



MINISTRY OF HIGHER EDUCATION



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# DEMAND DRIVEN INNOVATION PROJECT BY PPRN 2016

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**“Sharing Knowledge, Innovative Solutions”**

*For Malaysia, By Malaysian, In Malaysia*

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# PUBLIC-PRIVATE RESEARCH NETWORK

## PPRN

An initiative by Ministry of Higher Education (MOHE) as one of the strategies to increase productivity and strengthen Malaysian economic development through demand-driven innovation programs.

## Objective

***Create a knowledge-friendly ecosystem***

An environment where knowledge is produced and diffused from those who have it to those who need it



# Scope of projects

## Product Innovation

- To improve or value add the existing products of the company to the needs of the market.

## Process Innovation

- To implement a new or significantly improved production process, sourcing components, warehouse, logistics, delivery method or service.
- To streamline production to make it more efficient and to make better use of state-of-the-art technology.
- To scale-up production.



# Application criteria & qualification

- 1) Application is open for all companies registered in Malaysia with annual sales turnover of more than RM50,000.
- 2) For multinational companies, they must have a majority of Malaysians as shareholders (**≥51%**).
- 3) Proposed projects need to be technological in nature, where companies must have the technology / technical problems or issue in the existing products and processes.
- 4) The product that needs of an innovative technological solution must be at the commercial stage and already in the market, but it needs improvement in term of process or product itself.
- 5) Projects that essentially involve management or marketing solutions or require the purchase of off-the-shelf solutions will not be considered.



# Application criteria & qualification

## (continue)

- 6) There is no field restriction. The project can involve any area of applied science or engineering.
- 7) Priority will be given to projects that can be completed within six months, but PPRN may consider project duration up to a year if it has significant social and business value.
- 8) The Ministry of Higher Education Malaysia through PPRN will finance a portion of the total cost; and companies should also be ready to co-finance the project.



# Application procedures

Company register application with PPRN and describes technological problems or areas where there is potential for productivity gains.

**REGISTRATION**  
Email or fax the completed registration form and a certified true copy of company registration to:  
Email : [pprn@mohe.gov.my](mailto:pprn@mohe.gov.my)  
Fax : 03-88706900

If eligible and meet the scope of the project, the company is invited to attend matching sessions with researchers

**MATCHING SESSION**  
PPRN will find a team of experts/scientists that will provide/develop state of the art technology to solve the problem

1. Company presents the problem statement
2. Researcher presents the proposed solution

Technical evaluation

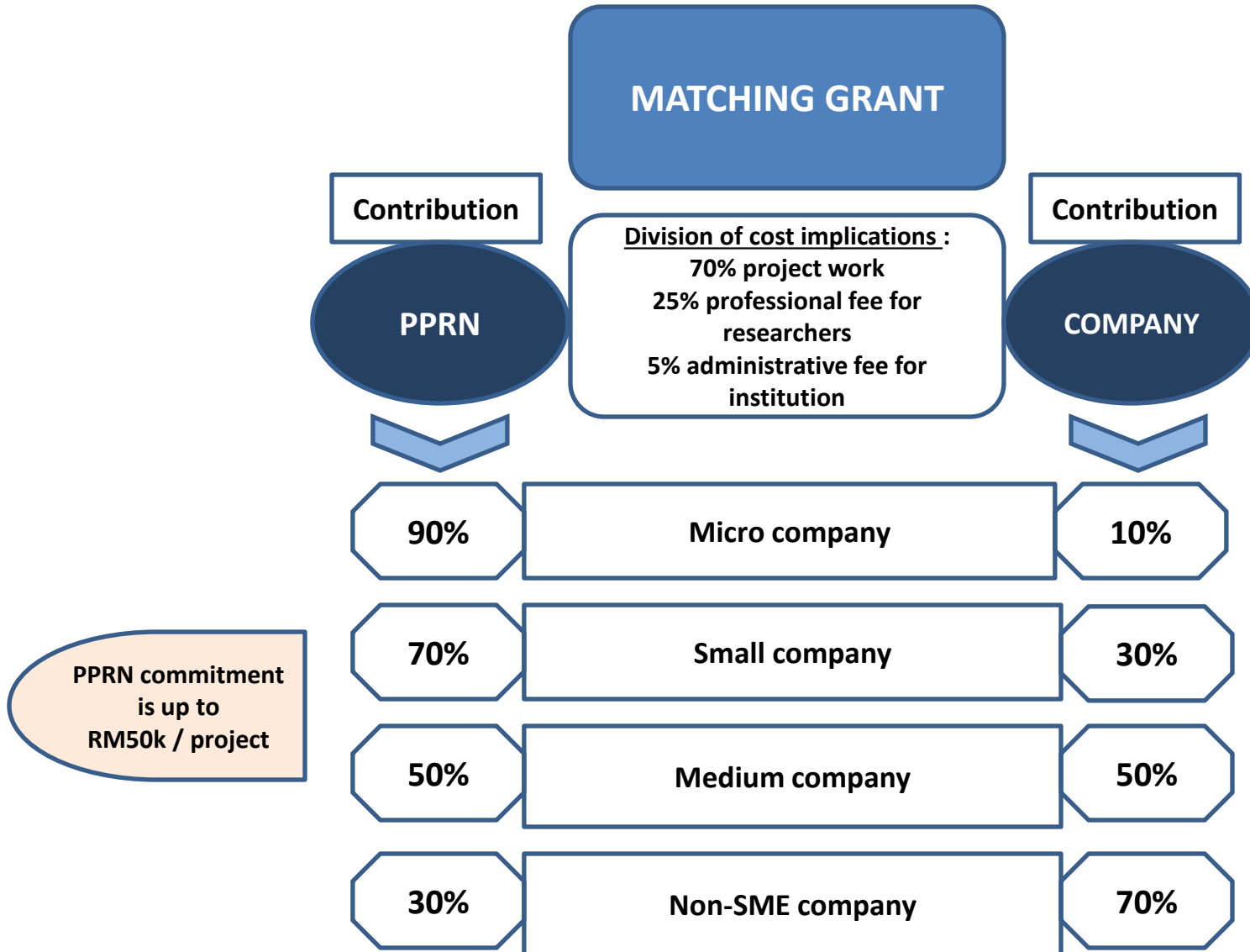
Notification of project approval to the parties

Offer and project acceptance by the parties

Company and PPRN will co-finance the project cost



# Funding mechanism



\* Size of company is based on new definition of SME by SME Corp Malaysia effectives from 1 January 2014

# Outcomes



Create a knowledge-friendly ecosystem through applied research



Increase productivity and technological knowledge of industry, thus enabling them to move up in the value chain



Ensure that the research carried out by universities and research institutions remain relevant and meet the needs of industry and society



Ensure cost-effective implementation of innovative projects



Ensure achievement of the Economic Transformation Plan (ETP): sustained development and more equitable society





## CONTACT US:

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