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TARIKH: 15 MEI 2017 (ISNIN)

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MBOT GIVES PROFESSIONAL RECOGNITION TO TECH EXPERTS

Steering the path towards National Transformation with recognition for technologists and technicians

TECHNOLOGISTS and technicians now have a clearer path towards gaining recognition through membership registration with the Malaysia Board of Technologists (MBOT). MBOT recognises technologists and technicians as professions which will be able to show the prestigious side of technology, together with Technical and Vocational Education and Training (TVET), which are important elements that will help weather the Industrial Revolution 4.0 and drive the National Transformation 2050 (TN50).

Industrial Revolution 4.0 is the meeting point of technology between the physical and virtual world.

This revolution has also raised concerns that human labour might soon be replaced by technology.

According to a World Economic Forum report, 5.1 million jobs will be lost due to disruption in the job market.

Job opportunities in the white collar sector at offices will decrease and be replaced with computers.

However, this will actually increase job opportunities in areas such as computing, architecture, engineering and technology.

Come 2020, 60% out of the 1.5 million jobs would require skilled workers.

As such, the TVET empowerment will be focused on helping to sustain the needs of the job market, which will require an even more highly skilled workforce.

In line with the government's plan to develop and strengthen TVET to ensure Malaysia is able to produce highly skilled workers, the government, through Budget 2017, has allocated a total of RM4.6bil to focus on TVET institutions.

To meet the Industrial Revolution 4.0, one must also be willing to take on other roles apart from carrying out their existing duties.

Lifelong education and skill

strengthening is the key to surviving in the current and future employment landscape.

Today, one's ability to change and progress no longer depend solely on his field of work.

Instead, with technology, anyone can make a change and innovate.

Based on that premise, technologists play an important role in innovation.

Recognition of technologists and technicians as well as highly skilled workers will encourage them to be more innovative and productive in planning and driving TN50 for generations to come.

MBOT, launched by Science, Technology and Innovation Minister Datuk Seri Wilfred Madius Tangau on Nov 17 last year, has opened membership registration for technologists and technicians in two entry level categories – Graduate Technologist or Bachelor degree holders in Technology and Qualified Technician for diploma and skill certificate holders.

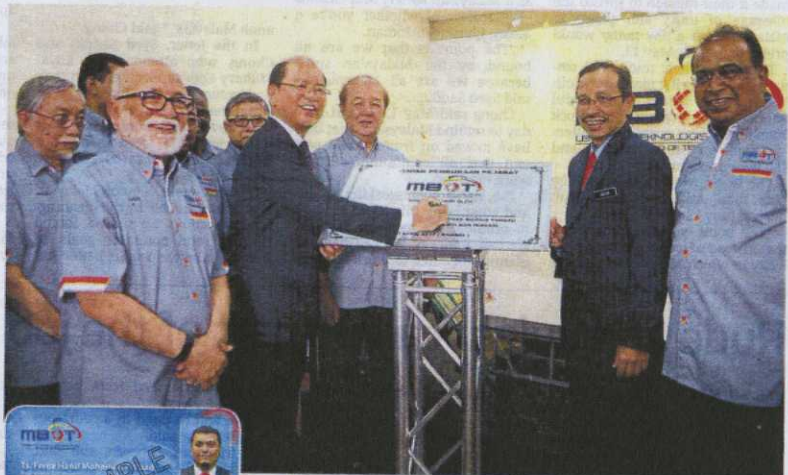
Technologists and technicians who register with MBOT will have the opportunity to be recognised as a Professional Technologist or Certified Technician according to their expertise. Up till April 26, a total of 2,158 members were registered through the MBOT online system.

In mutual agreement

On April 13, MBOT signed a Memorandum of Understanding (MoU) with Touch 'n Go to supply MBOT membership cards with Touch 'n Go features to 250,000 future MBOT members.

