

KERATAN AKHBAR-AKHBAR TEMPATAN
TARIKH: 20 MEI 2016 (JUMAAT)

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Pelan Strategik Lima Tahun Angkat Martabat Industri Reka Bentuk - Madius

SHAH ALAM, 19 Mei (Bernama) -- **Kementerian Sains, Teknologi dan Inovasi** menerusi **Majlis Rekabentuk Malaysia (MRM)** sedang merangka pelan strategik lima tahun untuk menjadikan industri reka bentuk dan kreatif sebagai agenda negara menjelang 2020.

Menterinya, Datuk Seri Madius Tangau berkata pelan strategik itu memberi penekanan kepada hala tuju industri berkenaan untuk berkembang maju di samping menjadi industri yang membantu meningkatkan nilai tambah kepada ekonomi negara.

"Saya berharap rancangan lima tahun ini dapat dilaksanakan dengan kadar segera," katanya pada majlis penyampaian 'Malaysia Good Design Mark' (MGDM) 2015 "Pengiktirafan Produk Terbaik Rekaan Tempatan" di sini, hari ini.

Teks ucapan beliau dibacakan oleh timbalannya, Datuk Dr Abu Bakar Mohamad Diah.

MGDM adalah satu bentuk pengiktirafan reka bentuk oleh kerajaan yang dimulakan sejak 1997 bagi memperakui usaha sektor perindustrian dalam melaksanakan program penyelidikan dan pembangunan berterusan untuk meningkatkan nilai tambah sesuatu produk.

Sehingga kini, 468 syarikat mendapat pengiktirafan MGDM yang memberi kelebihan kepada syarikat tempatan dalam memasarkan produk mereka ke peringkat global.

Dalam pada itu, Madius berkata penyertaan syarikat Bumiputera khususnya dalam kalangan syarikat industri mikro bagi kategori pembungkusan dalam MGDM menunjukkan peningkatan memberangsangkan dengan 80 syarikat menerima pengiktirafan itu sehingga kini, sekali gus menyumbang kepada Agenda Transformasi Ekonomi Bumiputera negara.

Beliau berkata MGDM mampu mencabar profesionalisme para pereka dan industri dalam memenuhi standard reka bentuk untuk memastikan daya saing produk tempatan kekal kompetitif di pasaran global.

Justeru, katanya, Malaysia harus mencontohi Korea, antara negara yang berjaya membuktikan sumbangan besar 'designomics' kepada Keluaran Dalam Negara Kasar (KDNK) di mana pada 2015, ia menyumbang sejumlah 37.3 bilion Korean Won (KRW) atau RM128.33 juta kepada KDNK negara tersebut.

Pada majlis itu, sejumlah 40 produk dari 22 syarikat menerima pengiktirafan MGDM 2015 kerana menepati standard penilaian reka bentuk yang ditetapkan di samping mengeluarkan produk dengan rekaan menarik, inovatif dan berkualiti tinggi.

-- BERNAMA



Mosti Formulating Strategic Plan To Strengthen Design And Creative Industry

SHAH ALAM, May 19 (Bernama) -- **The Ministry of Science, Technology and Innovation** is formulating a five-year strategic plan to make the design and creative industry as one of the national agendas.

Minister Datuk Seri Madius Tangau said the plan, which is being formulated by the Malaysian Design Council, would chart the direction of the industry to propel its growth, and increase the sector's contribution to the country's economy.

"This strategic plan will help our design and creative industry to improve the quality of products further and remain competitive at the international level," he said at the Malaysia Good Design Mark (MGDM) 2015 presentation here, today.

The text of his speech was delivered by his Deputy Datuk Dr Abu Bakar Mohamad Diah.

The MGDM award recognises the best local design products.

It was introduced by the government in 1997 to encourage local players to increase their research and development activities and produce better quality products.

Today, MGDM were awarded to 40 products from 22 companies.

