

CREATIVITY AND INNOVATION EXPO UNIVERSITY OF MALAYA 2010

1 – 3 APRIL 2010

1.0 PREAMBLE

In line with the University of Malaya's desire to be the leader in the fields of research and innovation, various efforts and approaches have been conducted to generate and disseminate new knowledge and know-how to enhance the quality of living and further stimulate and increase the country's economy through commercialization. One of the prime activities to help achieve this is in organizing THE CREATIVITY AND INNOVATION EXPO UNIVERSITY OF MALAYA 2010 to instill the spirit of research and development (R&D) based on creativity and innovation. The University of Malaya provides encouragement and inspiration to its researchers to its fullest, and in so doing boost the ability and capability of its researchers through the construction and strengthening of its research infrastructure and increased research collaboration and ultimately promote research excellence. It is hoped that by so doing, the University of Malaya will realize its goal of being the leading institution in research and innovation.

In its efforts to contribute to superior research activities, even to this day, the University of Malaya is actively carrying out research in the following fields:

- Engineering
- Biotechnology
- Science
- Built Environment
- ICT
- Medicine
- Social Science and Ethics Studies

THE CREATIVITY AND INNOVATION EXPO UNIVERSITY OF MALAYA 2010 emphasizes the University of Malaya's perpetual commitment to disseminate the latest knowledge obtained from research based on creativity and innovation.

2.0 OBJECTIVES

The objectives of this Expo are as follows:

- (1) Fulfill the government's desire in its effort to motivate excellence in research through innovation.
- (2) Display and bring to the fore the heritage of the University of Malaya in its wealth of research which is ever ongoing and on the increase, and its research expansion particularly in the field of green technology.

- (3) Create a new generation inculcated with the spirit of creativity and innovation which will continue to uphold the reputation of the University of Malaya's excellence in research.
- (4) Be the motivational force in the application of creativity and innovation in research.
- (5) Recognize and give due appreciation to the students of the University of Malaya for their achievements in creativity and innovation.
- (6) Inculcate the spirit to achieve excellence in research and to stimulate the students' interest in creativity and innovation in the field of green technology.

3.0 THEME

"Strengthen green technology through creativity and innovation "

4.0 Exhibition concept

The Creativity and Innovation Expo UM 2010 will emphasize the following:

- 4.1 Involvement and participation of researchers and students in exhibiting their achievements in creativity and innovation and the various fields of research.
- 4.2 Enlarge the exhibition by inviting the participation of researchers from other Institutes of Higher Learning.
- 4.3 Create opportunities and bring about collaboration between 'Government-Academic-Industry'.
- 4.4 Provide opportunities for 'Business Matching Activity' and Industrial Networking.

5.0 EXHIBITION FACILITIES

- 5.1 Secretariat Centre and Information Booth.
- 5.2 Exhibition space for participants.
- 5.3 Discussion Booth for exchange of information for Government Linked Companies, Grants, Intellectual Property (IP), Industry and Commercialization.

6.0 INVOLVEMENT

THE CREATIVITY AND INNOVATION EXPO UNIVERSITY OF MALAYA 2010 will involve:

- 6.1 Researchers, participants, the University of Malaya.
- 6.2 Industries and private companies which are directly and indirectly involved in research.
- 6.3 Research in related fields.

7.0 DATE, TIME & VENUE

DATE	TIME	VENUE
1 – 3 APRIL 2010	0900H -1700H	DEWAN TUNKU CANSELOR (DTC), UNIVERSITY OF MALAYA

8.0 ORGANISER INFORMATION

UM Centre of Innovation and Commercialization (UMCIC)

Ground Floor, Block A

City Campus Complex,

University of Malaya, Jalan Tun Ismail

50480 Kuala Lumpur.

Tel: : 03-2617 3190 / 3194 / 3195

Fax : 03-2617 3191

Email : umcic@um.edu.my

Website : umexpo.um.edu.my

9.0 EXPO WORK SCHEDULE

WORK SCHEDULE	DATE
► OPEN FOR APPLICATION	
<ul style="list-style-type: none">○ Application for participation application commences Monday 25/01/10 at 7.00am.○ Applications may be made online on our website umexpo.um.edu.my by using same username and password similar to the email of the University of Malaya.○ Applications made online may be checked and amended until closing date of application.○ Applications should be done by the Head of the research project.○ Please select field for every application.<ol style="list-style-type: none">1 Biosciences & Biotechnology2 Medicine & Allied Health Sciences3 Physical Sciences & Engineering4 Social Sciences & Humanities5 Information & Communication Technologies○ UMCIC encourages and gives priority to research projects that have applied for intellect property protection, been published in accredited academic journals, or achieved recognition from established institutions.	Monday 25/01/10 Friday 05/02/10

