

UPM and Sri International collaborate to commercialise research work

IN an effort to enable its researchers to attain greater heights, Universiti Putra Malaysia (UPM) has entered into a Memorandum of Agreement (MOA) with Sri International to collaborate on services and training pertaining to commercialisation measures.

The three year agreement is expected to stimulate the commercialisation of UPM researchers' products and allow both parties to benefit from the services and training. It will also enable local researchers to accelerate the process of products and technology commercialisation.

The strong point of the MOA is that the services and training are guided by Sri's five Disciplines of Innovation Programme (DOI). The

DOI places emphasis on five aspects which include meeting important and interesting needs; creating customer value; developing innovation champions; building innovation teams and ensuring organisation alignment.

The activities contained in the MOA will be carried out at a cost of US\$835,000 (RM2.9 million).

It will be consistent with Sri International's three-pronged approach that consists of Phase One (share innovation best practices for rapid value creation), Phase Two (build sustainable value creation with UPM by establishing an innovation partner for Malaysia) and Phase Three (implement a collaborative innovation programme at UPM).

The MOA will be administered by both parties and is hoped to promote commercialisation in the future as well as endow local researchers with business references.

Sri was founded as Stanford Research Institute in 1946 by a group of West Coast industrialists and Stanford University. It formally separated from the university in 1970, and changed its name to Sri International in 1977.

Sri is committed to the discovery and application of science and technology for knowledge, commerce, prosperity and peace. Sri performs R&D for government, business and private foundation clients, creating value and helping them meet the needs of their customers and end users.