-- BERNAMA

Siswazah teknikal, jurutera bakal bergelar profesional

Oleh DIANA AZIS
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■ TELOK KEMANG 19 MEI

KIRA-KIRA 300,000 siswazah lulusan bidang teknikal dan kejuruteraan dari institusi pengajian tinggi (IPT) yang tidak diiktiraf Lembaga Jurutera Malaysia (LJM) bakal bergelar juruteknologis dan juruteknik profesional menerusi Akta Teknologis dan Juruteknik 2015 (Akta 768).

Timbalan Menteri Sains dan Inovasi, Datuk Dr. Abu Bakar Mohamad Diah berkata, golongan berkenaan akan diberi gelaran 'Ts' dan 'Tc' sama sebagaimana gelaran milik jurutera 'Ir' berkuat kuasa Mei tahun lalu.

"Sebenarnya akta ini sudah lama ditunggu oleh golongan teknologis dan juruteknik kerana sebelum wujudnya akta tersebut, mereka menganggap kerjaya sebagai kategori kelas kedua dan tidak mempunyai laluan kerjaya.

"Justeru dengan gelaran Ts. (juruteknologis) dan Tc. (juruteknik) secara tidak langsung negara telah mengiktiraf kepakaran mereka yang turut menyumbang kepada pembangunan negara," katanya.

Beliau berkata demikian ketika ditemui selepas merasmikan Simposium Teknologi Malaysia 2016 dekat sini hari ini.

Turut hadir Pengarah Po-



ABU BAKAR MOHAMAD DIAH (dua dari kanan) bersama Tang Heap Seng (kanan), Abang Abdullah Abang Ali (kiri) dan Mohd. Kharir Mohd. Ibrahim melihat dokumen perjanjian persefahaman yang ditandatangani dalam Simposium Teknologi Malaysia 2016 di Politeknik Port Dickson, Telok Kemang, Negeri Sembilan, semalam.

liteknik Port Dickson, Mohd. Kharir Mohd. Ibrahim; Presiden Persatuan Teknologikal Malaysia, Tang Heap Seng dan Presiden Persatuan Kejuruteraan dan Teknologi Malaysia, Datuk Abang Abdullah Abang Ali.

Sementara itu Abu Bakar ber-

kata, Majlis Teknologi Malaysia (MBOT) berperanan memberi pengiktirafan kepada kerjaya teknologis dan juruteknik sebagai profesyen ikhtisas di negara ini.

Secara tidak langsung, katanya, MBOT mampu menambah bilangan tenaga kerja teknikal,

teknologi dan mahir yang dihasilkan di negara ini.

"Oleh yang demikian, pengiktirafan yang diberikan dilihat penting dan signifikan dalam menjayakan misi nasional yang mahu melahirkan lebih ramai pekerja berkemahiran," katanya.



Juruteknologi, Juruteknik Kini Diiktiraf Kumpulan Profesional

PORT DICKSON, 19 Mei (Bernama) -- Juruteknologi dan juruteknik kini diiktiraf sebagai sebahagian kumpulan profesional menerusi Akta Teknologis dan Juruteknik 2015, yang diluluskan Parlimen tahun lepas.

Timbalan Menteri Sains, Teknologi dan Inovasi Datuk Dr Abu Bakar Mohamad Diah berkata menerusi akta itu, golongan berkenaan turut memperoleh gelaran sepertimana kumpulan jurutera, arkitek dan juruukur.

Gelaran yang akan diterima kumpulan itu ialah 'TS' untuk juruteknologi manakala 'TC' untuk juruteknik, katanya.

"Sebenarnya, akta ini sudah lama ditunggu masyarakat juruteknologi kerana sebelum adanya akta ini, mereka yang bekerja dalam bidang teknologi menganggap mereka kategori kelas kedua kerana tidak mempunyai laluan kerjaya.

"Kalau jurutera profesional dipanggil Ir, juruukur Sr dan arkitek Ar. Bila kelulusan yang tidak dapat pengiktirafan daripada institut jurutera kerana silibus mereka tidak menepati untuk menjadi jurutera, mereka terumbang-ambing, tidak tahu hala tuju

"Sebab itu kerajaan prihatin dengan masalah mereka terutama yang keluar daripada universiti-universiti teknikal," katanya kepada pemberita selepas merasmikan Simposium Teknologis Malaysia di sini, hari ini.

