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BEM Approved CPD/PDP hours: 3.5 hours
Ref. No.: IEM15/HQ/042/C



Organised by:
Mechanical Engineering Technical Division
The Institution of Engineers, Malaysia

HALF DAY COURSE ON “RESEARCH TO BUSINESS (R2B)”

Date : 14 March 2015 (Saturday)
Time : 9.00 am – 1.00 pm
Venue : C&S & TUS Lecture Room, 2nd Floor, Wisma IEM, Petaling Jaya, Selangor

Registration Form:

Name	M/ship No.	Reg. Fee(RM)
Total payable:		

Name of Organisation:

Mailing Address:

Email: Hand Phone:
 Tel (Office): Fax:
 Contact Person: Designation:

Enclosed herewith a crossed cheque No. for the sum of RM issued in favour of “The Institution of Engineers, Malaysia” and crossed ‘A/C payee only’. I/We understand that the fee is not refundable if I/we withdraw after my/our application is/are accepted by the Organizing Committee but substitution of participant will be allowed. If I/we fail to attend the workshop, I/we will still pay the registration fee in full.

Signature: Date:

Registration Fee

Grade	Online	Normal (Offline)
IEM Student Member	RM 80.00	RM 100.00
IEM Graduate Member	RM 150.00	RM 180.00
IEM Corporate Member	RM 250.00	RM 300.00
Non-IEM Member	RM 400.00	RM 500.00

Important Notes

- **Closing Date : 11th March 2015 (Saturday)**
- For **ONLINE REGISTRATION**, payment **MUST BE MADE VIA ONLINE PAYMENT** [via RHB Now and Maybank2u -Personal Saving & Personal Current; Any Credit Card - Visa/Master]. If payment is not received within the stipulated time, the registration fee will automatically be reverted to the normal fee.
- Payment via **CASH/CHEQUE/BANK-IN TRANSMISSION/BANK DRAFT/MONEY ORDER/ POSTAL ORDER/LOU/LOG/WALK – IN** will be considered as **NORMAL REGISTRATION**
- **FULL PAYMENT must be settled before commencement of the event**, otherwise participants will not be allowed to enter the hall. If a place is reserved and the intended participant fails to attend the course, the fee is to be settled in full. If the participant failed to attend the course, the fee paid is non-refundable. IEM reserve the right to reject any LOU/LOG not in accordance with these instructions.
- The Organising Committee reserves the right to alter or change the programme due to unforeseen circumstances.

Introduction

Most R&D products from Higher Learning Institutions are left uncommercialised due to lack of knowledge, skills and support required. The researchers are clueless about the next step on how to do Research to Business. Often, even excellent products get stuck. Most researchers never exposed to strategic initiative in taking their ideas to market. Thus, the half day introductory course by Ir. Prof. Dr. Mohd. Jailani who has successfully commercialized his own research product would prepare your good self for a successful business venture.

Objectives

- Identify & align the niche of product/research.
- Protect your brilliant innovation ideas
- Secure grant for business start-up
- Encouraging and guiding the potential technopreneurs from theory to practice.

Who Should Attend

If you are engineers, researchers, lecturers, post graduates, research administrators or industry partners in R&D and wish to uncover the secrets and techniques to achieve success in the commercialization of R&D products, then this half day workshop will be incredibly valuable. It will be the catalyst for you to prepare your innovative workable idea into a successful business.

Trainer profile



Ir. Prof. Dr. Mohd Jailani Mohd Nor attended Oklahoma State University (OSU), USA and graduated in 1984 with a degree in Mechanical Engineering. He went on to complete his PhD in Mechanical Engineering at the Sheffield Hallam University, United Kingdom in 1996.

Ir. Prof. Dr. Mohd Jailani Mohd Nor is now as a speaker with vast experiences in R&D product commercialization. Started his career as lecturer and was appointed as the Deputy Director Centre for Research and Innovation Management, UKM (march 2007 – December 2008). From 2009 until 2011, he was the Director of Excellence Planning Division at the Ministry of Higher Education Malaysia. Currently, he has published over 101 journals articles and has won more

than 20 R&I medals and awards. He managed to commercialize his R&D product since 2008 until today. His R&D products were also exported to Thailand and currently under negotiation to be exported to other parts of the world

Tentative Programme

Time	Programme
08:30 am – 09:00 am	Registration
09:00 am – 11:00 am	Building your Niche through R&D
11:00 am – 11:15 am	Tea Break
11:15 am – 13:00 pm	Business start up from Techno-based products
13:00 pm	End