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### **Technology Park Malaysia Partners With Dubai's Ztartup Village**

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Technology Park Malaysia Corporation Sdn Bhd (TPM) makes its opening week debut for Malaysia Pavilion's programmes at Expo 2020 Dubai by entering into a collaboration with Dubai's first private multi-sector technology business incubator, Ztartup Village to promote entrepreneurial development and boost start-up activities within the technology intensive sectors. TPM and Ztartup will offer soft landing and co-incubation programmes that focus on 4th Generation Incubation, Co-incubation, Early Adopter/Open Innomart and Stargazer Mentoring.

The Memorandum of Understanding (MOU) exchange ceremony was done between Amiruddin Abdul Shukor, who represented Dzuleira Abu Bakar, Group CEO of TPM and John Francis, CEO of Ztartup Village. The exchange was witnessed by the Ambassador of Malaysia to the United Arab Emirates (UAE) His Excellency Mohd Tarid Sufian and Ztartup Village Founder, Shaffi Mather at the Malaysian Pavilion.

"We are honored to have Ztartup on board as our co-incubation partner as this alliance will provide a platform for us to explore greater opportunities for global commercialisation collaboration, foster closer partnerships and networks to scale-up entrepreneurs' growth. Participants can expect to establish a network for collaboration between nations, organisations, innovators and fellow startups via shared global

commercialisation challenges. Start-ups will now be able to have better access to the best support from both entities", said Dzuleira.

In its 25 years, TPM has contributed tremendously to Malaysia's nation building, in particular to the development of the technology start-up ecosystem. It is the first 4th generation incubator service provider in Malaysia, and provides tech infrastructure to budding technopreneurs. It also provides specialised advisory in a comprehensive and integrated technopreneurship development programme.

TPM is currently in talks to build an artificial intelligence (AI) Park offering an integrated AI ecosystem for development and commercial purposes. The park is envisioned to serve as the platform for the development of AI solutions in areas of computer vision, speech recognition, natural language and human/robot. Ultimately, the park will enable the development of technology and talent, data management, R&D and commercial ecosystem which could assist the Malaysian government to address the data ecosystem and AI governance.

"We welcome ideas, potential collaborators and investors to build Malaysia's first iconic AI park. A designated 300 acres of land in a prime area of Kuala Lumpur has been identified for the site with a total investment of more than RM1billion (USD0.24 billion) over the next 4 years. There is a huge opportunity for AI to flourish in Malaysia. The country is one of the most promising spaces for innovation, and the government has truly invested in the idea that AI is among the key to the nation's growth in the near and long-term future", she added.

"Start-ups from both sides can establish their presence in Malaysia as a gateway to access ASEAN's marketplace and the UAE market. The network with TPM will offer participating companies a duration of one year of business exploration, specialised assistance and the use of integrated shared facilities on a pro bono basis," said John.

"Participants will also enjoy access to high-value facilitation services such as market access, capital, technology and expert advisory, partnership and networking, and business advisory customised to their specific local business needs", he added.

Promoting "Commercialization – From Lab to International" theme, the first week programme of the world class expo will be featuring delegation of Malaysian start-ups, innovators, accelerators and export-ready enterprises involve in transnational business-matching sessions, product presentations, pocket talks, technology demonstrations and business agreement exchanges. Among the targeted industry sectors are IoT, ICT, healthcare and medical technology, F&B, agriculture and cosmetics. During the first week event, TPM is also invited to speak at a masterclass session entitled "Involvement of the Malaysian Government in the Innovation and Commercialisation Landscape", at the Malaysian International Tech Summit 2021, held in conjunction with the expo on 5th October at Address Dubai Marina.

TPM has established collaboration with 39 partners in 13 countries for co-incubation programmes, spawning homegrown technology companies while international collaborators are poised to expand their growth in the Malaysian market. Start-ups and technopreneurs are welcome to connect with TPM representatives at the expo to inquire about the co-incubation programme or to discuss potential collaboration activities. Alternatively, all inquiries can be directed to [info@tpm.com.my](mailto:info@tpm.com.my).

Also happening at the Malaysia Pavilion on the same day is an MOU exchange between budding Malaysian tech start-up, De TMax Engineering Sdn Bhd and ADV Fusionex Sdn Bhd. De TMax specialises in Unmanned Aerial Vehicles (UAV) solutions, thermal and ultrasound technology which include NDT inspection, training

and consultancy services. ADV Fusionex is an US-based company providing consultancy services, education & training, commercialization of e-Commerce, Big Data Analytics and Blockchain. Their collaboration is on advisory services, technology transfer and training to broaden their respective customer base. They are represented by Rehanfairuz Mohd Jamil, Founder of De TMax Engineering and Zainal Abidin Mohd Jais, ADV Fusionex Program Director

In addition to the above collaboration, the alliance of AM Zaideen Ventures with Purely B is on strategic R&D of products for commercialization in the areas of herbal extraction technologies of selected favoured herbs. AM Zaideen Ventures is an R&D, consultant and service provider in the areas of herbal extraction technology, and distributor for HALEA Skincare. Meanwhile, Purely B is an established brand as consultant of healthcare and wellness therapist, and distributor of botanical products. They are represented by Dr. Mariam Firdhaus Mad Nordin, Director of AM Zaideen Ventures and YM Raja Jesrina Azlina Raja Arshad, CEO & Co-Founder, Purely B.

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