Turut hadir, Pengarah Politeknik Port Dickson Mejar (K) Mohd Kharir Mohd Ibrahim.

Abu Bakar berkata melalui akta itu, mereka yang menjadi juruteknologi dan juruteknik perlu mendaftar dengan Lembaga Teknologis Malaysia (MBOT), dan perlu melalui saringan dan proses ditetapkan sebelum diberi tauliah sebagai profesional yang melayakkan mereka menggunakan gelaran 'TS' dan 'TC' di hadapan pangkal nama.

"Di negara-negara maju, juruteknologi menjadi pemangkin kepada ekonomi negara kerana mereka pekerja berkemahiran yang banyak terlibat dalam pembangunan produk, pengujian produk dan mencipta produk baru. Mereka ini teras kepada pembangunan negara.

"Jadi dengan adanya MBOT, kita telah membolehkan tenaga yang pandai dalam bidang teknologi ini menyalurkan kepakaran mereka kepada pembangunan negara dan inilah tujuan akta ini," katanya.

Beliau berkata pemberian gelaran 'TS' dan 'TC' secara tidak langsung membuktikan bahawa negara mengiktiraf kepakaran mereka dalam menyumbang kepada pembangunan negara.

Abu Bakar berkata dianggarkan kira-kira 300,000 juruteknologi dan juruteknik yang telah berjaya dilahirkan oleh universiti teknikal tempatan.

"2015 adalah tahun sangat membanggakan kerana satu kumpulan profesional baru diwujudkan di Malaysia dan mengiktiraf peranan mereka. Ia sangat dialu-alukan kepada kakitangan teknikal," katanya.

Akta Teknologis dan Juruteknik 2015 adalah suatu akta untuk mengadakan peruntukan bagi penubuhan Lembaga Teknologis Malaysia dan bagi pendaftaran dan pengiktirafan kepada Juruteknologi Profesional dan Juruteknik Bertauliah dalam memberi perkhidmatan teknologi dan perkhidmatan teknikal serta perkara berkaitan.

Akta itu membolehkan MBOT, antara lain mengiktiraf Juruteknologi Profesional dan Juruteknik Bertauliah sebagai profesional di samping menyediakan kemudahan bagi menggalakkan pendidikan dan latihan dalam bidang berkenaan.

-- BERNAMA

KERATAN AKHBAR
KOSMO (NEGARA) : MUKA SURAT 4
TARIKH: 20 MEI 2016 (JUMAAT)

Juruteknologi, juruteknik kini diiktiraf kumpulan profesional

PORT DICKSON – Juruteknologi dan juruteknik kini diiktiraf sebagai sebahagian kumpulan profesional menerusi Akta Teknologis dan Juruteknik 2015, yang diluluskan Parlimen tahun lepas.

Timbalan Menteri Sains, Teknologi dan Inovasi, Datuk Abu Bakar Mohamad Diah berkata, menerusi akta itu, golongan berkenaan turut memperoleh gelaran seperti mana kumpulan jurutera, arkitek dan juruukur.

Gelaran yang akan diterima kumpulan itu ialah 'TS' untuk juruteknologi manakala 'TC' untuk juruteknik.

"Sebenarnya, akta ini sudah lama ditunggu masyarakat juruteknologi kerana sebelum adanya akta ini, mereka yang bekerja dalam bidang teknologi menganggap mereka kategori kelas kedua kerana tidak mempunyai laluan kerjaya.

"Kalau jurutera profesional dipanggil 'Ir', juruukur 'Sr' dan arkitek 'Ar'. Bila kelulusan yang tidak dapat pengiktirafan daripada institut jurutera kerana silibus mereka tidak menepati untuk menjadi jurutera, mereka terumbang-ambing, tidak tahu hala tuju.

"Sebab itu kerajaan prihatin dengan masalah mereka terutama yang keluar dari universiti-universiti teknikal," katanya kepada pemberita selepas merasmikan Simposium Teknologis Malaysia di sini semalam.



