

WEBINAR TALK ON THE JOURNEY FROM LAB TO MARKET: INNOVATION AND COMMERCIAL LEADERSHIP OF THE ENTERPRISING ENGINEER

BY IR. PROF. TS. DR. SURAYA ABDUL RASHID



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FRIDAY**

3.00PM - 5.00PM

DIGITAL PLATFORM (ZOOM)

CPD HOURS : 2CPD

IEM24/HQ/040/T (W)

REGISTRATION FEES

IEM STUDENT MEMBER : FREE

IEM MEMBER : RM 15

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SYNOPSIS

This talk delves into the dynamic process of transitioning scientific discoveries into successful commercial products, with a particular emphasis on the field of chemical engineering and nanotechnology. It underscores the crucial role of engineers in academia in propelling this transition, emphasising the unique challenges and opportunities they encounter in the commercialisation landscape. Key themes include the intersection of academic research and industry demands, strategies for effective leadership in technology commercialisation, and the fostering of entrepreneurial mindsets among engineers. The talk aims to provide insights into the skills and approaches necessary for enterprising engineers to navigate and excel in the journey from research to commercialisation by strengthening their innovation and commercial leadership.

ABOUT THE SPEAKER

Professor Ir. Ts. Dr. Suraya Abdul Rashid is a professor at the Chemical and Environmental Engineering Department, Faculty of Engineering, Universiti Putra Malaysia, where she also serves as the Director of the Institute of Nanoscience and Nanotechnology (ION2). With 20 years of experience in carbon nanomaterials synthesis and processing, her innovative research has led to the development of a novel photosynthesis enhancer for plants. She is also the founder and Chief Scientist of Qarbotech Sdn Bhd, a deep tech 'Venture Capital-backed' startup company, specializing in innovative solutions to address resilient agriculture and food security under threat from the current climate crisis. She has exemplified her expertise in navigating the complex journey from laboratory research to market commercialization. Her leadership and vision in bringing scientific innovation to practical and scalable applications, showcases her as a leading figure in bridging academic innovation with industry and market demands.

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