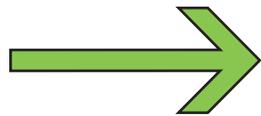
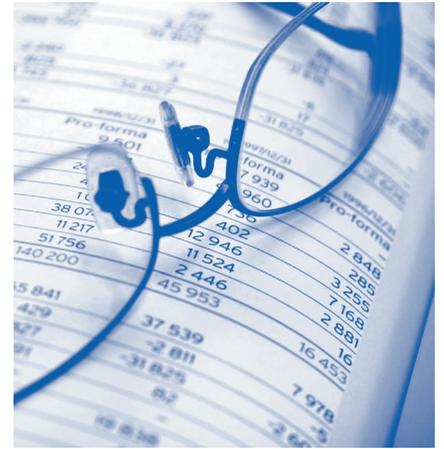




Australian Institute  
for Commercialisation



## TechFast Case Study SIRIM Berhad - Malaysia



### The Client

Malaysia is a rapidly growing and fast developing nation with a large investment in education, research and science. Like many nations however, it desires to improve the technological capacity and knowledge of its industry, in order to build local businesses that will provide high value products and services and maintain the nation's increasing prosperity.

SMEs by number make up 99.2% of all businesses in Malaysia, however they only account for 32% of the nation's Gross Domestic Product (GDP) and only 19% total exports. Therefore to increase the wealth of Malaysia a specific focus has been placed in assisting SME growth.

In 2008 the AIC was engaged by the Malaysian Government to assist them to achieve key elements of their Ninth Malaysian Plan. More specifically, the AIC was asked to assist Malaysia to achieve its vision to develop its Small-to-Medium Enterprises (SMEs) and boost the entrepreneurial and technical capability of SMEs.

### The Opportunity

The AIC has been working with three government economic development agencies that are all funded by the Malaysian Ministry of Science, Technology and Innovation (MOSTI). These agencies are:

1. The Malaysia Industry-Government Group for High Technology (MiGHT)
2. The Malaysian Technology Development Corporation (MTDC) and
3. The Standards and Industrial Research Institute of Malaysia (SIRIM).

These agencies were keen to draw upon the significant experience the AIC has built around innovation and collaboration policy, program design and program implementation in Australia.

### Fast Facts

- AIC is partnering with the Malaysian Government
- Jointly developed program to assist Malaysian SMEs access research capability
- Strengthens economic ties between Australia and Malaysia



The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

# TechFast Case Study

## SIRIM Berhad - Malaysia



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### AIC Assistance

Through this partnership the AIC initially worked with the Standards and Industrial Research Institute of Malaysia (SIRIM) to develop an SME and research organisation collaboration facilitation program aimed at increasing connectivity between the two sectors in Malaysia.

Drawing on learning from the AIC's successful TechFast program, the AIC worked with SIRIM to assess Malaysia's specific needs, design a tailored assistance program for the Malaysian environment, and provide appropriate skills development and training to local facilitators so Malaysia could implement its own pilot program.

### The Outcomes

This collaborative international program has been successfully undertaken with the Malaysian-run pilot program now up and running across Malaysia.

This program has already delivered services to numerous SMEs across many industry categories. Importantly, the program has provided a platform to enable SIRIM industry engagement staff to talk with businesses about their needs and opportunities and how innovation could assist. This has already led to several promising connections and partnerships between SMEs and Malaysian research organisations.

The program has also linked participating businesses to funding sources and other programs to assist them further with their particular needs.

Feedback from participating SMEs has been very positive with businesses strongly supporting the program and its goals of assisting SMEs to access Malaysia's national research capability to help them to grow.

The AIC and SIRIM have also established information sharing mechanisms to help connect SMEs and researchers between the two countries. This mechanism will foster greater collaboration and exchange of ideas and intellectual property between Australia and Malaysia.

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