The MoU signing between MBOT president Tan Sri Dr Ts. Ahmad Zaidée Laidin and Touch 'n Go Sdn Bhd chairman Datuk Zainal Abidin Puthi was witnessed by Madius at MBOT's new office at Ayer@8 in Putrajaya.

Also present at the event was Science, Technology and Innovation secretary-general Datuk Seri Dr Mohd Azhar Yahaya.



Madius completes the ceremony by signing the plaque to commemorate the opening of the MBOT office, witnessed by Mohd Azhar (second from right), Ts. Ahmad Zaidée (front, left) and MBOT board members. (Inset) A sample of the MBOT member card with Touch 'n Go features.

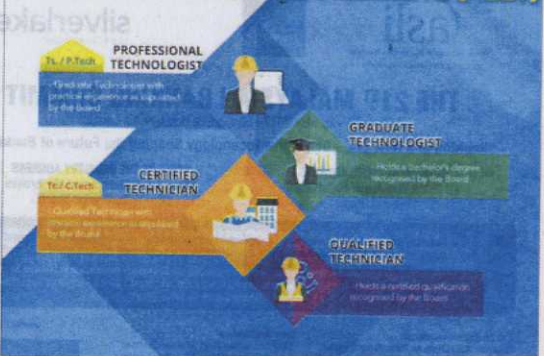
The MBOT membership cards with Touch 'n Go features offer value-added services to members in addition to the latest technology and user-friendly electronic transaction features.

The Touch 'n Go card can be used for payment transactions at toll plazas, public transports and commercial premises with Touch 'n Go terminals.

Graduates with certificate, diploma bachelor's degree in technology and technical fields are eligible to apply as a Graduate Technologist or Qualified Technician, and later, they can earn the title of Professional Technologist (Ts. or P.Tech) and Certified Technician (Tc. or C. Tech).

For details and membership registration, log on to www.mbot.org.my or email info@mbot.org.my or call 03-8800 (MBOT) 6268.

MEMBERSHIP REGISTRATION IS OPEN MALAYSIA BOARD OF TECHNOLOGISTS (MBOT)



Ts. Ahmad Zaidée (second from left) and Zainal (third from right) seals the deal on the MoU signing ceremony between MBOT and Touch 'n Go. Witnessing the event were Madius (third from left), Mohd Azhar (second from right), Touch 'n Go chief executive officer Syahrudin Samsudin (right) and MBOT registrar, Ts. Nazrol Marzuki (left).



Madius (seated), Azhar (fifth from left) with MBOT board members and Touch 'n Go Sdn Bhd senior management members during their visit to the MBOT office at Ayer@8 in Putrajaya.



阿布峇卡（前排左五起）出席国际网络研讨会，并与马琳康雅交流，前排左四为陈燕振。

大马物联网具发展潜能 科艺部将逐步整合数位资讯

（吉隆坡 14 日讯）科学、工艺及革新部副部长拿督阿布峇卡博士表示，物联网将现实世界数位化，在未来具有广阔的市场，有关领域在我国正逐渐扩张。

他说，物联网的应用范围十分广泛，主要包括运输与物流领域、健康医疗领域范围、智慧环境（家庭、办公、工厂）领域、个人及社会领域等。

“由于物联网具有十分广阔的市场和应用前景，科艺部将积极跟进及发展物联网技术，并逐步将我国的数位资讯统一整合。”

他日前在世界工程组织联盟举办的国际网络研讨会上，致词时这样说。

马来西亚工程师学会成员阿布法塔主讲区块链技术的概念与前景时表示，此科技能安全

地储存交易数据，避免信息受到伪造和篡改。

“此科技可以降低经济成本及重新定义互联网时代的产权制度，目前它看起来像是离我们遥远的‘黑科技’，但在多年以后它或将颠覆金融市场，甚至整个社会的构建方式。”

