KERATAN AKHBAR-AKHBAR TEMPATAN
TARIKH: 8 JUN 2017 (KHAMIS)

Bil	Tajuk	Akhbar
1.	Geran SUPERB bantu Naturel Kiss perluas perniagaan	Berita Harian
2.	NanoMalaysia eyes Rusnano tie-up	New Straits Times
3.	NanoMalaysia looks to establish nanotechnology investment platform	Bernama Online

KERATAN AKHBAR
BERITA HARIAN (IMPAK NTP) : MUKA SURAT 18
TARIKH : 8 JUN 2017 (KHAMIS)

Geran SUPERB bantu Naturel Kiss perluas perniagaan

[FOTO ZAIN AHMED/BH]

Siti Hamidah menunjukkan produk Naturel Kiss di premis She Empire di Bandar Baru Kangkar Pulai, Skudai.

➔ Pembiayaan diterima buka jalan produk kosmetik tembusi pasaran

Oleh Zuraidah Mohamed
zmohamed@bh.com.my

Johor Bahru

Beliau hampir menemui jalan buntu untuk memasarkan produk kosmetik berasaskan ekstrak Roselle, yang diciptanya menerusi penyelidikan dan pembangunan (R&D) hampir sedekad lalu di Universiti Teknologi Malaysia (UTM).

Biarpun protaip produk pertamanya, pelembab bibir di bawah jenama Naturel Kiss memenangi pelbagai anugerah, namun Prof Madya Dr Siti Hamidah Mohd Setapar, 39, berdepan kekangan kerana tidak mempunyai dana untuk memasarkan produknya.

"Kekangan dapat diatasi apabila idea perniagaan produk kosmetik bebas toksik saya memenangi geran Skim Permulaan Usahawan Bumiputera (SUPERB) di bawah Unit Peneraju Agenda Bumiputera (TERAJU) pada 2014.

program transformasi negara

NEGARAKU

Jadi penguat semangat

"Geran ini yang menjadi penguat semangat dan dorongan untuk saya menubuhkan syarikat, She Empire Sdn Bhd yang kini beroperasi di Bandar Baru Kangkar Pulai, Skudai selain digunakan bagi penjenamaan dan pemasaran," katanya ketika ditemui di sini.

Siti Hamidah yang juga Pengarah Urusan She Empire berkata, bimbingan dan khidmat nasihat oleh TERAJU menjadikan syarikatnya mempunyai visi dan matlamat lebih jelas bagi mengembangkan perniagaan itu.

Katanya, bermula daripada produk pelembab bibir, Naturel Kiss kini mempunyai rangkaian kosmetik terdiri daripada set penjagaan bibir, pemerah pipi, sabun wajah, pembersih mekap dan losyen.

"Bermula dari situ, syarikat juga mula mendapat kepercayaan daripada agensi kerajaan lain, termasuk pembiayaan pelesenan Amalan Baik Pengeluaran (GMP) dan Halal, dan pembelian alatan daripada Kementerian Sains, Teknologi dan Inovasi (MOSTI).

Mampu buka kilang

"Pembiayaan ini membolehkan kami membuka kilang pengeluaran yang dirancang bertempat di Kompleks Usahawan Teknologi (KUT) di Skudai pada awal tahun depan," katanya.

Siti Hamidah yang juga Pensyarah Kanan di Fakulti Kejuruteraan Kimia dan Tenaga UTM dan Felo Centre of Lipids Engineering and Applied Research (CLEAR) berkata, syarikat juga akan mengeluarkan produk secara OEM kepada peniaga kosmetik tempatan.

Beliau berkata, berdasarkan kajian dijalankan, ekstrak Roselle berpotensi besar bukan sahaja untuk digunakan sebagai bahan makanan tetapi dijadikan bahan asas produk kosmetik.

Info

She Empire Sdn Bhd

- **Ditubuhkan** pada September 2014
- **Penerima** geran SUPERB Teraju pada suku ketiga 2014
- **Memperoleh** status Syarikat Hiliran UTM pada Oktober 2016
- **Terdapat** hampir 100 pengedar dan ejen Naturel Kiss di seluruh negara
- **Syarikat** menyediakan perkhidmatan rawatan wajah dan badan untuk wanita

KERATAN AKHBAR
NEW STRAITS TIMES (BUSINESS) : MUKA SURAT B16
TARIKH : 8 JUN 2017 (KHAMIS)

TRADE VENTURE

NANOMALAYSIA EYES RUSNANO TIE-UP

Collaboration with Russian firm to create investment platform will help local products to penetrate European market

KUALA LUMPUR

NANOMALAYSIA Bhd plans to create an investment platform with Rusnano Capital LLC, Russia's largest technology investor, by year-end.

Rusnano is a joint stock company responsible for building competitive nanotechnology in Russia.

NanoMalaysia chief executive officer Dr Rezal Khairi Ahmad said the collaboration with Rusnano in setting up an investment platform for nanotechnology businesses would enable nanotechnology products manufactured in Malaysia to penetrate the European market.

"This partnership is also expected to be a catalyst for multilateral trade ventures between European and Asean countries," he said in a statement.

"NanoMalaysia's designated partner for this blueprint project may be Rusnano Capital."

The investment platform is to fund viable nanotechnology businesses with significant economic return potential, but the amount of funding has yet to be disclosed.

Rezal said the nanotechnology industry was forecast to create a more than US$1 trillion (RM4.27 trillion) global market by 2020.

"Hence, this investment platform would provide support for Malaysia's industries to become a global nanotechnology player," he added.

Bernama

NanoMalaysia chief executive officer Dr Rezal Khairi Ahmad

KERATAN AKHBAR
BERNAMA ONLINE (BUSINESS)
TARIKH : 8 JUN 2017 (KHAMIS)

BERNAMA

NANOMALAYSIA LOOKS TO ESTABLISH NANOTECHNOLOGY INVESTMENT PLATFORM

NANOMALAYSIA®

KUALA LUMPUR, June 7 (Bernama) -- **NanoMalaysia Bhd** plans to create an investment platform with Russia's largest technology investor, Rusnano Capital LLC, by year-end.

Rusnano is Russia's joint stock company, responsible for building competitive nanotechnology in the country by using the capacities of Russian science and transfer of advanced foreign technologies.

NanoMalaysia Chief Executive Officer Dr Rezal Khairi Ahmad said through the collaboration with the Russian company in setting up an investment platform for nanotechnology businesses, Malaysia's manufactured nanotechnology products will be able to penetrate the European market.

"This partnership is also expected to be the catalyst for multilateral trade between European and ASEAN countries. NanoMalaysia's designated partner for this blueprint project may be Rusnano Capital," he said in a statement.

The investment platform is to fund viable nanotechnology businesses with significant

economic returns potential, but the amount of funding has yet to be disclosed.

Rezal said the Nanotechnology industry is forecast to create a more than US$1 trillion global market by 2020.

"Hence, this investment platform will provide support to Malaysia's industries to be the global player of nanotechnology," he added.

-- BERNAMA

http://www.bernama.com/bernama/v8/bu/newsbusiness.php?id=1362475