

Webinar Talk on “Innovation and Sustainability : DNA in Project Management”

Date : 18 Dec 2025 (Tuesday)

Time : 10.00 am - 12.00 pm

Platform : Zoom

BEM APPROVED CPD: Applying

REF NO: Applying

Registration fee:

- **Student Member: Free**
- **IEM Member: RM15.00**
- **Non-Member: RM70.00**

Synopsis

This presentation examines the strategic role of robust project management in converting sustainability challenges into drivers of business growth. Rather than perceiving environmental objectives as merely a burden, organizations are encouraged to leverage these constraints to stimulate innovation and profitability. The discussion will highlight specific strategies for transforming prevalent sustainability "pain points" into tangible, valuable revenue streams.

Real-world case studies from MTC Group will be employed to illustrate successful, commercially viable projects that convert waste streams, such as industrial byproducts, into resources like liquefied natural gas (LNG) and biomethane. These detailed case studies underscore practical project management methodologies deployed to deliver innovative solutions that simultaneously achieve significant emissions reductions and generate substantial new revenue

Speaker : Ir. Dr. Norshah Hafeez Shuaib



Ir. Dr. Norshah is currently the Executive Director & Chief Technical Officer of MTC Group of Companies, which he co-founded in 2009. He received his Bachelor of Mechanical Engineering from the University of Nottingham, UK in 2001, before continuing to pursue a Ph.D. in Mechanical Engineering at the same University, completing it in 2004. In 2021, he graduated with an MBA from the University of the West of Scotland, UK, focusing on innovation management. Dr. Norshah is a Chartered Engineer (CEng) under the UK Engineering Council since 2008 and a Professional Engineer (Peng) under the Board of Engineers Malaysia (BEM) since 2010. Prior to his role at MTC Group, he served for several years at University Tenaga Nasional (UNITEN), TNB Research, and Lloyds Register.

Dr. Norshah is active in R&D and engineering education, serving as industry advisors in mechanical engineering degree and postgraduate programs at several local universities, and as an active accreditation panel under the Engineering Accreditation Council (EAC) and Engineering Technology Accreditation Council (ETAC). He is currently a board member of TNB Research Sdn. Bhd & Johor Plantation Group Greenery Ventures Sdn. Bhd. (JPGGV), and an Adjunct Professor at the Faculty of Mechanical Engineering at UMPA, Pahang.