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# MSC Malaysia R&D Initiatives

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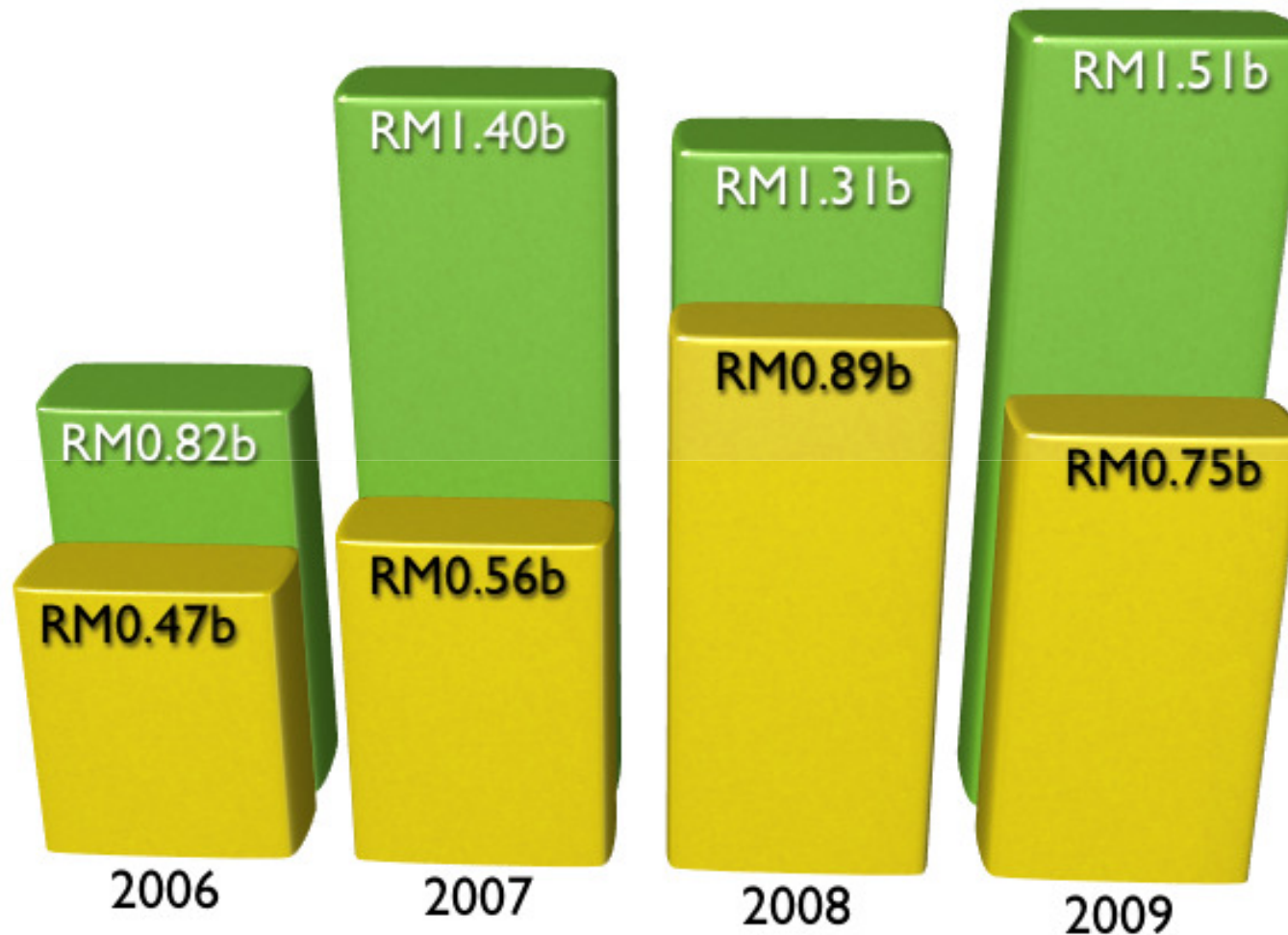
“The MSC is a gift to the world, a *global test-bed* of innovative ICT products”

“*Investments in R&D in knowledge-based industries* is the key for Malaysia to keep up with or *stay ahead* of its competitors in ICT”

Tun Dr. Mahathir Mohamad

# MSC Malaysia Status Companies: Growth

TOTAL R&D EXPENDITURE (ANNUAL)



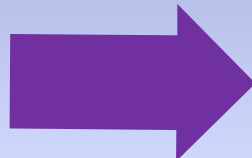
■ Total R&D Expenditure by MSC Malaysia Companies  
■ Total R&D Expenditure by MSC Malaysia DDI companies

# MSC Malaysia R&D Initiatives

Mission is to realise the MSC Malaysia as a global hub and preferred location for an innovative ICT research community

## R&D grant

- MGS
- STAR



## Programme

- R&D Series
- R&D Exchange Forum
- RAP
- IP Connect

## Desired Outcomes

No of collaborations between IHLs, RIs & companies.