此外，马来西亚科技与创新南南合作国际中心理事会主席拿督李怡章致词时表示，他非常注重年轻人在科技网络的创新发展及贡献。

其他主讲者包括精明世界通讯生意组组长斯里尼瓦山、印度全国软件与服务公司联合会（NASSCOM）成员山杰、世界设备总裁谢福成及印度资讯科技企业总裁加敏。

超过 200 位国内外科技专家出席此次研讨会，该会加强大马工程师与世界的交流与合

作，促成未来更多的友好项目合作。

出席者包括世界工程组织联盟准会长马琳康雅、执行副会长彼德博士、资讯与通讯组副会长拉托、印度工程师学会会长那温、马来西亚工程师学会会长陈燕振、副会长王震伦与伊利斯及理事严崇上。

Humans weakest link, say cyber authorities

KUALA LUMPUR — Cyber authorities here are bracing for another possible ransomware attack following global chaos over the weekend.

Teams from various agencies including the Malaysian Communication and Multimedia Commission and CyberSecurity Malaysia had been working around the clock over the weekend to ensure the country would not join the "hit list" of 150 nations.

"But humans are the weakest link," an insider in the thick of the operations here told *Malay Mail*.

"We are afraid people will continue clicking on links or opening emails that will allow the virus to hit us here. This despite the numerous advisories by the many agencies in recent times."

The insider said many still fell prey to online scams despite the repeated reminders by the authorities.

"Banks constantly remind their customers ... even such reminders are seen at their Automated Teller Machines (ATM). Yet, we still see so many victims of online fraud," he said.

The insider said it was also important for individuals and corporations to constantly update their software and computer security settings.

"That too is often taken for granted. Many install anti-virus software but do not upgrade them. That makes them vulnerable to attacks as well."

It was reported 70 per cent of ATMs in India were vulnerable to cyber attacks as

they used "outdated Windows XP".

He said government agencies had stepped up security as "multiple waves of attack were expected".

"In terms of preparedness, we are ready. It's not a one agency thing ... multiple agencies are working together. This shows the seriousness of the agencies in dealing with the threat," he said.

UK security researcher MalwareTech, who helped limit the online intrusion that hit 99 nations since Friday, predicted another attack today.

Hailed an "accidental hero" after registering a domain name to track the spread of the virus which ended up halting it, the 22-year-old told BBC: "We have stopped this one, but there will be another one coming and it will not be stoppable by us."

"So there's a good chance they are going to do it ... quite likely on Monday morning."

MalwareTech tweeted: "Version 1 of WannaCrypt was stoppable but version 2.0 will likely remove the flaw. You're only safe if you patch ASAP."

More businesses were likely to get hit today, Singapore-based security researcher Christian Karam told Reuters.

"Expect to hear a lot more about this when users are back in their offices and might fall for phishing emails."

Several other nations in the region were attacked over the weekend. They include:

Indonesia

- At least two major hospitals — Dharmais Hospital and Harapan Kita

Hospital in Jakarta — hit. Communication and Information Minister Rudiantara urged companies to update their security as the data hostage was likely to cause more havoc when offices reopen for business today.

Vietnam

- Bkav Anti Malware, a leading antivirus software company, said dozens of people had reported infections.

Singapore

- Company that supplies digital signage was rushing to fix its systems after a technician's error had led to 12 kiosks being infected in two of the island's malls.

China

- Secondary schools and universities were hit. The republic did not say how many schools were hit or identify them.

Thailand

- Mentioned as one of 99 nations attacked by malware but details of businesses or institutions affected remain unknown. The Digital Economy and Society Ministry, however, said it had received no reports of the WannaCrypt attacks so far.

VIRTUAL DISASTER

'BE WARY OF CYBERATTACK'

Exercise caution when using emails and browsing websites due to 'ransomware' assault, warn experts

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MALAYSIANS have been urged to take precautionary measures following the global "ransomware" cyberattack that hit nearly 100 countries since Saturday.

Cybersecurity experts yesterday advised Internet users to exercise caution when opening emails from unknown senders and when browsing unfamiliar websites.

