

**OPENING REMARK**  
**Y.BHG. PROF. DATUK WIRA DR. RAHA BINTI ABDUL RAHIM**  
**VICE CHANCELLOR**

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**CRADLE OPEN DAY 2021**

**23 FEBRUARY 2021 (TUES), 10.00 AM**

**ZOOM ONLINE**

Bismillah Hirrahman Nirrahim

Yang Berusaha Mr. Razif Abdul Aziz

Senior Vice President, Ecosystem Development of Cradle

Officers and Teams from Cradle, UTeM, distinguished presenters, participants, ladies and gentleman.

Assalamualaikum Warahmatullahi Taala Wabarakatuh and Salam Sejahtera,

1. Alhamdulillah, praise be to the Almighty for giving us this opportunity to be here, via the virtual ZOOM platform, for the opening ceremony of the **CRADLE OPEN DAY 2021: MELAKA EDITION.**
2. I would like to extend my sincere appreciation to Mr. Razif Abdul Aziz, Senior Vice President, Ecosystem Development of CRADLE for the opportunity given to UTeM as the co-organizer of this event and thank you for your continuous and steadfast support to the university.

3. Universiti Teknikal Malaysia Melaka is privileged to be collaborating with CRADLE in this first online event. We will fully commit to this daily program to our full capability.

Pergi berhuma di Tanjung Rokan,  
Sebelum pulang mengail ikan,  
Kehadiran tuan-puan UTeM alu-alukan,  
Kecil telapak tangan nyiru kami tadahkan

## **Ladies & Gentlemen,**

4. We live in a digital era. With an abundance of digitalization going on all around, it is high time that both the organizations or entrepreneurs as well as end users adapt to the digital transformation as quickly as possible. We are living in a phase in which it is imperative that all businesses –whether in the small-scale or a bigger-scale, need to adopt innovative digital platforms for gaining maximum success.
5. This is the reason why modern business owners must look forward to becoming successful digitalpreneurs. There must be a change in the structures, aims, and networking

mechanisms of the overall business system that would ultimately, affect various levels and dimensions of the innovation system and bring inevitable changes.

6. Digital marketing is a current approach and trend to enhance our business with capital investment. It benefits entrepreneurs in various ways, a greater engagement with many different companies and brands. It also provides greater interaction with customers from all over the place and all around the entire world.

7. In today's program, I believe through distinctive sharing sessions from the experts, the entrepreneurs and participants will be guided and coached in enhancing businesses, creating effective ecosystems for better business-building environment, establishing efficient product commercialization, opportunities for funding assistance, and much more.

8. UTeM, through the University Commercialization Centre or UCC and Centre for Enterprise and Technopreneurship Development or CREATE, are always ready to extend strategic collaborations with agencies to facilitate entrepreneurs, especially those in Melaka - to enhance and strengthen their businesses and commercializing their products more effectively, via ubiquitous digital platforms.



9. For your information, UTeM has just approved our first 2 spin off companies. A tone fit as we celebrated our 20<sup>th</sup> anniversary last year.
10. These spin-off companies will undoubtedly intensify UTeM's commercialization activities, thus invigorating the role of UTeM as an empowered technical university through the concept of TUNAI – technology@university advancing industry and community.

## **Ladies and Gentlemen,**

11. At this juncture, I would like to thank CRADLE and the co-organizing committee of UTeM led by Associate Professor Dr. Muhammad Herman bin Jamaluddin, Director of UCC and Dr. Mohamad Amin bin Mohamad, Director of CREATE for their commitment in ensuring the smooth execution of the event.
12. I do hope that, through one-to-one “Ask The-Experts” session this afternoon will provide affirmative and favourable impacts to all participants, entrepreneurs and all parties involved.

13. With the enthusiasm and support from all, I am fully confident that CRADLE OPEN DAY 2021, MELAKA EDITION will culminate into yet another fruitful endeavour. I take this opportunity to wish you all the best of luck.
14. Last but not least, I hope all participants will have a successful deliberation, discussion and a pleasant meeting of minds. May this be an insightful and highly immersive experience for all. May God's blessings be with all of you. Stay safe and observe current SOPs with regards to COVID19.

Thank you.