

BRIEFING ON KNOWLEDGE CONTENT OF THE MALAYSIAN RUBBER INDUSTRY



24 April 2019 (Wednesday) - 10am to 1pm

MREPC Seminar Hall, Level 36, West Wing, Q Sentral, Kuala Lumpur



Objectives

A study on the knowledge content in key economic sectors in Malaysia Phase III (MYKE III) was conducted over a three-year period from 2015 to 2017 commissioned then by the Economic Planning Unit (EPU) now Ministry of Economic Affairs (MEA), uses an integrated knowledge ecosystem model to assess the state of development of the knowledge ecosystems for the 21 industries, the level of knowledge content and its contribution to economic outcomes for the industries including the rubber industry. This forum will provide an overview on the knowledge content of the rubber industry, identifying the strengths and weaknesses based on the industry's 'dynamic capabilities' (absorptive, adaptive and innovative), provide recommendations to strengthen the knowledge enablers within the ecosystem and strategies to raise the global competitiveness of Malaysian rubber industry.

Programme

- 9.30 Arrival of Participants and Registration
- 10.00 Opening Remarks by CEO of MREPC
- 10.15 Presentations by Monash University
 - Overview of MYKE Study by Prof Mahendhiran Nair, FCPA (Aust) FASc
 - Findings of MYKE Study for Rubber Industry by Prof Pervaiz K Ahmed
 - Recommendations for the Rubber Industry by Associate Prof Santha Vaithilingam
- 12.15 Forum and Q&A Session
- 13.00 Lunch and End of Briefing

Register online now at www.mrepc.com for your **COMPLIMENTARY SEATS.**

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