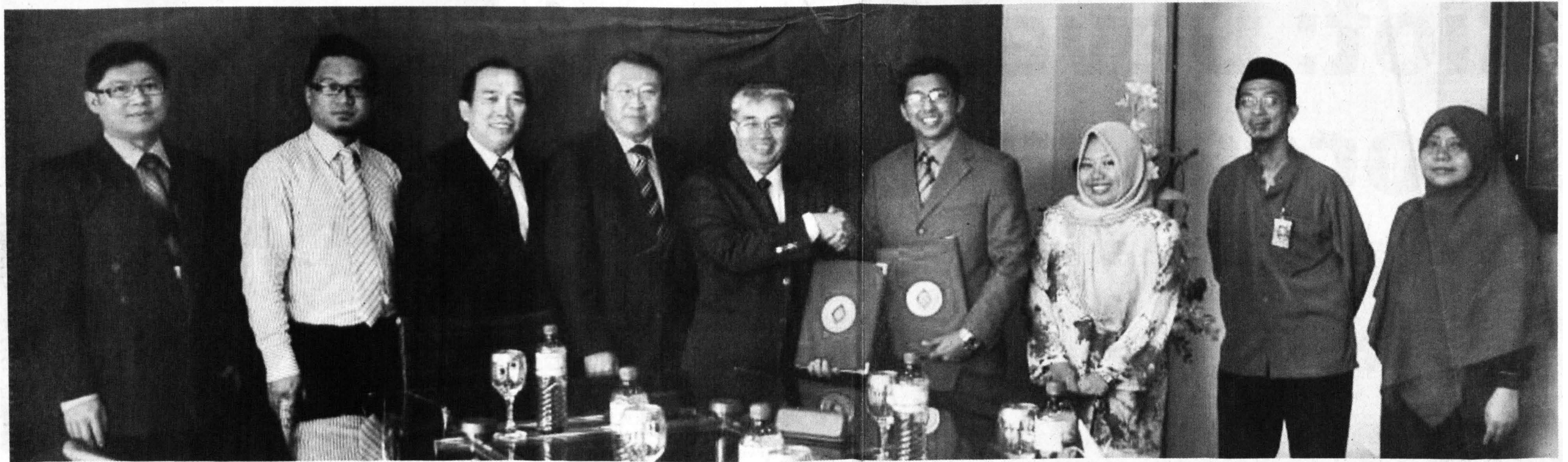


Tajuk : UNIMAS, Pro Auto Care Centre ink pact

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UNIMAS Vice-Chancellor, Prof Datuk Dr Khairuddin Abdul Hamid (fifth left) and Chief Executive Officer of Pro Auto Care Centre, Ahmad Zaiwin bin Mohd Kassim (fourth right) exchanging the documents after signing them.

UNIMAS, Pro Auto Care Centre ink pact

BY GOH PEI PEI

KOTA SAMARAHAN: Universiti Malaysia Sarawak (UNIMAS) and Pro Auto Care Centre Sdn Bhd yesterday signed a Memorandum of Understanding (MoU) to further explore the feasibility of incorporating fuel cell in vehicles as a means to increase fuel economy.

The signing ceremony was held at UNIMAS here.

The collaboration is the first ever between the university and the automotive industry in developing an application for the industry.

According to UNIMAS, its Centre of Technology Transfer and Consultancy (CTTC) has identified the need to commercialise more of its research products in the local and international markets.

The move is in accordance with the university's goal to achieve the Research University (RU) status.

The collaboration with Pro Auto Care Centre is unique in the sense that UNIMAS is extending its assistance to help the centre commercialise one of its innovation products, the Green-e fuel cell.

This collaboration is also categorised as the Knowledge Transfer

Programme (KTP) between the university and industry.

Pro Auto Care Centre Sdn Bhd is a Sarawak company specialising in automotive performance. It is managed by its CEO, Ahmad Zaiwin bin Mohd Kassim.

Pro Auto Care Centre's one-stop centre is located at Pending Industrial Estate here.

As a local SME, Pro Auto Care Centre is keen to practise inno-

vation.

Ahmad believes that the collaboration with UNIMAS would be a win-win partnership to promote local innovation.

The UNIMAS - Pro Auto Care Centre collaboration means that UNIMAS personnel will be actively involved in collaboration initiatives relating to automotive activities, particularly in the areas of fuel cell research, technical

development and staff development training.

At the end of the programme, UNIMAS and Pro Auto hope to generate sustainable and innovative technologies to meet the market demands of the local automotive industry.

Through continuous improvement policies, they are confident that the technology would eventually be accepted internationally.