

Sharing vision for quality water

Company collaborates with university on five-year research study

IN ITS continuous effort to provide clean and healthy water, Cuckoo International is collaborating with Universiti Putra Malaysia (UPM) on a research study for the H2O Industrial Centre of Excellence.

The project will be conducted over five years in three phases with the goal to establish an industrial national reference centre, which will act as a benchmark for water quality in Malaysia.

The centre is poised to act as a reference for market players and individuals alike to measure the quality of water.

An agreement was signed by Cuckoo International chief executive officer Hoe Kian Choon and UPM vice-chancellor Prof Datin Paduka Dr Aini Ideris.

Present to witness the signing were Invest Selangor chief executive officer Datuk Hasan Azhari Haji Idris and UPM Industry and Community Relations deputy vice-chancellor Prof Datuk Dr Renuganth Varatharajoo.

“Cuckoo’s investment of RM10mil in this project reflects the potential it has as the vision to change the landscape of the water treatment industry in Malaysia,” said Hoe.

“I believe further research and development is vital for Cuckoo as a brand that is constantly localising our products to cater to the needs and wants of consumers.”



(From left) Prof Dr Ahmad, Prof Dr Renuganth, Prof Dr Aini, Hoe, Cuckoo International marketing director Queenie Goh and Hasan at the signing ceremony.

“As a UPM alumnus, I am proud that this collaboration is also a corporate social responsibility programme that benefits Malaysians.

“The collaboration is certainly a milestone for newly established Cuckoo International, which is now the hub for branches in South-East Asia,” he added.

There will also be an extension

from the H2O Industrial Centre of Excellence project with the establishment of a Water Museum and a Water Experience Centre.

These establishments will provide extensive information from studies that will be conducted to increase public awareness on the importance of clean water.

The research team will consist of experts from the Environmental

Studies Faculty, Engineering Faculty, Science Faculty and Medicine and Health Sciences Faculty of UPM.

Environmental Studies Faculty dean Prof Dr Ahmad Zaharin Aris, an expert in several studies including hydrochemistry, water quality, environmental chemistry and environmental forensics, will lead the research team.