Universiti Kebangsaan Malaysia (UKM) Cyber Security Unit head Professor Dr Zarina Shukur, however, said Malaysia was currently "safe" from the cyberattack.

"Safe means no serious cases reported. Most agencies in the government sector have already implemented the Information Security Management Systems (ISMS).

"The disaster recovery plan is one of the elements in ISMS.

"However, we will see whether there are cases reported tomorrow (today)," she said yesterday.

Zarina also warned the public against downloading files or applications from unfamiliar websites.

She said Internet users and system administrators should report any suspicious activity to **Cyber Security Malaysia** or the Malaysia Communications and Multimedia Commission (MCMC).

The cyberattack, which began on Saturday, has spread malicious software around the world, shutting down networks

at hospitals, banks and government agencies.

UKM Information Technology Centre deputy director Dr Mohd Rosmadi Mokhtar said although no cases were reported, Malaysia was still vulnerable to attacks.

"All users must update their antivirus software, ensure all hosts have enabled endpoint anti-malware and keep multiple backups (of important files) in their external hard drives or cloud storage.

"Also, do not click on unsolicited web links in emails," he said yesterday.

On Saturday, Cyber Security Malaysia issued an alert after about 100 nations were hit by the ransomware attack.

Ransomware is a type of malicious software that takes over a computer and prevents users from accessing data on the computer until a certain amount has been paid.

The software infects computers through links or attachments in malicious messages known as phishing emails. It is usually hidden within the links or attachments in emails.

When a user clicks on the links, his computer will be infected and the software takes over. It encrypts data using an encryption key, which only the hacker knows. A certain amount of ransom needs to be paid to ensure the data is not lost.

In most cases, ransoms of between US\$300 (RM1,300) and US\$500 are demanded, and sometimes the price can be doubled.

ADVANCING WITH TECHNOLOGY

SMEs should leverage existing networks for research and development

INVESTMENTS into science and innovation have become essential as industries rely more and more on the advancement in technologies to improve productivity and efficiency.

Sirim Bhd president and group chief executive Prof Ahmad Fadzil Mohamad Hanj has urged businesses, particularly small- and medium-sized enterprises (SMEs), to tap into its network to leverage its research work and technology development as the country moves towards the implementation of Industry 4.0.

"Sirim is now a strong group with six subsidiaries. Our activities are streamlined to better support initiatives to increase innovation, R&D and commercialisation among SMEs.

"As the leading research and technology organisation in Malaysia, we are proud to impart our knowledge in varied sectors as seen in Sirim's core activities which are focused on research and technology development, standards and quality which includes certification, testing and inspection, training and consultancy and technology transfer," he says.

Sirim recently carried out a technology audit on 360 SMEs and has found that most of these companies were still at the Industry 2.0 level. The company has since introduced new processes, technology and products to about 60-70 of these companies to help them move forward.

"Sirim works as the bridge

between R&D and the industry," he adds.

Ahmad Fadzil was addressing some 200 participants at the recent "Exploring technology and innovation with Global Research Alliance (GRA)" forum where SMEs, trade organisations, academicians and government officials were exposed to opportunities in the GRA member countries as well as technology and innovative models that are available to increase the effectiveness of future approaches to SME development in Malaysia.

GRA is an international network formed in 2000, of seven applied research organisations that work to promote the application of science and technology to solve issues facing developing countries.

The half-day session was organised by Sirim and officiated by Science, Technology and Innovation Deputy Minister Datuk Wira Dr Abu Bakar Mohamad Diah.

Fraunhofer-Gesellschaft executive vice-president of finance, controlling and information systems Prof Alfred Gossner, a panellist at the forum, advises emerging countries to "invest cleverly in science" amidst a cut in government spending across countries.

"You need not have to cover every area in the full value chain. Countries might have specialised fields. Emerging markets should invest in converting basic science into practical science for the public.

