

CENTRE FOR SCIENCE AND TECHNOLOGY OF THE  
NON-ALIGNED AND OTHER DEVELOPING COUNTRIES  
(NAM S&T CENTRE)

INTERNATIONAL TRAINING WORKSHOP  
ON  
TECHNOPRENEURSHIP FOR DEVELOPING COUNTRIES

KUALA LUMPUR, MALAYSIA  
11-15 MARCH, 2019

**BRIEF REPORT**

In the modern era, Technopreneurship is the new vehicle for self-employment. One of the emergent concepts in business development, particularly in the developing countries, Technopreneurship is playing a fundamental role in the accomplishment of a sustainable and balanced growth of a country. Technological development and innovation have become the primary focus of an enterprise for value addition, wealth creation and sustainability. Development and commercialization of high-tech products and services cannot be achieved without innovation and technology based entrepreneurship. Technopreneurship is not only about technology alone, but is about how best that technology can be utilized to provide a greater value to the customer.

With the above in view and to create a cadre of technopreneurs with the necessary knowledge and experience to build successful business which are based on and driven by technology, the Centre for Science and Technology of the Non-Aligned and Other Developing Countries (NAM S&T Centre) in collaboration with the International Science, Technology and Innovation Centre for South-South Cooperation (ISTIC), Malaysia under the auspices of UNESCO and with the sponsorship of the Ministry of Energy, Science, Technology, Environment and Climate Change (MESTECC), Malaysia successfully organised an **International Training Workshop on *Technopreneurship for Developing Countries*** during **11-15 March, 2019** in **Kuala Lumpur, Malaysia**. The main objective of the Training Programme was to provide the necessary knowledge to the participants on various topics relevant to technopreneurship and creating awareness and motivation amongst participants on technopreneurship and its role in technology development, validation of ideas, opportunity assessment, business model, planning and financing, etc. in order to ensure that they are in a position to organize, manage and take the risk of adopting a technology to start and run a business enterprise.

The Opening Ceremony commenced with a welcome address by Dato' Dr. Sharifah Maimunah Syed Zin, FASc, Director, ISTIC. A brief address to the audience was made by Dr. Amitava Bandopadhyay, Director General, NAM S&T Centre who presented the genesis of the event by touching upon the importance of technopreneurship in the world and also gave a short description of the activities of the NAM S&T Centre, an inter-governmental organisation headed by him. The programme was then officially inaugurated by Datuk Seri Dr. Mohd Azhar Bin Haji Yahaya, President NAM S&T Centre and Secretary General, MESTECC, Malaysia. In his

opening remarks he underlined the importance of developing technology-based entrepreneurship to generate high income economy in the developing countries. The Opening Ceremony was concluded with an official Group Photo Session.

The International Training Workshop on “Technopreneurship for Developing Countries”, brought together **27** scientists, experts and professionals from **16** countries including Egypt, India, Indonesia, Iran, Mauritius, Myanmar, Nepal, Nigeria, Pakistan, South Africa, Sri Lanka, Togo, Turkey, United Kingdom, Zimbabwe and the host country, Malaysia to develop and upgrade their skills and knowledge in technopreneurship. The Speakers/Panel Members for the Training event were from Malaysia.

The foreign participants were from **Egypt** [Prof. Dr. Maged Ghoneima, Director of the Innovation Hub, Faculty of Engineering, Ain Sham University, Cairo; Prof. Khalid Ahmed Abdelsadek Elbahrawy, Professor of Animal & Livestock Production, Desert Research Center, Ministry of Agriculture & Land Reclamation, Cairo] ; **India** [Ms. Pratyasha Barooah, Research Associate, NAM S&T Centre, New Delhi] ; **Indonesia** [Dr. Panji Deoranto, Assistant Professor, Faculty of Agriculture Technology; Ms. Herni Widya Retno, Analyst for Science and Technology Policy, Directorate of Innovation System, Ministry of Research, Technology and Higher Education, Jakarta] ; **Iran** [Dr. Hassan Ali Ozgoli, Scientific staff, General Manager, Central Office for Industrial Cooperation and Technological Services, Iranian Research Organization for Science and Technology (IROST); Dr. Seyed Mehdi Hejazi Seyed Mohammad, Director of Technical Support Office in ISTT, Isfahan Science & Technology Town, University of Technology Blvd, Isfahan; and Mr. Akbar Ghasemi Gholamhossein, Director of Technology Transfer and commercialization Office (TTO), Isfahan Science & Technology Town, Isfahan, University of Technology Blvd, Isfahan] ; **Mauritius** [Dr. Oomesh Gukhool, Senior Lecturer, University of Mauritius, Reduit] ; **Myanmar** [Dr. Cho Min Han, Director, Department of Research and Innovation, Ministry of Education, Yangon]; **Nepal** [Dr. Buddhi Ratna Khadge, Secretary, Nepal Academy of Science and Technology, Lalitpur] ; **Nigeria** [Mrs H.Y. Tanko, Director, Planning and Policy Development Department, Raw Materials Research and Development Council, Federal Ministry of Science and Technology, Abuja ; Mr. John Ahmedu Obekpa, Deputy Director, Raw Materials Research and Development Council, Federal Ministry of Science and Technology, Abuja ; and Dr. V. O. Fadipe, Assistant Director, Federal Ministry of Science and Technology, Abuja] ; **Pakistan** [Mrs. Zainab Bilal, HR Officer ORIC/ Coordinator SSBC-CUI, COMSATS University Islamabad (CUI), Park Road, Islamabad]; **South Africa** [Mr Muimeleli Ivan Mutangwa, Director and Senior Researcher, Centre for Emerging Researchers, Braamfontein]; **Sri Lanka** [Mrs. P.N.D. Pathirana, Assistant Director (Marketing), National Engineering Research & Development Centre, Ekala, Ja-Ela] ; **Togo** [Mr. Bagbohouna M’Koumfida, Junior Researcher, Climate Change and Education/Communication, Togo Ministry of High Education and Research, Rue Colonel Le Roux] ; **Turkey** [Mr. Ali Basciftci, Scientific Programs Expert, Tubitak Teydeb Mustafa Kemal Mahallesi, Dumlupinar Bulvari, Ankara]; **United Kingdom** [Dr. Mumtaz Hussain, Senior Lecturer, Faculty of Pharmacy, Universiti Teknologi Mara, Puncak Alam Campus, Selangor]; and **Zimbabwe** [Mr. Tafadzwa W Madyiwa, Principal Science & Technology Officer, Ministry of Higher and Tertiary Education Science & Technology Development, Harare].