Technology transfer from IHLs/ RIs to industry.

Creation & commercialization of IP/innovative products/services.

No of researchers

R&D expenditure

More **business savvy** R&D personnel in **IHLs/RIs** & more **R&D savvy** personnel in **industry**.

# MGS / STAR

## Key Achievements

RMK9 Key Accomplishment:  
Funded **67** projects totaling  
**RM78.96 million.**

**6** Companies are listed on Bursa Malaysia and **1** is listed on London Stock Exchange with total Market Capitalisation of **RM404.2 million** (as of 26 June 2010)

 **Palette**

 **G-PRO**  
TECHNOLOGIES

 **ORIENTED MEDIA**

 **keyASIC**™  **MOBILITYONE**

 **EXTOL**

 **N2N CONNECT**

### Success as of 26 June 2010 :

- Over 258 trained knowledge workers in R&D
- 3 International and 12 local awards achieved
- BSmart Technology & iDimension listed in Deloitte Technology Fast 500 Asia Pacific 2009
- 46 patents, 32 trademarks, 47 copyrights, 4 industrial designs filed
- 25 out of 35 completed projects made sales. Commercialisation rate at **71%**.
- RM55.89 Million revenue generated from 25 completed projects (total investment of RM31,024,614). ROI of **180%**.

# R&D Series

PROGRAMMES

## AIM:

1. **Inform** MSC Malaysia community of available **R&D programmes & funding**
2. **Disseminate** information on **current & emerging technology** topics of interest to the MSC Malaysia community
3. **Encourage networking & knowledge sharing** within the MSC Malaysia community
4. **Promote R&D collaboration** between IHLs – MSC Malaysia status companies

Next R&D Series is on 29 June 2010 focusing on “Green

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# R&D Exchange Forum

PROGRAMMES

## AIM:

1. Encourage **exchange of ideas & information** between STAR & MGS grant recipients - MSC Malaysia community
2. **Showcase** successful STAR & MGS grant recipients
3. **STAR & MGS grant recipients** share their **research findings, outcome & tips** with the MSC Malaysia community which may potentially lead to further **synergistic collaboration, idea generation**, as well as **resolution of technical issues**

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# Researcher-Industry Attachment Program (RAP)

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# Introduction

PROGRAMMES

- RAP has been established to **bridge the research gap** between MSC Malaysia Status companies and academia.
- RAP is aimed at establishing **working partnerships** between academic researchers & MSC Malaysia status companies for the purpose of improving R&D competencies on both sides.
- Bulk of attachment costs will be borne by MDeC, with a small commitment fee from the participating company.
- An academic researcher will be attached to the participating company on a **part-time basis for 6 months**.

# Objectives

PROGRAMMES

- ✓ To Increase R&D Expenditure of MSC Malaysia Status companies
- ✓ To Raise R&D collaboration between industry and IHLs
- ✓ To Increase the number and quality of MGS applications
- ✓ To Provide industry exposure to academic researchers
- ✓ To Strengthen the R&D capabilities of Malaysian knowledge workers
- ✓ To Increase intellectual property creation.

# RAP Details

PROGRAMMES

Eligibility	At least 51% Malaysian-owned MSC Malaysia status companies
Duration of attachment	6 months
Ownership of IP	With the company
Participation fee	RM4,000 (payable by company)
Researcher consulting fees	(Borne by MDeC)

