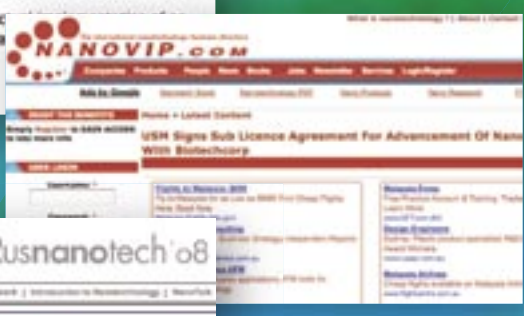
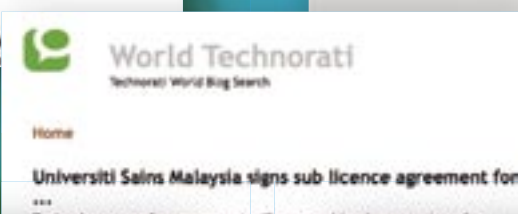
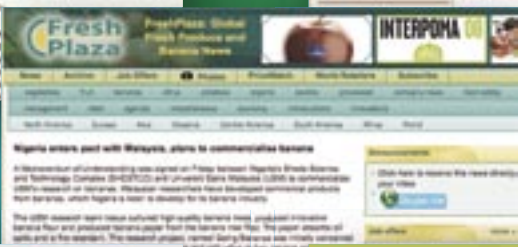


Biotechnology and Nanotechnology collaborations in Malaysia



Biotechnology and Nanotechnology collaborations in Malaysia

The stories

A memorandum of understanding was signed between the Universiti Sains Malaysia (USM) and the Nigerian Sheda Science and Technology Complex (SHESTCO) to commercialise USM's research on banana products.

The products developed by biologists at USM include a new banana flour and paper made from banana fibre which is fire retardant and helps to absorb oil spillages. Both products will enable banana growers to recycle banana waste and develop new products from the banana crop.

Around the same time, USM signed eight agreements with national and international corporations to further develop and commercialise research in nanotechnology, biotechnology, construction and medicine. This was quickly followed by a partnership agreement with Malaysia's Biotechcorp to develop nanotechnology research in Malaysia.

ResearchSEA's successful promotion

ResearchSEA translated and edited the press releases to enhance their attractiveness to international journalists. The press releases were sent to journalists interested in technology transfer, Africa, agriculture, biotechnology and nanotechnology.

The stories were covered by:

- Africa Science News Service
- Freshplaza.com
- Nanotechnology Now
- A-Z Nano

- Nanovip
- Biospectrum
- Nanotechnology & Development News
- Nano-Werk
- The Tech Transfer Blog
- Scoop World
- News RX
- Innovations Report
- Asia News Room
- Technorati

Outcomes

The wide ranging news coverage had positive outcomes for Universiti Sains Malaysia. USM's Vice Chancellor attended an academic conference shortly after the release of the news about the collaboration with Nigeria and was delighted that many African delegates had read about the agreement. Many of these institutions expressed a wish to explore ways in which they too could collaborate with USM.

The resulting media coverage brought USM to the attention of international R&D and specialist business communities. Within weeks of the news about the signing of the agreement with Biotechcorp, USM was invited by a venture capital firm in the US to attend a nanotechnology meeting.

The coverage raised the profile of USM as an international academic and research institution.

"Based on a series of corporate agreements announced last week, Universiti Sains Malaysia may be a school to watch in the Pacific Rim."
David Schwartz, Executive Editor and CEO of BizWorld, Inc, publisher of Technology Transfer Tactics