"It is expensive because there is



Fruitful discussion: (from left) Gossner, Danish Technological Institute president and CEO Soren Stjernqvist, Ahmad Fadzil, Mashelkar, VTT Technical Research Centre of Finland Ltd manager of international relations Jari Uotila, Council of Scientific and Industrial Research principal scientist, international S&T affairs directorate Dr Anuradha Madhukar and Commonwealth Scientific and Industrial Research Organisation general manager of commercial governance Laurence Street shared their thoughts at the forum.

no certainty that every research project will pan out. But you should do research with companies that are close to the markets so that you don't lose relevance and the opportunities available," he says.

Gossner cited Fraunhofer's own research into mp3 in the 1990s as an example.

"We never planned for it to be what it is today. We were just looking to condense data because bandwidth was scarce and storage was expensive. But because of that technology, we have the success of the mp3," he says.

GRA president Dr Ramesh Mashelkar concurred that invest-

ing into innovation and technology was no longer an option for businesses to be sustainable.

Nonetheless, Mashelkar noted that innovation was not merely in products and services but should be applied to other fields such as policymaking, education and financing to cultivate an ecosystem that truly encourages innovation and investment in science and technology for the future.

Meanwhile, Abu Bakar reminded SMEs that there are various funds and grants that are provided by the Government and he encouraged businesses to fully utilise them to innovate their busi-

nesses.

"Digital technology has ultimately changed the industrial and manufacturing world. The convergence of the Internet of Things (IoT), Artificial Intelligence and robots, has enabled smart factories and provide the quantum leap into Industry 4.0.

"As Malaysia braces for her own transformation in manufacturing, various ministries and agencies are paving the way to establish a foundation that will push the nation toward a technology-driven economy based on the progressive ideals of Industry 4.0," says Abu Bakar.

Awasi produk tidak selamat

Kandungan
bahan
terlarang,
bahaya bawa
mudarat

Hari ini, sudah menjadi trend untuk wanita memilih produk yang dapat memberi kesan seawal tiga hari atau seminggu.

Ketaasuban wanita itu mendorong mereka memilih apa saja produk kecantikan dan kosmetik yang menjanjikan kesan awal, berbanding produk selamat dan memakan masa lebih lama untuk menampilkan hasil pada kulit.

Bagaimanapun, kebanyakan produk 'cepat kesan' ini dikuatiri tidak berdaftar dengan Agensi Regulatori Farmasi Negara (NPRA) di bawah Kementerian Kesihatan Malaysia, (KKM) lantas memberi risiko kepada pengguna produk.

Biasanya, ia tidak mematuhi keselamatan produk, termasuk menggunakan kandungan bahan terlarang seperti *hydroquinone*, mikrobiologi, merkuri dan streoid. Semua itu bahan larangan dalam kosmetik kerana tidak selamat atau had penggunaan secara berlebihan.

Beli ikut trend

Pengurus Besar, Pusat Kajian Industri Bioteknologi, Dr Ahmad Hazri Ab Rashid berkata, tiga produk popular yang dikaitkan dengan trend kecantikan wanita hari ini adalah pemutihan atau pencerahan kulit, antipenuaan dan krim tabir suria.

"Kelulusan produk adalah daripada NPRA dan bukan SIRIM. Berdasarkan daripada maklumat dari laman web berkenaan, produk paling tinggi tidak diluluskan adalah produk pencerahan kulit. Bahan terlarang itu berkesan, misalnya seawal tiga hari anda dapat lihat kulit sudah putih, tetapi membahayakan kesihatan pengguna," katanya.

Beliau berkata, ramai wanita beranggapan dan sudah menetapkan di minda mereka, putih itu cantik sekali gus menyebabkan lonjakan permintaan atau kepenggunaan terhadap produk berkenaan.

"Produk yang tidak berisiko biasanya memberi kesan lambat, tetapi selamat. Tempoh masa diambil juga lebih lama dan melebihi empat minggu untuk menampilkan kesan produk pada kulit.

