



**Robot rumba:** Idris looks on as a dancing robot performs during the opening ceremony of Pecipta 2013.

# An expo for invention

## Event shines spotlight on creativity in universities

**T**HE recently concluded International Conference and Exposition on Inventions by Institutions of Higher Learning 2013 (Pecipta) at the Kuala Lumpur Convention Centre saw the signing of agreements between 11 Malaysian universities and commercial entities to establish and outline collaborations.

The collaborations are expected to boost inventions and innovations by researchers from local universities. Guest of honour, Datuk Seri Idris Jusoh, Minister of Education II, witnessed the signing ceremony after launching Pecipta 2013.

Themed "Transforming Research and Innovation Towards Commercialisation", the three-day exposition, which started last Friday, showcased a diverse range of over 500 innovative products and inventions by local public and private institutions of higher learning.

The event also drew the participation of universities from Egypt, Indonesia, South Korea, Taiwan, Thailand, Turkey and Qatar.

Datuk Prof Dr Morshidi Sirat, director general of the Department of Higher Education, in his welcome speech said, "Pecipta 2013 supports the aims and aspirations of the Malaysian government in spearheading national development through the emphasis of research and development in the area of science and technology.

"This country is not short of people who have the talent, the vigour and the ideas to take us to a higher level of development. What we need urgently is to put in place a culture that will encourage, recognise and



**Creativity on show:** Idris (left) taking a closer look at the innovative products created by university students.

celebrate creativity and innovation in all spheres."

The event showcased the outcomes, inventions and innovative processes derived from the work of public and private institutions of higher learning in Malaysia.

It also served as a platform for the institutions to network with each other with the view towards venturing into joint development of prototypes into product commercialisation.

Beyond this, Pecipta 2013 also served as a springboard to promote networking and strategic cooperation between institutions of higher learning in Malaysia and external part-

ners such as entrepreneurs, companies and other interested individuals, and provided opportunities for institutions in Malaysia to strengthen ties with universities abroad in research and development activities and other academic pursuits.

The exposition displayed products designed or invented by institutions of higher learning that have been successfully commercialised, and deemed competitive in both the local and international arena.

The event will hopefully increase the confidence within the local industrial sector and potential overseas partners regarding the pool of research

expertise available in the institutions of higher learning in Malaysia, and using them as a bridge to help bring the two parties together to develop downstream activities.

Pecipta 2013 was jointly organised by Universiti Utara Malaysia and Universiti Malaysia Perlis in collaboration with the Ministry of Education.

The first exposition was hosted by University Kebangsaan Malaysia in 2001. It was followed by Universiti Putra Malaysia (2003), Universiti Teknologi Malaysia (2005), Universiti Sains Malaysia (2007), University of Malaya (2009) and Universiti Teknologi Mara (2011).