1. **Name of Event**  
Creativity and Innovation Expo University of Malaya 2010

2. **Theme**  
Strengthen the culture of Green Technology through creativity and innovation

3. **Date**  
1 – 3 April 2010 (Thursday – Saturday)

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<th>Date</th>
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<tr>
<td>Thursday</td>
<td>1 April 2010</td>
<td>9.00am – 5.00pm</td>
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<td>Friday</td>
<td>2 April 2010</td>
<td>9.00am – 5.00pm</td>
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<td>Saturday</td>
<td>3 April 2010</td>
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4. **Venue**  
Dewan Tunku Canselor, University of Malaya

5. **Award Ceremony**  

Officiated by : Y.Bhg. Tan Sri Arshad Ayub, Chairman of UM Board of Directors  
Date : 3 April 2010 (Saturday)  
Time : 2.00pm  
Venue : Foyer, Dewan Tunku Canselor

6. **Objectives**

(1) Fulfill the government's desire in its effort to motivate excellence in research through innovation.
(2) Display and project the research heritage of the University of Malaya and to continue to increase and expand in research, particularly in the field of Green Technology.
(3) Create a successive generation which is creative and innovative to carry on the University of Malaya's reputation of excellence in research.
(4) Take pride in the result arising from the motivation and application of creativity and innovation in research.
(5) Create appreciation for the students of the University of Malaya for their achievements in creativity and innovation.
(6) Inject interest and stimulate the creative spirit of students to achieve excellence in research and to trigger their attention to the significance of Green Technology.
7. **Expo Galleries**

   (a) **Research Gallery**
       Showcasing projects in the five research clusters: Biosciences and Biotechnology; Health and Allied Sciences; Physical Sciences & Engineering; Social Sciences and Humanities; Information and Communication Technology.

   (b) **Ready to Market Gallery**
       This will exhibit the research products that have commercial potential and ready to market.

   (c) **Research Centre Gallery**
       This will exhibit the research activities carried out at the University of Malaya’s research centres.

   (d) **Other Gallery**
       This will exhibit other things related to innovation and creativity.

8. **Competitions**

   Competitions for the Research Gallery & Ready to Market Gallery

   (a) Best Product

   (b) Green Technology best product

9. **Judging criteria**

   Judging will be based on the following criteria

   **Best Product**
   - Novelty and Creativity
   - Usefulness and application
   - Presentation and demonstration
   - Commercial potential

   **Green Technology best product**
   Selection of winners will be by panel of judges
   - Exhibitors who are able to disseminate information and address visitors’ queries.
   - Most attractive and informative project products, posters and printed materials.
   - Adhere to the National Green Technology Policy.

10. **Other Activities**

    (a) Talks / Interactive Sessions

    (b) Creativity and Innovation corners

    (c) Others