The **Malaysian participants** were: **1)** Mr. Zuhlilmi Bin Zaini, Assistant Secretary, Ministry of Energy, Science, Technology, Environment and Climate Change (MESTECC), Technology Transfer and R&D Commercialization Division **2)** Ms. Normastura Binti Sulta, Assistant

Undersecretary, Ministry of Energy, Science, Technology, Environment and Climate Change (MESTECC), Technology Transfer and R&D Commercialization Division **3)** Dr. Shariza Binti Sahudin, Associate Professor, Faculty of Pharmacy, Universiti Teknologi Mara, Selangor **4)** Dr. Sharmiza Binti Adnan, Senior Research Officer, Forest Research Institute Malaysia (FRIM) **5)** Mrs. Zariah Binti Muhamed, Deputy Vice President, Malaysian Technology Development Corporation and **6)** Mrs. Jaslind Leong Gan Tai, Assistant Vice President, Malaysian Technology Development Corporation.

The week long Training Programme was successfully held at **Seri Pacific Hotel, Kuala Lumpur**. This was a dynamic Training Programme with the main objective of providing the participants an understanding of the basic elements of entrepreneurship in relation to the demand of the knowledge and innovation economy. The participants of the training programme were actively involved in learning the key principles related to technopreneurship and applying the best practices in business development through Group Projects.

The four trainers were, (1) **Dr. Azizah Omar**, Associate Professor, School of Management, Universiti Sains Malaysia (USM) who conducted the “Ice-breaking Session” followed by lectures on “Strategic Marketing”, “International Business Perspectives” and “Strategic Brand Management: Building, Measuring and Managing Brand Equity”; (2) **Dr. Cheang Peck Yeng Sharon**, Senior Lecturer/Deputy Director, School of Management, Innovation Office, Universiti Sains Malaysia (USM), delivered her lectures on “Knowledge Transfer-Enabling Mechanism at University”, “Intellectual Property” and “Strategic Partnership”; (3) **Mr. Lok Char Lee**, Senior Lecturer, School of Management, Accounting Section, Universiti Sains Malaysia (USM), delivered his lectures on “Financial Made Easy”, “Common Valuation Methods for IP or Technology” and “Writing Business Proposal”; and (4) **Mr. Cheok Lay Leng**, General Manager, Penang Hill Corporation (PHC), gave his lecture on “Innovation and Commercialization : From Lab to Market”. From Day-1 to Day- 5 of the programme, the eminent speakers highlighted the importance of understanding the mechanics of marketing and sales, basis of identifying business opportunities, understanding the key-drivers of start-ups, development of ability to secure funding for business, making impactful presentation of business plan and negotiation for best deals with financiers/industrialists in order to improve technopreneurial awareness and knowledge as well as innovation skills of the participants.

The Participants of the Training Programme were divided into five groups for ‘Group Activities’. Dr. Azizah Omar, Dr. Cheang Peck Yeng Sharon, and Mr. Lok Char Lee were the Coordinators for the same. The participants were also introduced to various technology-based online activities in order to develop their practical experience and understanding of fundamentals of Technopreneurship. On the last day of the programme, all the five groups presented their final Business Proposals, followed by a Question-Answer Round.

The Certificates of Participation and the Best Business Proposal Certificates were handed over to the participants by Dato’ Dr. Sharifah Maimunah Syed Zin, FASc, Director, ISTIC, who also proposed the Vote of Thanks. The participants thanked the organisers and the hosts for extending warm hospitality, well planned arrangements and successful completion of the **Training Workshop on “Technopreneurship for Developing Countries”**.

During the programme, the participants also had an opportunity to visit **University of Malaya Centre for Innovation & Commercialisation (UMCIC)** located in Kuala Lumpur.