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"Empowering innovation, sustainability & industrial excellence - together shaping a greener, smarter future."



The meeting focused on sustainable manufacturing, advanced automotive technologies, and eco-friendly solutions. The PPUM Alliance aims to drive R&D to boost local industries and enhance manufacturing capabilities. UM will provide academic research, while Proton and PMI will contribute industrial expertise to develop practical solutions, ensuring alignment with environmental standards.



Powering Innovation & Sustainability: UM, Proton & Press Metal International Form PPUM Alliance

by Tan Chou Yong

On January 6, 2025, Universiti Malaya (UM), Proton Holdings Berhad, and Press Metal International (PMI) gathered for a pivotal meeting to discuss the formation of the PPUM Alliance, a strategic partnership aimed at advancing research, innovation, and sustainability across Malaysia's industrial and technological sectors. This collaboration brings together the strengths of academia and industry, ensuring a future of groundbreaking solutions that contribute to both economic growth and environmental sustainability.

The meeting was attended by key figures from all three parties, including Professor Ir. Dr. Tan Chou Yong, Director of *Pusat Perhubungan Industri* at UM, Mr. Lim Heng Kam, Executive Director of PMI, and Zhu Xiangrong, Deputy Chief Technical Officer of Proton. Their collective expertise set the stage for a dynamic partnership focused on driving technological innovation and addressing global sustainability challenges.

“ Together shaping a greener, smarter future. ”

Collaborating for Safer Roads: UM and IATSS Forum Japan National Committee Malaysia Discuss Leadership & Community Initiatives

by Tan Chou Yong



On January 7, 2025, Universiti Malaya (UM) held a significant meeting with the International Association of Traffic and Safety Sciences (IATSS) Forum Japan National Committee Malaysia to discuss collaborative initiatives focused on nurturing leadership and raising awareness about traffic safety in Malaysia. The discussions centered on developing community-driven activities and educational programs to promote road safety and reduce traffic-related accidents in the country.

UM was represented by Professor Ir. Dr. Tan Chou Yong, Director of *Pusat Perhubungan Industri* and Ir. Ts. Dr. Yuen Choon Wah, Head of the Centre for Transportation Research, Faculty of Engineering. The IATSS delegation was led by Dato' Zuraidah Atan, Chairman of the IATSS Forum Japan National Committee Malaysia, and Zain Azrai Dato' Zaaba, President of the IATSS Forum Japan Alumni Association (MIFA). Their combined expertise provided valuable insights into addressing the challenges of traffic safety through effective leadership and community engagement.

The meeting emphasized the need for leadership development programs aimed at empowering youth and community leaders to take active roles in promoting road safety. Both UM and IATSS are committed to creating initiatives that will raise awareness and encourage proactive actions to improve road safety in Malaysia. These initiatives will include educational outreach, community services, and the development of traffic safety leadership programs.



by Tan Chou Yong

UM Engages in Intellectual Dialogue at Forum Ilmuwan Malaysia Madani Series 4

Universiti Malaya (UM) proudly participated in the Forum Ilmuwan Malaysia Madani (FIM) Series 4, held on January 10, 2025, at EQ Kuala Lumpur. The event was graced by Y.A.B. Dato' Seri Anwar Ibrahim, the Prime Minister of Malaysia, who led an insightful dialogue with prominent intellectuals and leaders from diverse backgrounds.

UM's distinguished delegation, led by Vice-Chancellor Professor Dato' Seri Ir. Dr. Noor Azuan Abu Osman, included Professor Ir. Dr. Ramesh Singh Kuldip Singh, Deputy Vice-Chancellor (Development), Professor Ir. Dr. Kaharudin Dimiyati, Deputy Vice-Chancellor (Research and Innovation), and Professor Ir. Dr. Tan Chou Yong, Director of Pusat Perhubungan Industri. Together, they contributed to meaningful discussions on Malaysia's future challenges and strategies for progress.



“Empowering minds, advancing innovation, shaping Malaysia’s future.”



One of the central topics addressed during the forum was the pressing issue of financial banking challenges. Experts discussed the evolving landscape of the financial sector, particularly in the context of digital banking, financial inclusivity, and regulatory frameworks. Key concerns highlighted were the increasing need for stronger risk management practices, cybersecurity in the digital banking space, and the role of banks in supporting sustainable development goals. Discussions also explored strategies for overcoming barriers to financial access, especially for underserved communities, while ensuring stability in the banking system amid global economic uncertainties. UM's participation in these critical conversations further underscores its role as a thought leader, actively contributing to shaping the future of Malaysia's financial and economic systems.

“Stay tuned for more updates on this exciting project.”

Exciting Innovation at The TalentCorp MyNext Program: SuaraDUIT by Our Brilliant Students

by Md Khairul Azwan

On January 14, 2025, the Universiti Malaya (UM) was invited to the MyNext Innovate Demo Day at MRANTI Park. We are thrilled to announce that our talented students, Chia Jia Sheng, Adam Razali, and Daniel Leong Yi Heng from the Bachelor of Computer Science (Artificial Intelligence) at the Faculty of Computer Science & Information Technology, have successfully joined the TalentCorp MyNext Program, a prestigious initiative by TalentCorp Malaysia, Cradle Fund and Beyond4 Tech aimed at empowering fresh graduates and young professionals in Malaysia to thrive in today's competitive workforce.

