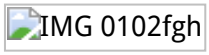
18 JUN

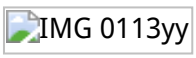
USM BROADENS COLLABORATION WITH INDUSTRY

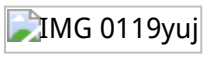


USM, PENANG, 17 June 2016 – Universiti Sains Malaysia (USM) continues to expand its network collaboration with the industry through the signing of a Memorandum of Understanding (MoU) with Macro Dimension Concrete Sdn Bhd (MDC), a company specialises in the production of concrete.

This latest collaboration involved the commercialisation of a patented technology known as the 'Technique of Producing Concrete Building Blocks with Low Carbon Footprint' developed by its researcher, Dr. Cheah Chee Ban from the School of Housing, Building and Planning (PPPBP).

The USM Vice-Chancellor, Professor Dato' Dr. Omar Osman said that, USM is always committed to supporting the local industries especially companies which are based on green technology that could contribute towards an increase in the Gross National Income by the year 2020.





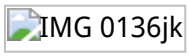
"The uniqueness of this collaboration is not only in product commercialisation, but also in expanding it as a form of knowledge transfer," said Omar in the MoU signing ceremony here recently.

Also present were the USM Assistant Vice-Chancellor (Institutional Excellence), Professor Dr. Wan Ahmad Kamil Wan Mahmood and the Dean of PPPBP, Professor Dr. Aldrin Abdullah.

Omar said, in sustaining an industry such as this, support from the university is truly essential in terms of related researches and knowledge transfer.

"MDC could also train its staff in having joint researches together with USM in order to raise productivity," he added further.

MDC Chief Operating Officer (COO), Leow Khang Heng said that, his company was excited to be able to collaborate with USM in enhancing the benefits of the technology and to share its expertise with the university.



"Apart from that, MDC would offer scholarships to outstanding students from PPPBP at all levels of study as part of its corporate social responsibility (CSR)," he said further.

He also explained that, the collaboration established between USM and MDC would be able to develop the local industry sector and help raise it to international level.

Meanwhile, Cheah when met after the MoU signing ceremony, said that this unique concrete could reduce the carbon footprint produced by the concrete industry by three per cent and also prolong the lifespan of a building.

“I truly hope that this innovation would strengthen further the benefits of green technology in moving the nation’s building industry forward,” he said.

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