"Produk yang terlalu cepat menunjukkan kesan perubahan pada kulit sebenarnya bertindak membunuh sel luar kulit. Lama-kelamaan, sel baharu tidak boleh hidup dan sukar tumbuh kembali. Kulit pula menjadi kusam dan ada yang bertukar menjadi gelap," katanya.

Begitu juga produk antipenuaan, semakin digilai ramai. Pengguna dinasihatkan prihatin dengan kandungan produk bagi mengelakkan risiko kepada kulit wajah.

"Produk ini biasanya mengandungi bahan seperti steroid secara berlebihan. Berbeza dengan produk seperti pencuci wajah dan penyegar, biasanya bahan kandungan mengikut piawaian. Lagipun jenis produk ini tidak meresap secara mendalam seperti produk antipenuaan, pencerahan mahupun pelindung tabir," katanya.

Jangan terburu-buru beli

Dr Ahmad Hazri berkata, pengguna produk seharusnya membaca, meneliti dan memahami label pada produk kosmetik sebelum membelinya.

"Kelulusan produk kosmetik adalah menurut piawaian NPRA dan tertakluk kepada keselamatan produk iaitu bebas daripada logam berat dan mikrobiologi, iaitu tidak boleh menggunakan bahan mentah terlarang di dalam pembuatan produk kosmetik," katanya.

Beliau berkata, di SIRIM, kriteria keselamatan produk adalah merujuk piawaian NPRA dan tertakluk akta pelabelan produk serta akta timbang dan sukat.

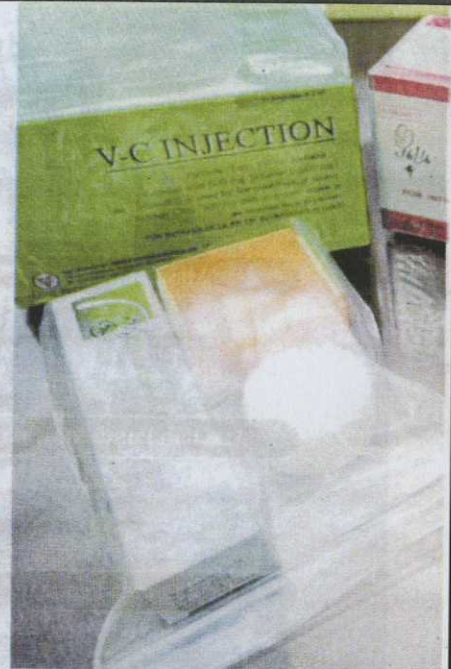
"Kriteria kelulusan produk bukan saja memastikan kandungan bahan selamat dan terkawal, tetapi turut



Produk yang terlalu cepat menunjukkan kesan perubahan pada kulit sebenarnya bertindak membunuh sel luar kulit. Lama-kelamaan, sel baharu tidak boleh hidup dan sukar tumbuh kembali. Kulit pula menjadi kusam dan ada yang bertukar menjadi gelap"

Dr Ahmad Hazri
Ab Rashid,
Pengurus Besar,
Pusat Kajian Industri
Bioteknologi

Dr Ahmad Hazri
memantau proses
ujikaji produk dilakukan
di makmal SIRIM.



info

SIRIM

Pembabitan

SIRIM dalam bidang penyelidikan kosmetik bermula sejak 1990.

Menawarkan usahawan

khidmat nasihat dan latihan berkaitan pembangunan produk kosmetik latihan termasuk bengkel pembuatan produk itu.

Mengenakan yuran

perolehan dengan harga berpatutan bagi untuk teknologi produk disyorkan.

SIRIM mempunyai

kilang kosmetik bertaraf Amalan Pengilang Yang Baik (GMP) dan halal yang boleh digunakan usahawan untuk mengeluarkan produk sebelum mampu membuka kilang sendiri.