Juruteknologi, juruteknik kini diiktiraf kumpulan profesional

19 Mei 2016 4:55 PM

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PORT DICKSON 19 Mei - Juruteknologi dan juruteknik kini diiktiraf sebagai sebahagian kumpulan profesional menerusi Akta Teknologi dan Juruteknik 2015, yang diluluskan Parlimen tahun lepas.

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Datuk Dr. Abu Bakar Mohamad Diah

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selepas merasmikan Simposium Teknologis Malaysia di sini, hari ini.

Abu Bakar berkata, melalui akta itu, mereka yang menjadi juruteknologi dan juruteknik perlu mendaftar dengan Lembaga Teknologis Malaysia (MBOT), dan perlu melalui saringan dan proses ditetapkan sebelum diberi tauliah sebagai profesional yang melayakkan mereka menggunakan gelaran 'TS' dan 'TC' di hadapan pangkal nama.

Beliau berkata, pemberian gelaran 'TS' dan 'TC' secara tidak langsung membuktikan bahawa negara mengiktiraf kepakaran mereka dalam menyumbang kepada pembangunan negara. - BERNAMA

KERATAN AKHBAR
UTUSAN MALAYSIA (DALAM NEGERI) : MUKA SURAT 3
TARIKH: 20 MEI 2016 (JUMAAT)

Monsun Barat Daya bermula Sabtu

KUALA LUMPUR 19 Mei - Musim Monsun Barat Daya dijangka bermula pada Sabtu ini dan akan berterusan sehingga pertengahan September 2016.

Perkara itu disahkan oleh Menteri Sains, Teknologi dan Inovasi, Datuk Seri Madius Tangau yang memberitahu bahawa dalam tempoh tersebut akan berlaku pengurangan kadar curahan hujan di kebanyakan tempat kecuali kawasan utara Semenanjung dan Sabah.

Katanya, berikutan situasi itu, negara dijangka mengalami lebih

banyak hari tanpa hujan berbanding hari hujan.

"Semasa kemuncak musim Monsun Barat Daya, keadaan cuaca berjerebu lazimnya berlaku akibat peningkatan bilangan titik panas serta keadaan cuaca yang kering dalam negara termasuklah negara-negara jiran.

"Dalam keadaan cuaca sebegini, Jabatan Meteorologi Malaysia (Met-Malaysia) akan memantau rapi situasi ini dan maklumat mengenainya akan dikemas kini dari semasa ke semasa," katanya dalam kenyataan di sini hari ini.

KERATAN AKHBAR
UTUSAN MALAYSIA (UTUSAN BIZ) : MUKA SURAT 19
TARIKH : 20 MEI 2016 (JUMAAT)



DR. ZAINAL ABIDIN MOHD YUSOF (duduk, tengah) bersama Hafsa Hashim (duduk, kiri) dan Ir. Mohamad Jamil Sulaiman bergambar kenangan bersama penerima anugerah pada Majlis Penghargaan Usahawan Audit Teknologi SIRIM-Fraunhofer di Kuala Lumpur, semalam. - UTUSAN/AMIR HAFIZ ABD RAHMAN

SIRIM laksana 150 audit teknologi syarikat pada 2015

Oleh **ZUNAIDAH ZAINON**
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■ KUALA LUMPUR 19 MEI

SIRIM Berhad (SIRIM) telah melaksanakan 150 Audit Teknologi ke atas syarikat sepanjang 2015 manakala 83 projek dikenal pasti untuk peningkatan produktiviti.

Presiden dan Ketua Eksekutif Kumpulan SIRIM, Datuk Dr. Zainal Abidin Mohd. Yusof berkata, pada tahun ini pula sebanyak 48 syarikat telah diaudit setakat ini dengan tujuh sesi taklimat dan jaringan perniagaan diadakan di Selangor, Johor, Melaka, Terengganu, Kelantan dan Sabah.

Katanya, daripada audit yang dijalankan SIRIM, 10 projek diluluskan dan 22 lagi sedang dinilai bagi intervensi teknologi merangkumi program-program automasi dan mekanisasi, peningkatan teknologi dan nasihat teknikal serta penempatan teknologi termasuk alat ganti dan komponen.