<p>► CLOSING DATE FOR APPLICATION</p>	<p>Friday 05/02/10</p>
<ul style="list-style-type: none"> ○ Closing date for application is Friday 05/02/10 at 5.00pm. <p>No amendments or additions will be entertained after the closing date.</p>	
<p>► FACULTY CONFIRMATION</p>	<p>08/02/10 – 12/02/10</p>
<ul style="list-style-type: none"> ○ The Faculty Dean or Deputy Dean will confirm the applications beginning Monday 08/02/10 - 12/02/10. ○ Confirmation by Dean or Deputy Dean 	
<p>► UMCIC CONFIRMATION</p>	
<ul style="list-style-type: none"> ○ UMCIC will revise the approved applications from the faculty and confirm approval if said application is accepted. Verification process by UMCIC will be carried out within 4 days, beginning Monday. 	
<p>► APPLICATION STATUS</p>	<p>22/02/10 – 05/03/10</p>
<ul style="list-style-type: none"> ○ Applicants should check their respective application status on our website umexpo.um.edu.my 	
<p>► PRINTING OF POSTERS</p>	<p>22/02/10 – 05/03/10</p>
<ul style="list-style-type: none"> ○ Successful applicants to send a soft copy of the poster to be printed to UMCIC from Monday 22/02/10 to Friday 05/03/10. 	
<ul style="list-style-type: none"> ○ Poster Templates are available on our website umexpo.um.edu.my. 	
<ul style="list-style-type: none"> ○ Poster size should be 28 inches x 36 inches (Portrait) 	
<ul style="list-style-type: none"> ○ Poster Template is just a guideline. Independent participants are free to design their own posters according to stipulated standards (28 inches x 36 inches) 	
<ul style="list-style-type: none"> ○ Payment for printing of posters may be made through research grants, department or faculty funds, or self financed by participants. 	
<ul style="list-style-type: none"> ○ UMCIC charges RM75.00 for each print with an additional RM5.00 for lamination. 	
<ul style="list-style-type: none"> ○ Participants may print their posters elsewhere if they do not require the services of UMCIC. 	
<ul style="list-style-type: none"> ○ Form for printing posters are available poster on our website www.umexpo.um.edu.my 	
<ul style="list-style-type: none"> ○ Participants who require advice on poster design may contact Mr. Abu Samah at 03-2617 3195 or Mr. Faizal 03-2617 3190. 	
<ul style="list-style-type: none"> ○ Participants who wish to print their posters (without changes) may contact Mr. Faizal, Graphics Designer, UMCIC at 03-2617 3190 by bringing the form for poster printing, but must be validated by the Head of Department. 	
<p>► REGISTRATION & SET-UP OF EXHIBITION BOOTH</p>	<p>Wednesday 31/03/10</p>
<ul style="list-style-type: none"> ○ Registration and setting up of booths will commence on Wednesday 31/03/10 from 10.00am to 4.00pm. ○ Every participant will be provided 1 examination table, 1 seat, 1 electric line, and a poster board. 	
<p>► EXHIBITION</p>	
<ul style="list-style-type: none"> ○ The Exhibition will start at 9.00am and end at 5.00pm daily, from 01 – 03 /04 / 	

<p>10.</p> <ul style="list-style-type: none"> ○ Judgement for the Creativity and Innovation competition will be held on the first day (01/04/2010) from 9.00am to 5.00pm. There will be a 1-hour rest from 1.00-2.00pm for lunch and Zohor prayers. ○ Judgement will place emphasis on the following: <ul style="list-style-type: none"> • Novelty and creativity • Usefulness and application • Presentation and Demonstration • Commercial potential ○ Contest results will be announced on the third day, 03/04/2010. ○ Prizes for the winners are in the form of medals, cash and certificate depend on several category. 	
<p>► DISMANTLING EXHIBITION BOOTHS</p>	
<ul style="list-style-type: none"> ○ Participants are requested to remove exhibits at 5.00pm to 7.00pm on Sunday 04/04/10. 	<p>04/04/10</p>