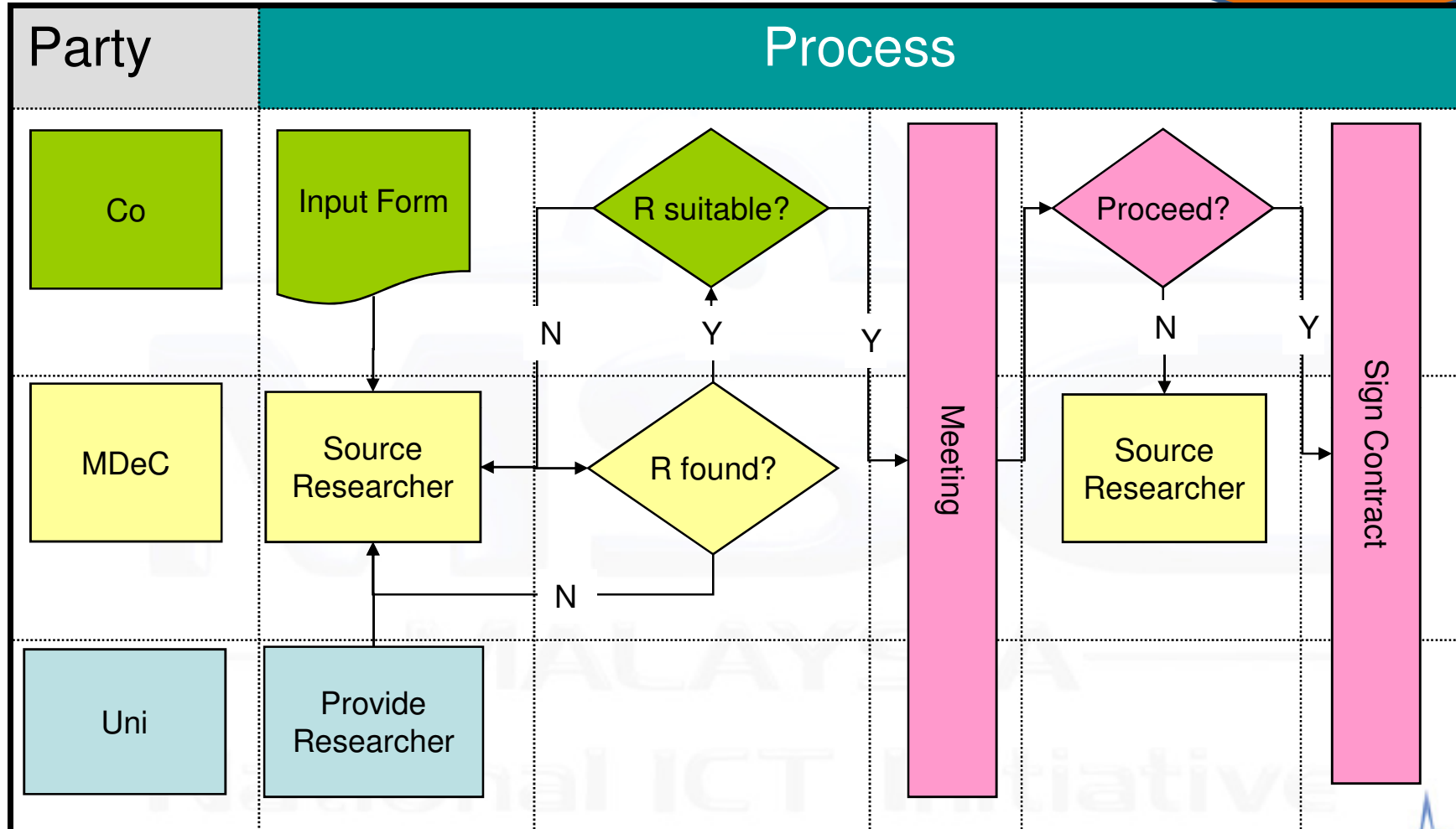
# Scope of Work for Consulting Researcher

PROGRAMMES

- Familiarize themselves with the **business activities** ranging from sales to technical aspects of the company, excluding finance and administration
- Work with the **technical team** to gauge their core competencies.
- Identify a potential **area of research** and help setup a research team.
- Conduct **literature review** on the research area.
- Propose a **research project** that is in line with strengthening the company's sales initiative.