SAMBUNGAN...
BERITA HARIAN (AURA) : MUKA SURAT 35
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Sebahagian produk kosmetik yang tidak mendapat kelulusan KKM.



perlu mematuhi Peraturan Asian Cosmetic Directive yang mana label produk perlu tepat. Misalnya, bagi produk pigmentasi, ia tidak boleh dilabel sebagai produk yang mampu menghilangkan jerawat tetapi dilabel sebagai produk mengurangkan pigmentasi. "Sama juga dengan Akta timbang dan sukat. Berat perlu tepat supaya pengguna tidak tertipu dengan isi kandungan produk," katanya.

SIRIM tentukan keselamatan produk
 Beliau menegaskan, SIRIM bukan badan yang dipertanggungjawabkan memantau produk kosmetik di pasaran negara ini sama ada ia tiruan atau tidak. "SIRIM berperanan membantu menentukan keselamatan produk menerusi ujian seperti logam berat, ujian barang terlarang dan ujian kerengsaan mata dan kulit terhadap produk kosmetik jika diperlukan. "Penghantaran produk

kepada kami tidak wajib. Ia inisiatif pemilik produk untuk menghantarnya untuk ujian keselamatan," katanya.

Untuk kelulusan produk kosmetik, ia di bawah kelulusan NPRA. "SIRIM hanya menjalankan ujian kestabilan dan keselamatan produk kosmetik dan pada masa sama, menerima produk kosmetik luar yang ingin membuat ujian berkenaan mengikut keperluan.

"Perlu dijelaskan produk kosmetik bukan seperti barangan elektrik yang perlu mendapat kelulusan SIRIM," katanya.

Beliau berkata, NPRA di bawah KKM, sudah menyediakan garis panduan kandungan bahan mentah berisiko tinggi dan had penggunaannya.

"Jika ada aduan daripada pengguna berkenaan produk kosmetik yang memudaratkan kulit, mereka akan menjalankan siasatan dan mengambil tindakan sewajarnya," katanya.

Kosmetik pemutihan, antipenuaan paling laris

Produk memutihkan kulit dan antipenuaan, menduduki senarai tertinggi daripada lebih 100 produk kecantikan yang mendaftar dengan agensi Regulatori Farmasi Negara (NPRA), di bawah Kementerian Kesihatan bagi memastikan produk itu selamat digunakan.

Ketua Program Kosmetik dan Produk Semula Jadi SIRIM, Sarifah Rejab berkata, produk terbabit mendapat permintaan tertinggi berbanding barangan penjagaan diri seperti pencuci muka, penyegar muka, krim pelembap, krim malam dan serum.

Katanya, turut disenaraikan laris di pasaran adalah produk penjagaan peribadi meliputi krim mandian, syampu dan losen, selain sambutan membe-rangsangkan untuk kosmetik gincu pelbagai warna hasil penyelidikan SIRIM.

Sarifah berkata, permintaan pengguna terhadap industri kecantikan terus kukuh, malah tidak terjejas meskipun dalam ekonomi gawat.

"Pengguna akan tetap menggunakan kosmetik dan produk penjagaan diri bagi menyerlahkan penampilan serta yakin dengan produk terbabit mampu melambatkan proses penuaan," katanya.

Fahami label

Bagaimanapun, Sarifah berkata, keghairahan mencantikan diri mene-

Pengguna produk yang bijak akan membaca, meneliti seterusnya memahami label yang tertulis pada sesuatu produk sebelum mengambil keputusan membelinya"

Sarifah Rejab,
Ketua Program Kosmetik dan Produk Semula Jadi SIRIM

rusi kosmetik, menjerat diri sekiranya tidak berhati-hati memilih lambakan produk itu di pasaran.

"Pengguna produk yang bijak akan membaca, meneliti seterusnya memahami label yang tertulis pada sesuatu produk sebelum mengambil keputusan membelinya," katanya.

Bagi mendapatkan maklumat mengenai sesuatu produk selamat, pengguna disyorkan memeriksa nombor notifikasi yang tertera pada setiap produk kosmetik yang berdaftar di laman sesawang, <http://nptra.gov.my>.