As part of their participation, the trio is showcasing their ground-breaking product, SuaraDUIT, an AI-powered chatbot designed to tackle a pressing issue in the banking sector. SuaraDUIT is a financial management tool that assists bank management by providing data-driven insights, personalized financial advice, and optimized portfolio recommendations based on real-time data and risk parameters.

This initiative highlights our students' innovation and aligns with TalentCorp's goal to bridge the talent gap and foster the development of a highly skilled workforce. SuaraDUIT's potential to revolutionize the financial sector by helping banks manage risk and improve their operations is an exciting step forward for the students and the industry.

We are incredibly proud of their hard work and dedication to creating solutions. Their participation in the MyNext Program further underscores their commitment to contributing to Malaysia's growth as a global talent hub.

We look forward to seeing more of their success as they continue developing and refining innovative solutions, driving meaningful change, and positively impacting industries.



“Stay tuned for more updates on this exciting project.”



Universiti Malaya & Infinecs Systems Sdn. Bhd. Strengthen Partnership in Industry 4.0 Innovation

by Tan Chou Yong

The highly anticipated Memorandum of Agreement (MoA) signing ceremony between Universiti Malaya (UM) and Infinecs Systems Sdn. Bhd. took place on 20th January 2025 at UM's Faculty of Engineering. The event marked the beginning of a strategic collaboration aimed at advancing research, development, and innovation in the critical areas of Industry 4.0, with a focus on technology-driven solutions in various sectors.

The event was graced by distinguished guests from both organizations, reflecting the importance of this partnership. From Infinecs, Mr. Kalai Selvan Subramaniam (CEO), Mr. Tan Yar Loon (Director, Strategy), Dr. Tan Gim Heng (Fellow & Analog Design Architect), Dr. Lim Chee Cheow (Engineer) and Ms. Punitha Muniandy (Lead of Talent Acquisition) were in attendance. Representing UM, the ceremony was attended by Professor Ir. Dr. Kaharudin Dimyati (Deputy Vice-Chancellor, Research & Innovation), Professor Ir. Dr. Nik Nazri Nik Ghazali (Dean, Faculty of Engineering), Professor Ir. Dr. Tan Chou Yong (Director, Pusat Perhubungan Industri) and Professor Ir. Dr. Harikrishnan Ramiah (Director, Centre for Research in Industry 4.0).

The event featured talks on collaboration and a technical session, focusing on IoT, automotive, healthcare, renewable energy, and industrial sectors. The partnership aims to boost R&D, support IR4.0 innovations, and provide consultation for high-tech investments.



“Innovating together for a smarter, more connected future.”

“Empowering the next generation through collaboration & innovation.”

Empowering Future Talent: UM & CelcomDigi Collaborate on Student Development & Career Opportunities

by Md Khairul Azwan

On January 28, 2025, a fruitful meeting occurred at the Jupiter Meeting Room, Level 4, KPPI Building, Universiti Malaya (UM). This gathering brought together representatives from the CelcomDigi HR Department and various departments from UM, including Pusat Perhubungan Industri, Centre of Entrepreneurship and Student Development (CESD), Centre for Integral Learning (CITRA), and Graduate Employability and Career Centre (GECC).

The discussion focused on key initiatives to strengthen collaboration between the two organizations, emphasizing student development, graduate employment, and internship opportunities. The meeting explored various strategies to enhance students' skills and employability, ensuring that they are well-prepared for the challenges of the modern workforce. Additionally, both parties engaged in productive dialogue about improving pathways for graduates to secure meaningful employment while also expanding opportunities for internships that offer valuable hands-on experience.

This initiative marks a significant step towards creating more opportunities for students and graduates at UM, providing them with the tools and experiences needed to succeed in their careers. The partnership between CelcomDigi and UM fosters growth and innovation, setting the stage for future collaborations to advance student and graduate outcomes.



**“Empowering the next generation through
collaboration & innovation.”**

Muslim Celebration



Ramadhan Mubarak

As the blessed month of Ramadhan begins, we wish you a time filled with peace, reflection, and spiritual growth. May this holy month bring you closer to your loved ones, strengthen your faith, and grant you countless blessings. Let this be a time of deep introspection, kindness and gratitude.

Nuzul Al-Quran

On this auspicious day of Nuzul Al-Quran, we celebrate the revelation of the Holy Qur'an to the Prophet Muhammad (PBUH). May this special occasion inspire us all to reflect on the divine guidance, wisdom, and mercy that the Quran brings to our lives.



Pusat Perhubungan Industri

KPPI UM



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Pusat Perhubungan Industri is a One Stop Centre for potential industry partners and stakeholders to connect and explore engagement opportunities across Universiti Malaya (UM) Campus.

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