



I.D.E.A. Fair 2025: Universities Unite for Innovation

By

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She is an eETD committee member for 2025/2026 session.

The Institution of Engineers, Malaysia (IEM) – Electronic Engineering Technical Division (eETD), with the support of the IEM Student Section (IEMSS), proudly participated in the I.D.E.A. Fair 2025, held on 24 and 25 May 2025 from 9.00 am to 5.00 pm at Dewan Besar, UiTM Cawangan Pulau Pinang. Organised by the Universiti Sains Malaysia (USM) Engineering Campus under the theme “Tomorrow’s Tech, Today’s Innovation”, the fair served as a dynamic platform to inspire creativity, transform innovative ideas into reality, and bridge academia, industry, the arts, and design within the context of STEM.

The two-day event attracted students, educators, and industry participants eager to explore the latest developments in innovation, design, engineering, and technology. Its key objectives were to promote STEM awareness, provide a platform for knowledge-sharing, showcase creativity and technical talent among students, encourage critical thinking, and inspire Malaysia’s youth to pursue careers in science and engineering.

As part of its participation, IEM eETD set up a dedicated booth to promote IEM membership, highlight ongoing technical activities, and engage with students and visitors. The booth served as a valuable touchpoint for participants to learn about IEM’s professional development programmes, student engagement opportunities, and initiatives to strengthen industry–academia collaboration.

Throughout the fair, visitors experienced project exhibitions, prototype showcases by student innovators, competitive challenges, and workshops. Engagement sessions conducted by IEM representatives offered career and mentorship guidance to aspiring engineers, while interactive STEM quizzes and games attracted visiting school students and ignited their interest in engineering and technology.

IEM eETD’s active involvement, supported by IEMSS, contributed to the event’s success by connecting future engineers with the professional community, fostering collaboration, and encouraging young talent to embrace STEM and innovation as key drivers of Malaysia’s future growth.

A highlight of the fair was the showcase of student innovations from nine universities across Malaysia—Universiti Sains Malaysia (USM), Universiti Teknologi MARA (UiTM) (Penang Branch and Shah Alam), Universiti Teknologi PETRONAS (UTP), Universiti Utara Malaysia (UUM), Universiti Malaysia Terengganu (UMT), INTI International University, Universiti Sains Islam Malaysia (USIM), Universiti Malaysia Perlis (UniMAP), and AIMST University. The energy and creativity throughout the fair fostered meaningful networking between students, professionals, and industry representatives, reinforcing the vision of inclusivity in STEM by integrating the arts and design alongside engineering and science. Ultimately, the event left participants inspired to transform their ideas into actionable innovation.



Figure 1: Group Photo with Organising Committee and IEM Penang Chairman, Ir. Dr. Lee Choo Yong and Representatives.



Figure 2: Representatives from IEM eETD and UiTM IEM Student Section gathered for a group photo to mark the beginning of the IDEA Fair.



Figure 3: Representatives from IEM eETD Chairman, Ir. Dr. Huzein and UiTM IEM Student Section for the second day fair.



Figure 4: Professor Ir. Dr. Mariatti Jaafar @ Mustapha, Director of the Engineering Campus visiting the IEM booth during the VVIP round. The IEM team had the honor of presenting the booth's outreach and engagement activities.



Figure 5: The booth showcases an autonomous robotics project presented by a team of secondary school students.



Figure 6: The demonstration attracted attention and sparked discussion about innovation, problem-solving, and STEM learning among youths.