"Pengguna perlu peka dengan melakukan semakan senarai produk yang diarahkan ditarik semula penjualannya yang disenaraikan NPRA, malah ada menyediakan garis panduan untuk kandungan bahan mentah berisiko tinggi di samping had penggunaannya," katanya.

Untuk setiap aduan produk kosmetik di dakwa memudaratkan kesihatan kulit, siasatan lengkap akan dijalankan sebelum tindakan sewajarnya dikenakan ke atas pengeluar kosmetik tidak bertanggungjawab itu.

Jaminan halal

Mengenai produk kosmetik yang dibangunkan SIRIM, Sarifah berkata, Program Kosmetik dan Produk Semula jadi di bawah Pusat Penyelidikan Bioteknologi Perindustrian komited dalam memastikan setiap produk keluarannya berkualiti dan efektif untuk semua jenis kulit.

Sejak menceburi bidang penyelidikan kosmetik pada 1990, SIRIM sentiasa memberi keutamaan kepada penggunaan bahan selamat, halal, berkesan malah menjalani semua ujian kestabilan dan keselamatan seperti ditetapkan NPRA.

"Bahan aktif digunakan bagi semua produk kosmetik SIRIM diperoleh menerusi sumber tumbuhan dan bahan semula jadi yang tidak memudaratkan kulit," katanya.



Produk selamat dan halal ditentukan dengan menjalani ujian kestabilan dan keselamatan NPRA.

KERATAN AKHBAR
THE EDGE (NEWS) : MUKA SURAT PW6
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VENTURE CAPITAL IN ASIA

Although other major regions such as America and Europe have seen a decline in venture capital activity, Asia's total venture capital invested remained steady between 2015 and 2016, at just over US\$39 billion each year. According to the fourth quarter 2016 edition of Venture Pulse report, numerous mega deals early in the year buoyed total funding overall, then trailed off during the second half of the year, to just a single US\$500 million funding round in the fourth quarter of last year.

"Similar to venture capital investors in other regions around the world, investors in Asia have taken a more cautious approach to their investments this year. While investments are still being made, the due diligence and deal approval process is taking longer than it has historically."

The Jan 12 report, published by KPMG Enterprise, also says artificial intelligence and cognitive learning are expected to be very hot topics for the venture capital investment industry. Outsourcing, healthcare and education technologies are also seen as top priorities for

this industry.

Netrove Ventures Group founder and chairman Teh Kim Seng says venture capital in Asia has seen tremendous growth in the last five years, especially in China, which saw hundreds of billions of venture capital money flowing in. Countries like Indonesia and India are also seeing a big pick-up as some of the economic issues are being resolved.

"Venture capital in Malaysia has grown a lot and the landscape has changed a lot over the last decade. The set up of venture capital firms in the country is gaining pace. This is particularly owing to government-linked corporations such as Malaysia Venture Capital Management Bhd (Mavcap) and Ekuiti Nasional Bhd (Ekuinas) giving birth to outsourced programmes. They are setting up numerous funds to invest in the venture capital industry."

However, Teh points out that the litmus test for venture capital firms is 10 years. This means that although some of the funds, using the "spray and pray" strategy may see a few of their investments in portfolio companies pay off, it will

take 10 years to see if these firms can last until the end.

He says venture capital firms typically like high-growth industries, which are almost synonymous with the technology, media and telecommunications (TMT) sectors. There are also a few non-TMT areas these firms are interested in, such as healthcare and food and beverages. He personally thinks TMT is still the one that rakes in the highest return if investors know how to pick the right company and time to exit.

He observes that raising new venture capital money in the current market situation is difficult, whether for new venture capital funds or for entrepreneurs looking for additional investments.

"I think venture capital is a cyclical industry. Every three to five years, we will see a new investment or divestment cycle. In the last two years, there have been less exits and IPOs compared to the past three years, so investors are holding their cheques and being more cautious. They will get back in to invest when they see more positive market conditions," he adds.