"Kami sememangnya amat menggalakkan perusahaan kecil dan sederhana (PKS) terutama di peringkat kemahiran sederhana untuk mengikuti audit ini kerana mereka merupakan syarikat yang cepat meningkat dan mencapai pasaran eksport yang lebih luas," katanya dalam majlis penghargaan usahawan audit teknologi SIRIM-Fraunhofer di sini hari ini.

Yang turut hadir, Ketua Pegawai Eksekutif SME Corp, Datuk Hafsa Hashim dan Naib Presiden Penyelidikan Perindustrian SIRIM, Ir. Dr. Mohamad Jamil Sulaiman.

Pada majlis itu, sebanyak 84 syarikat yang terlibat di bawah program audit teknologi SIRIM menerima sijil penghargaan masing-masing.

Audit Teknologi adalah satu daripada inisiatif yang diperkenalkan di bawah program Penembusan Teknologi dan Peningkatan PKS

dan dibangunkan khusus untuk PKS di Malaysia oleh SIRIM dan Fraunhofer Institute (Fraunhofer), sebuah institusi teknologi terkemuka di Jerman dan pertubuhan penyelidikangunaan terbesar di Eropah.

Fraunhofer mempunyai rekod pencapaian yang cemerlang dalam pelbagai program penguasaan teknologi dan inovasi di Jerman serta beberapa tempat di dunia.

Pada masa ini, penyertaan dalam Audit Teknologi terbuka kepada semua PKS yang terlibat dalam pembuatan dan telah beroperasi sekurang-kurangnya dua tahun. Semua kos yang berkaitan dengan audit ditanggung oleh kerajaan.

Menurut Zainal Abidin, SIRIM sentiasa berusaha agar dapat menyediakan penyelesaian yang lebih baik dan bersesuaian dengan pasaran semasa sekali gus membantu syarikat menjadi lebih berdaya sa-

ing, inovatif dan produktif untuk menembusi pasaran global.

Katanya, pada tahun ini juga beberapa projek telah disasarkan untuk peningkatan terutama dalam pembungkusan, penjenamaan, aplikasi automasi dan mekanisasi serta pengantarabangsaaan perkhidmatan.

"Di samping itu, tiga bengkel inovasi telah dijalankan membabitkan 36 syarikat daripada pelbagai sektor dan SIRIM akan terus berusaha untuk meningkatkan lagi penggunaan teknologi PKS dan menaik taraf perniagaan mereka hingga diiktiraf di luar negara dengan inovasi ekosistem yang baik," katanya.

Selain itu, beliau berkata, pelbagai pengantaraan teknologi turut disyorkan kepada syarikat yang telah dikenal pasti, antaranya penambahbaikan dalam susun atur loji, pengenalan teknologi baharu dalam proses pengeluaran dan akses pasaran termasuk pengujian produk dan pensijilan serta peningkatan kemudahan dan keupayaan reka bentuk.



SIRIM-FRAUNHOFER AUDIT TECHNOLOGY PROGRAMME SHOWS RESULTS

ZARINA ZAKARIAH

KUALA LUMPUR: Standards and Industrial Research Institute of Malaysia (Sirim)-Fraunhofer audit technology programme was successfully implemented and is beginning to show results.

The Fraunhofer Institute, one of Europe's largest research institutions and Sirim had been conducting technology audits to help small and medium enterprises (SMEs) improve their processes as well as understand their strength and weakness.

Its president and group chief executive Datuk Dr Zainal Abidin Mohd Yusof said, Sirim conducted technology audits on 150 companies last year, with 83 having been identified for productivity upgrades.

"Entrepreneurs should leverage on the use of technology as a competitive edge over other businesses while taking advantage of the research and development findings to produce high-quality commercialised products.

"Sirim has implemented several projects this year targeted to enhance the current system such as packaging, branding, automated applications and mechanisation as well as giving services that offered a global touch.

