Presenting the best

UNIVERSITI Tun Abdul Razak’s (UNIRAZAK) Centre for Executive Education (CEE) is one of eight universities chosen by the Malaysian Biotechnology Corporation Bhd to hold a series of training programmes to develop entrepreneurs and professionals in the field of biotechnology. Called the Biotechnology Special Training (BeST) Programme and organised in collaboration with the School of Executive & Entrepreneurship Development (SEED), the latest intake of biotechnology graduates recently concluded their BeST programme with an event in which they presented their business ideas for new products and services within the biotechnology arena. These ideas were then evaluated and critiqued by seven judges from various venture capital companies, biotechnology companies and UNIRAZAK staff.

Held at UNIRAZAK’s Razak Campus on May 27, SEED executive chairman Omar Ahmad welcomed the participants and Human Capital of Malaysia Biotechnology Corporation’s Human Capital manager Syed Al Jafri delivered the opening remarks.

The judges were:
- Bank Rakyat’s SMI Financing manager Siti Nazlina Sheikh Ali
- Stellagen Sdn Bhd chief executive officer Datuk Chairil Nazri Ahmad
- Cradle Fun Sdn Bhd (Idea Banks) manager Johnathan Lee
- Tandum Fund chief operating officer Khal Joffies
- Warisan Global Sdn Bhd chief executive officer Dash Balakrishnan
- Biotech Corporation representative and Entrepreneurship Module lead coordinator Farah Nasruddin
- UNIRAZAK’s Bank Rakyat School of Business and Entrepreneurship deputy dean Asst Prof Dr Roland Xavier

The purpose was to gauge the students’ progress under a strict time limit of 20 days. They were split into five groups, with prizes presented for Best Presentation Skills, Best Content, Most Innovative Idea, and Overall Best Presentation.

The first group was Kristal Prima, whose business idea was to develop a new, high quality fish food based on spirulina. The group has plans to expand their line-up to include high quality pet food as well.

The second group, Green Tech, proposed the development of new food containers produced from paper sludge called the ‘G-PACK’, which is more environment-friendly than current polystyrene-based food containers and cheaper than competing products made from plastic waste.

Several prototypes have been developed. If given enough funding, the group plans to start marketing this product.

The third group, Ez-Coat Sdn Bhd developed a new, edible coating for fruits and vegetables made completely from natural substances to help maintain freshness and quality.

The fourth group was TED which manufactured a new tea tablet — a convenient new way for customers to enjoy their tea. The tea leaf extract is tested by internationally recognised independent laboratories to ensure the microbiological and heavy metal content meets international standards.

Lastly, the fifth group was Steel Lux Corporation Sdn Bhd. Their product is a revolutionary new waste-bin designed to combat the threat of the spread of infectious diseases. The product is equipped with a motion detector powered by infra-red technology and antibacterial deodorisers.

After the judging process, the results were:
* Best Presentation Skills - Greentech
* Best Content - Kristal Prima
* Most Innovative Idea - Kristal Prima
* Overall Best Presentation - Greentech

Each received a hamper for their efforts and achievement. But Greentech, as the winner of Overall Best Presentation will go on compete with the winners from seven other universities at the National BeST Business Plan Competition, to be held at Putat Sains Negara in Sept.

As this was the final meeting of UNIRAZAK’s BeST Programme students, the university decided to add two more prizes — Best Attendance and Most Outstanding Trainee.

For details, log on to www.unirazak.edu.my or call the general line at 03-7627 7000 or e-mail crm@unirazak.edu.my

Universiti Tun Abdul Razak’s Centre for Executive Education

The Centre for Executive Education is dedicated to executive education and focuses on assisting business professionals to achieve strategic objectives and build organisational strengths.

Universiti Tun Abdul Razak

UNIRAZAK is a boutique private university dedicated to innovation, leadership and entrepreneurship. Besides conventional degree programmes, it offers unique, niche undergraduate and post-graduate programmes that specialise in focused disciplines. Its vision is to become the leading institution in quality education and human capital in niche areas.