# RAP Details

PROGRAMMES



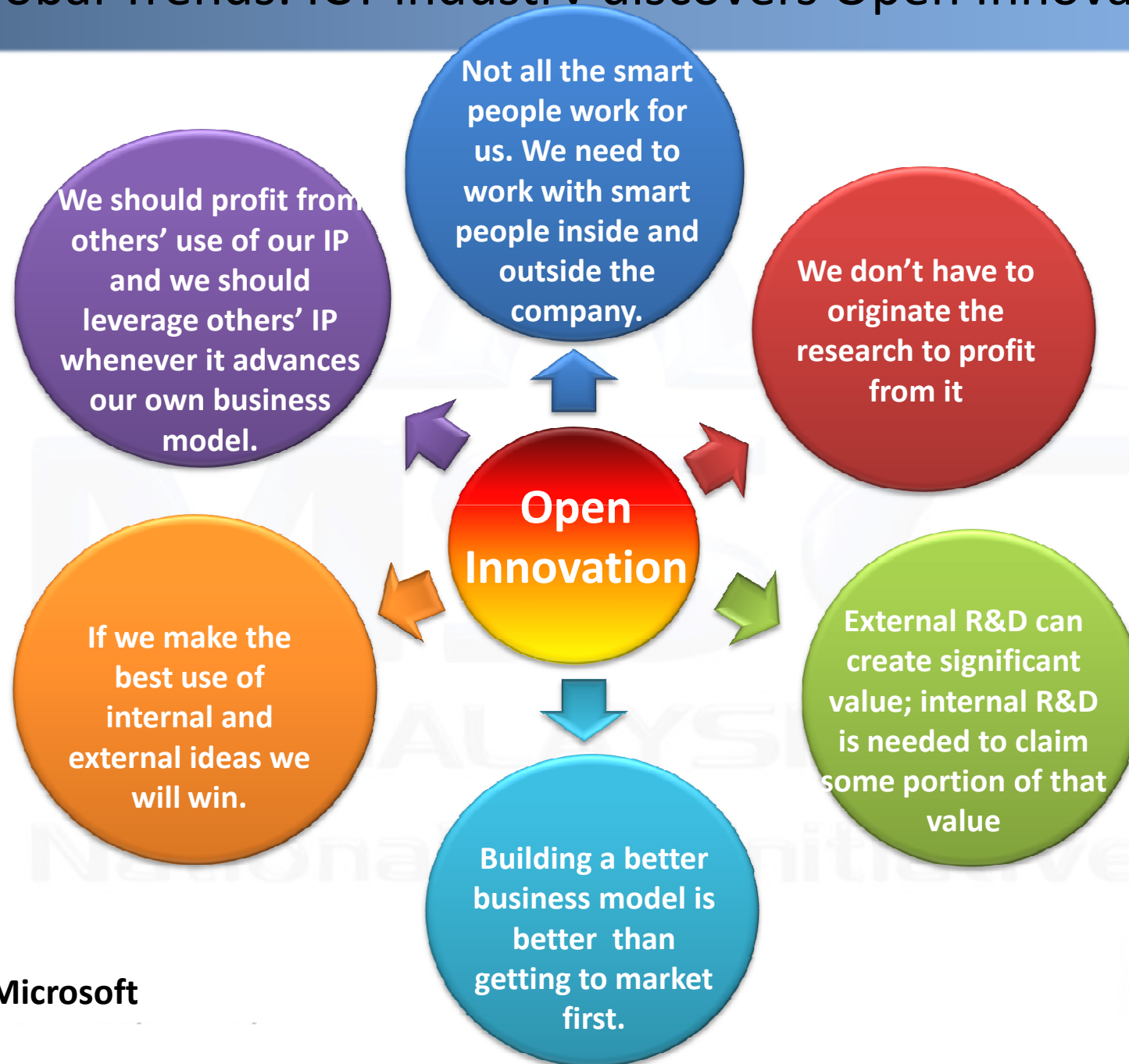
# IP Connect

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# Global Trends: ICT industry discovers Open Innovation



Source : Microsoft

# Problem Statement

PROGRAMMES

- A major problem facing IHLs and Research Institutions in commercialisation of R&D is a **lack of collaboration** with the industry as a whole.
- The same survey also noted that MSC Malaysia Status Companies lack confidence in collaborating with IHLs and Research Institutions due to various limitations and concerns.
- *These concerns contribute to a lack of commercially-driven collaboration between IHLs, Research Institutions and MSC Malaysia Status Companies.*



Source: Strategic Research Study, IDC Aug 09, TPR

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# What is IP Connect?