"Equipped with new technologies, entrepreneurs stand to gain from the

exposure and compete in the international market rather than only in the domestic market," he said during the Audit Technology appreciation ceremony, here, yesterday.

This year, about 48 companies had been audited with seven briefing sessions carried out on industrial associations and business networks in Selangor, Malacca, Johor, Terengganu, Kelantan and Sabah.

Sirim Bhd has been mandated by the government to increase technology penetration and upgrade local SMEs with the aim of boosting industrial productivity.

In the 2015 Budget announcement on "Sirim Rebranding", several initiatives were drawn up under the Sirim Industrial Innovation Model, which was a step closer in reinforcing the relationship between Sirim and SMEs in an effort to establish a successful SME innovation ecosystem.

Technology Audit is one of the initiatives introduced under the SME Technology Penetration and Upgrading programme. This initiative is specially developed for Malaysian SMEs by Sirim and the Fraunhofer Institute, a prominent technology institute in Germany and the largest applied research organisation in Europe.

Fraunhofer has an excellent track record in various programmes on technology and innovation management in

Germany and other parts of the world.

The Technology Audit will look into how technology management activities of the SMEs are structured into defined processes, supported by suitable methods, skilled employees and an organisation and networking that supports collaboration.

All activities should be based on the technology strategy of the company, which will describe the objectives and planned actions of the company with regards to technology.

From the audit findings, 70 per cent of the companies audited were still in the second level of the technological trends and customers needed awareness, while 25 per cent of the companies showed good achievements in their technology management.

In terms of technological strategies, 62 per cent of companies showed a high level of strategic technology achievement while almost 50 per cent showed good achievements in terms of staff hiring, efficiency, motivation and staff retention programmes.

Ten projects were approved and another 22 are being evaluated for technology intervention programmes such as automation and mechanisation, technology enhancements and technical advice and centralised technology such as components and spare parts.

SMEs, in playing a vital role to spur the economic growth, contribute sig-



Sirim president and group chief executive officer **Datuk Dr Zainal Abidin Mohd Yusof** (second from right) and SME Corp CEO **Datuk Hafsa Hashim** (right) interact with participants at the Sirim-Fraunhofer Audit Technology appreciation ceremony yesterday. Pic by Halim Salleh

nificantly to the country's socio economy through job creation.

The audit findings have the potential to be used to evaluate SMEs' requesting incentives, funds or even loans from SME agencies or financial institutions. It is also suitable to be used to assess companies' readiness to undertake research and development.

Sirim will also work with various partners through Industrial Centres of Innovation to provide comprehensive and reliable solutions to the participants.

Efforts have been initiated to link the technology audit with available incentives provided by various organisations related to the SME development.

Currently, participation is open to all Malaysian SMEs involved in manufac-

turing, and have been operating for at least two years.

All costs related to the audit will be borne by the government.

Companies that are interested to undertake Technology Audit are required to register with the secretariat at Sirim.

Once approved, a preparatory package will be sent to the company and this will be followed-up by on-site visit by the auditors. The relevant management team of the participating company is expected to be present during the visit, which will take between two to three hours.

After the audit results are analysed, the auditor will make another appointment with the company to present the report that comes with the recommendations for further action.

Prepare for innovations that disrupt markets

'BLUE OCEAN' OPPORTUNITIES: We must adapt because businesses like Uber are driving others to the way of Kodak

INNOVATION is now the buzzword of global business. The common calling is "innovate or perish". Companies have to continually innovate to remain relevant in the competitive marketplace.

The popular definition of innovation is any fresh, new ideas that generate value. "Value" here refers to any significant improvement in service delivery or product offerings. Most of such innovations are incremental improvements.

But, the more potent form is what many refer to as "disruptive innovation". They are the ones that truly

produce the so called "blue ocean" business opportunities. They often make the traditional ways of doing business obsolete.

A recent example of disruptive innovation is the ride-sharing concept in taxi service.

I am referring to "Uber", that Internet-enabled taxi service which has provoked a worldwide love-and-hate response. So much so that it has generated feverish disruption in the world taxi system.

