

Tap innovative ideas not just end product, varsities urged

PETALING JAYA: Public universities should look into making money out of their research ideas and not just the finished products, said Higher Education Minister Datuk Seri Idris Jusoh.

“Commercialisation of ideas include research, training, publications and consultative services.

“Often, marketing is only considered towards the end of the entire process, when the ideas can be marketed from an earlier stage,” he said at the showcasing of innovative products by Universiti Putra Malaysia (UPM) yesterday.

Among the star products featured was an e-cutter, designed by UPM’s Dr Norhisham Mison, to harvest fruits from the oil palm more efficiently.

The product is the first in the world to combine mechanical and electrical devices.

Idris noted that there were 4,000 intellectual properties by universities here in the last five years, of which 4% have been commercialised.

“Four per cent sounds like a very small amount but in comparison, the United States has a 4.5% rate, he said.

The e-cutter is set to be licensed soon, and is currently in the pre-commercialisation stage.