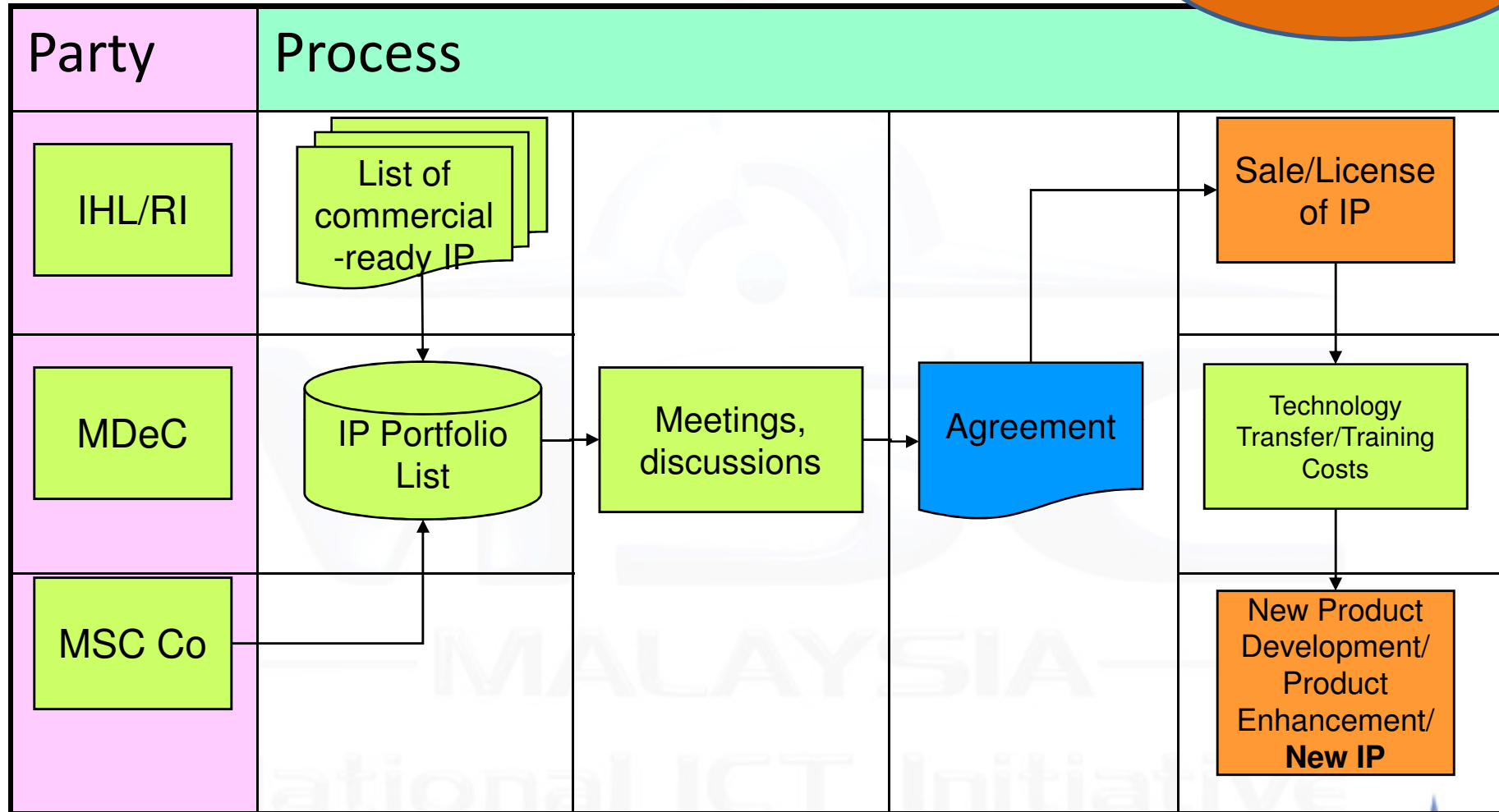
PROGRAMMES

- IP Connect is a platform to connect Research Institutions & Universities with MSC Malaysia Status companies in order to
  - Foster IP licensing or sale opportunities for Research Institutions and Universities
  - Create new productisation and/or commercialization opportunities for MSC Malaysia Status companies
  - Increase technology transfer between IHLs/RIs and MSC Malaysia Status Companies



# How IP Connect Works

PROGRAMMES



# What Co\$ts will this Program cover?

The cost items that are subsidized under this program include:

1. Mobilization
2. Training
3. Licensing/Purchase
4. Related overheads

Quantum of subsidy will be determined by the merits of each case



# Qualifying Criteria

- 51% Malaysian-owned MSC Malaysia status companies
- Malaysian Research Institutions and Institutions of Higher Learning



National ICT Initiative

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# Firms which apply persistent R&D **perform better** than firms with occasional as well as no R&D

Centre of Excellence for Science and Innovation Studies (CESIS)

<http://www.cesis.se>

*“The Impact of Firm’s R&D Strategy on Profit and Productivity”*

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Thank you!

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