Consumers worldwide welcome this truly disruptive innovation. Whereas those in the taxi business have been riled up by the disruption to their earnings. Such feelings of disgust by taxi operators are there for all to see. Their hate is no longer a secret. We have seen pictures of taxi operators venting their anger in Argentina, the United States, Europe and many others splashed all over

the international media.

Even here at home, taxi drivers are so angry that even family drivers have been mistaken as Uber drivers. They have been targeted for abuse. Whatever it is, as have been demonstrated in many past disruptive innovations, Uber is unstoppable.

It is easy to understand why. All these years, users of taxi services had a list of unresolved complaints and grouses. These are to do with security, safety, drivers' arrogance, impoliteness, cheating, overcharging and many more. In some countries, the poor service is truly intolerable.

Of course, the level of grouses differ from country to country. At home in Malaysia, a recent survey suggested that we are among the countries which are at the lower end of the service spectrum.

Though admittedly, only a minor-

ity among the operators are the culprits, it has tarnished the entire taxi driving community. The government has initiated all kinds of programmes to change the situation for the better. Unfortunately, nothing much has improved.

Therefore, it is logical to expect that welcome relief from users when the Uber concept emerged, a concept which not only helps solve the years of suffering among taxi users but also, at the same time, creates job opportunities for almost everyone. That is disruptive innovation.

We must understand that Uber is by no means the only disruptive innovation that has rocked global businesses. There are many other examples of innovation that have disrupted the traditional way of doing business. The Internet is surely top of the list.

→ Continued next page



DR AHMAD
IBRAHIM



Taxi drivers venting their anger against Uber at a protest in Kuala Lumpur last month. Pic by Aizuddin Saad

It's always an outsider who seizes the chance

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And many believe there will be more disruptions arising from the deployment of the Internet besides Uber. Just look at the telecommunications industry. It has been transformed because of the digital revolution sparked by the Internet.

Many of the so called millennium generation may not even know that in the past, we communicated with letters sent through the postal service. They are mostly people born after 2000.

For that matter, even those in Generation Y may be in the dark

when it comes to sending an aerogramme. Even the word aerogramme is alien to them.

And because of that, postal services worldwide have to change their business approach.

Another much publicised business that succumbed to disruptive innovation is none other than photography. The demise of Kodak, the brand which for a long time was synonymous with photography, has been used as an example in many master of business administration programmes in universities to demonstrate the real power of disruptive innovation.

The irony of it all is that it was Kodak that first stumbled on digital technology in photography.

Unfortunately, it failed to see the potential. It is always the case in disruptive innovation. It is seldom the inventor who can forecast the potential. Often always, it is an outsider.

Therefore, instead of fighting Uber, taxi operators should now look at how they can create an improved Uber of their own.

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Rapid rise of cyber criminals

CYBER crime is a fast-growing and lucrative industry perpetrated by cyber criminals. In fact, there is evidence showing that the total amount lost through cyber crime may have actually exceeded losses due to conventional crimes.

Cyber crime is a term for any illegal activity that uses the Internet and a computer or other electronic devices, including mobile phones and cameras, as its primary means of committing a crime.

Cyber crime includes identity theft, hacking and computer fraud and is a complex area of criminology.

The Center for Strategic and International Studies (CSIS) in Washington D.C. reveals that the cost to the global economy from cyber crime in 2015 is likely to be more than US\$400bil. Juniper Research in Britain recently predicted that by 2019, this loss will amount to US\$2.1tril, an increase

of almost five times the estimated cost of breaches in 2015.

Cyber crime is also emerging as a serious economic concern in Malaysia. CSIS estimates that the cost of cyber crime in Malaysia is 0.18% of GDP or approximately RM215mil per year. Based on statistics provided by Pemandu, Malaysia lost RM179.3mil to cyber crime in 2015.

Cyber crime has surpassed drug trafficking as the most lucrative crime. More than 70% of commercial crime cases are now categorised as cyber crime, according to the Royal Malaysia Police.

According to **CyberSecurity Malaysia**, the number of cyber crimes in this country has increased at an average of 10,000 cases reported each year, with the highest incidence involving online scams and hacking information systems of organisations.

