taper off from early May.

The Meteorological Department's national weather centre director, Muhammad Helmi Abdullah, said the monsoon season, which started on March 29 and was expected to end in the first week of May, would bring heavy rain and thunderstorms to Kuala Lumpur, Selangor and Putrajaya.

"Rain is expected this month in the late afternoon and night," he said.

Helmi said rain was expected on 20 days of the month with the monthly average

rainfall estimated to be between 100mm and 200mm.

From the second week of May, the amount of rainfall would be less than 100mm and there would also be fewer days of rainfall.

"During this period, 15 days of rain are expected, mostly in the afternoon," he said.

Asked if the rainfall would be enough to fill the dams in Selangor to end water rationing, Helmi said: "It's tough to say because we wouldn't know if the rain will

fall in the catchment areas."

Water rationing started on March 10 after water levels at dams in Selangor fell to critical levels. It has now affected some 6.7 million users.

Helmi said the department was still conducting cloud seeding with the focus on northern states such as Kedah and Perak.

"We still have cloud seeding in Selangor and the latest was last week near Sungai Selangor dam," he said.

