

**DRAFT SPEECH**  
**PROF. DATUK DR. AHMAD YUSOFF BIN HASSAN**  
**VICE CHANCELLOR**  
**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

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**MAN & TEL SEMINAR & CONTRIBUTION CEREMONY**

***19 May 2011 (Thursday), 9.30am, FKEKK***

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**Bismillahirrahmanirrahim**  
**Assalamualaikum warahmatullahi wabarakatuh**  
and a very good morning

Y.Bhg. Dato' Prof. Dr. Mohd Nor Husain  
Deputy Vice Chancellor (Academic & International)

Y.Bhg. Prof. Dato' Dr. Mohamad Kadim Suaidi  
Deputy Vice Chancellor (Research & Innovation)

Senior officers

Associate Professor Abdul Rani Othman

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Deans and Head of Departments

Our distinguished guests, Professor Dr. Jung Kwang Wook,  
President of Man & Tel Company Limited

Mr. Tony Tee Boon Chai  
Galaxy Group Deputy Chairman

Mr. Kevin Ng Heng Yew,  
Sales Manager of Scientific & Technical Products Sdn Bhd

Ladies and gentlemen

1. Let me take this opportunity to extend a very warm welcome to Professor Dr. Jung Kwang Wook, the President of Man & Tel

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Company Limited, and each and everyone of you to Universiti Teknikal Malaysia Melaka, UTeM. On behalf of UTeM, I wish to express my gratitude to Prof. Dr. Jung Kwang Wook for accepting our invitation. I am very sure that this visit will trigger many more meaningful collaborations and strong partnership between Man Tel Co. Ltd and the Faculty of Electronic and Computer Engineering in particular and UTeM in general.

2. As the saying goes, a journey of a thousand miles begins with a single step. The first step was taken in June 2010 when Man & Tel and UTeM signed the Memorandum of Understanding.

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We are now on a journey of cooperation between two establishments which possess very similar attributes and ambitions. UTeM's main business is dealing in education, highly emphasizing on research & development activities, as required of all the universities in this country. Man & Tel Co. Ltd is an educational global company that handles technical educational interest mainly in the field of communication, such as educational trainers, develop product and commercialization.

3. Man & Tel's expertise in commercializing R & D product is obviously the strength where UTeM researches can capitalize on, especially with their various R & D effort undertaken by

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the members of the academic staff and researchers. I have every confidence that this partnership will gel and bring forth excellent results in the near future.

4. In December last year, my colleagues and I were most impressed with what we saw when we visited your company and several of your associates in South Korea. We could see that this global connectedness could bring enormous opportunities as well as challenges to UTeM and Man & Tel Co. Ltd. Expectations for the universities in Malaysia to deliver have never been higher. The demand for high return on investment to all the research grants provided put pressure on the

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researchers to deliver. As a result, being the Captain of UTeM, it is my responsibility to review and re-evaluate where the university is heading for, and where necessary to re-chart the course of the journey. To this, the university has set the theme for the year 2011 as 'Transformation Focused On Strategy' or 'Strategy Focused Transformation'.

Ladies and Gentlemen,

5. Global advances in information and telecommunications technologies brings people from different parts of the world to work together in a seamless manner in a matter of seconds,

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wherever they may be. At times, we are left with little choice but to dig deep into our potentials and resources so as to be on the same playing fields or else we would just be left behind holding the baton with no one to pass to. Businesses in whatever forms are no longer facing competition only from our immediate neighbours but from all corners of the world. In the globally connected world of the 21st century, international co-operation to face up to global competition is therefore the key to success. We can't sit on our laurels and count on our past successes and achievements. We have to strive on heedfully and search for new grounds and smart partnerships to make UTeM relevant at all time.

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6. And this co-operative spirit between Man & Tel and UTeM is central and significant in the true sense. UTeM has identified Man & Tel as the worthy partner on high-tech educational commercialization, product development, moving ahead with inventive and challenging spirit with utmost effort in this rapidly changing world of IT and communication. I therefore firmly believe that the co-operation between UTeM and Man & Tel will help to advance our mutual interests in the rapidly evolving fields of education, information technology, information services and telecommunications.
7. We are most thankful to Professor Dr. Jung Kwang Wook for being present today. I must admit that we are taking full

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advantage of you while you are here to ensure that all the objectives planned for your visit to UTeM are fully realized. We are most hopeful that by the end of the day, UTeM staff, especially those from the faculty of Electronic and Computer Engineering will be :

- i. able to realize and appreciate the importance of commercialization research outcomes and product;
- ii. able to understand the role of the university and the faculty in the course of commercialization;

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- iii. given the perspectives on the latest technology development available in the industries such as IT Convergence and Mega Convergence Plan;
- iv. motivated to commercialize their research outcomes and findings;
- v. become the link people to foster further liaison with the industries; and
- vi. given the spirit and determination to work even harder in their effort to realize the objectives of UTeM.

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Ladies & Gentlemen,

8. I call upon the staff of UTeM, especially those from the faculty of Electronic and Computer Engineering to attend the seminar entitled: Sharing Experience; Commercialization of University R & D Product to Global Market for University and Faculty level. I am very sure you are going to benefit greatly from the speaker whom with his vast experience in the field of commercialization, product development, and educational trainers. This is a rare opportunity for you not only to come and listen to his talk but be engaged with him to acquire the expertise in handling university R & D activities from the initial approval stage to the final product or output.

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9. Today's activity is one of the many activities contained in the Memorandum of Understanding signed in June last year between UTeM and Man & Tel Company Ltd. Both parties have agreed to encourage and promote cooperation so that the expertise in UTeM and Man & Tel may be shared for the betterment of both parties. Other strategic alliances include the cooperation in the usage of the research facilities, encourage the cooperation of other mutually beneficial fields such as technical information and technical exchange, technology transfer and training, joint technology development, joint technical service to industries and working as a team in the pursuing and executing of projects especially related to R & D.

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10. We must be very sure that we are firmly on the right track to ensure that our strategic partnership produces the desired effects. Once in motion, it is my sincere hope that, new collaborations and assignments can be put in place between UTeM and Man & Tel, to further strengthen our partnership for many more years to come. Let us commit ourselves and work together closely towards our common goal, the pursuit of establishing education establishments with attributes recognized internationally, in terms of the promotion of educational and academic exchange between organizations and individuals, study opportunities and challenges, R & D, commercialization of R & D product, rights and intellectual property (IP).

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Ladies & Gentlemen,

11. In closing, I would like to say that I am very confident that with our efforts and commitment shown, we will be able to achieve more and to be able to continue to develop even stronger relationship and bring upon fruitful collaboration and productive partnership to bring UTeM and Man & Tel to greater height, in the global standings as educational and research institutions. I would like to take this opportunity to thank all the people who have made this occasion a success.

Thank You.