



Engineering Industry Exploration: Continental Tyre Visit

By

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The Institution of Engineers, Malaysia (IEM) – Student Section (IEMSS), UiTM Cawangan Pulau Pinang, in collaboration with the Electronic Engineering Technical Division (eETD), successfully organised the Engineering Industry Exploration: Continental Tyre Visit on 21 May 2025 at Continental Tyre AS Malaysia Sdn. Bhd., Alor Setar, Kedah.

The visit brought together a total of 36 participants from the Faculty of Engineering, UiTM Cawangan Pulau Pinang, and members of the eETD committee, providing them with valuable exposure to the real-world applications of engineering within the tyre manufacturing industry.

The main objective of the programme was to introduce participants to modern technologies, automation processes, and quality control measures implemented in tyre production. Throughout the day, participants attended company briefings and toured the plant facilities, where they were introduced to Continental's history, manufacturing operations, and the innovations driving the company's success in the global market. Interactive sessions with Continental's professional engineers offered participants' opportunities to engage in technical discussions, seek career guidance, and deepen their understanding of industry challenges and opportunities. These exchanges underscored the importance of strong problem-solving skills, continuous learning, and adaptability for engineers working in rapidly evolving industrial environments.

The visit concluded with a closing ceremony and the presentation of a token of appreciation to Continental Tyre AS Malaysia Sdn. Bhd. as a gesture of gratitude for their support and hospitality. The programme was conducted smoothly and successfully achieved its objectives of bridging academic knowledge with practical industry exposure. Participants left the visit with renewed inspiration to pursue excellence in their engineering careers and a greater appreciation of the role of innovation in the manufacturing sector.



Figure 1: Group photo participants upon arrival at Continental Tyre AS Malaysia Sdn. Bhd



Figure 2: Briefing session conducted by Continental Tyre representatives highlighting company background, history, and technological advancements.



Figure 3: Plant tour session where students observed the tyre manufacturing process, automation systems, and quality control practices.



Figure 4: Closing session with a token of appreciation presented to Continental Tyre AS Malaysia Sdn. Bhd. as a gesture of gratitude.