Other cyber crimes reported include cyber harassment, cyber

bullying, denial of service, intrusion, and those that are content related.

In another report released by Telenor Group, Digi.Com Bhd stated that an Internet Scams study showed the top three scams in Malaysia are work from home fraud (30%), Internet auction scams (22%) and online dating scams (20%).

The study found that one in five people has been a victim of both Internet auction and online dating scams, and one in 10 have had their Facebook hacked.

It is not surprising that cyber criminals are attacking and focusing on Malaysia given the high usage of the Internet here. We are now seeing a breed of cyber criminals who are bolder, harsher and more open about their activities and are looking at getting into the ranks of the world cyber crime professionals. Cyber criminals have become more sophisticated

in their *modus operandi* and the scale of their activities has increased considerably.

The high-tech banking system, lax student visa regulations and weakness in enforcement have made Malaysia a global hub for cyber crimes.

Another major reason for the growth of cyber crime is the way it preys on the human tendency to seek the easy way to make money or gain profit. Cyber crimes offer the pretext of making quick profits and greedy people will fall prey to it despite the extensive exposure of its dangers by the authorities and cautionary tales from cheated victims.

Usually, a potential cyber criminal activity starts with an Internet promotion or special offer. Not all such offers are false but we must do some background checking before getting into business transactions with strangers on the Internet.

The public should be more careful and not be taken in by Internet promotions hook, line and sinker. The frequent media reports on such crimes should serve as a lesson to society and deter them from being tempted by these scams.

To make matters worse, in many cases the process of dealing with the damage arising from a cyber attack can be costly, time consuming and emotionally exhausting.

The number of active Internet population in this country has now exceeded 21 million, with 18 million being active on social media. While this brings great social and economic benefits to the nation, it is also heralding the more unwelcome trend of cyber crime.

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KERATAN AKHBAR
UTUSAN MALAYSIA (DALAM NEGERI) : MUKA SURAT 13
TARIKH: 20 MEI 2016 (JUMAAT)

MARDI, JSM bangunkan piawai madu

KUALA LUMPUR 19 Mei - Institut Penyelidikan dan Kemajuan Pertanian Malaysia (MARDI) dan **Jabatan Standard Malaysia (JSM)** akan bekerjasama membangunkan piawai bagi kesemua jenis madu tempatan.

Menteri Pertanian dan Industri Asas Tani, **Datuk Seri Ahmad Shabery Cheek** berkata, buat masa ini negara masih belum memiliki standard dalam menentukan jenis-jenis madu.

Katanya, keadaan itu berbeza dengan negara lain seperti New Zealand yang mengeluarkan pelbagai jenis madu di bawah satu jenama dikenali sebagai Manuka.

"Dalam konteks negara kita masih ada individu atau pihak tertentu mengeluarkan madu tanpa jenama dalam pelbagai saiz botol. Mungkin madu itu bukan asli atau

bercampur gula.

"Keadaan ini merugikan sebab Malaysia mempunyai madu kelulut yang mempunyai potensi besar di majukan, malah lebah kelulut banyak di negara-negara tropika," katanya ketika menjawab soalan tambahan **Datuk Rozaman Isli (BN-Labuan)** di Dewan Rakyat hari ini.

Menurut Ahmad Shabery, menyedari potensi tersebut, pihaknya akan menjadikan madu kelulut sebagai produk premium untuk diketengahkan di pasaran domestik dan antarabangsa.

Katanya, beberapa langkah dan bantuan kepada pengusaha madu



AHMAD SHABERY CHEEK

kelulut akan disalurkan iaitu pemberian insentif pada kadar maksimum RM50,000 seorang serta membuka dua projek pusat pengumpulan madu di Johor dan Pahang.

"Kerajaan juga akan menyediakan latihan penternakan lebah kelulut di seluruh negara dan geran *In Kind Contribution*

(IKS) iaitu 30 peratus daripada had kos projek.

"Bagi tujuan eksport, pengusaha madu kelulut akan dibawa ke program promosi luar negara bagi mempromosikan produk masing-masing," katanya.