

MEDIA STATEMENT

UiTM Students' Innovation and Commercial Products Through I-MInE 2023 Programme

SHAH ALAM, 12 OCTOBER 2023 – The Malaysian Academy of SME and Entrepreneurship Development (MASMED) UiTM bears the duty of fostering interest in entrepreneurship and developing product ideas based on innovation and technology to ensure the growth and progress of the university's entrepreneurial agenda. In light of this, the International Millennialpreneur Innovation and Commercialisation Exhibition (I-MInE) programme organised by MASMED UiTM Shah Alam has opened up opportunities for participants from local and international universities to present innovative and creative ideas as well as to conduct hybrid business pitching to industry representatives or agencies for commercialisation and funding prospects.

The Minister of Higher Education Malaysia, YB Dato' Seri Mohamed Khaled bin Nordin, officiated the I-MInE 2023 programme and expressed great support for all initiatives to create opportunities for students to delve into the world of innovative and technological entrepreneurship, especially in developing their capabilities in the commercialisation of products and ideas. The funding support from industry representatives and agencies will allow students to bring to fruition their ideas. This is a vital impetus for innovative ventures that a lack of capital may have hampered.

Assistant Vice-Chancellor of Entrepreneurship, MASMED UiTM, Prof. Ts. Dr Salmiah Kasolang said, "The IMInE 2023 programme is one of UiTM's initiatives to cultivate innovative entrepreneurship among students. We hope that through this platform, students can come up with innovative ideas that not only benefit society but also drive the economic growth of the country."

The programme involves various sectors, including Information Technology, Engineering, and Social Sciences. Participants from diverse fields have shown an impressive entrepreneurial spirit and outstanding innovation talent. IMInE 2023 saw the participation of 200 products involving approximately 1,000 local and international participants from countries such as Singapore, Indonesia, Ghana, and Kazakhstan. The programme is expected to boost the development of the entrepreneurial ecosystem and technological innovation globally through networking with international participants. This paves the way for participants to interact and exchange opinions concerning the creation of relevant products and to nurture a deeper understanding of market needs. Moreover, these activities can strengthen international collaboration and consequently lead to greater product development.

As an entrepreneurship unit in UiTM Shah Alam, MASMED is committed to expanding the university's entrepreneurial aspirations with a focus on innovation and technology on a global stage.

**Malaysian Academy of SME and Entrepreneurship Development (MASMED)
UiTM Shah Alam**