

Malaysia SME 7 May 2011 - 20 May 2011

Itex to showcase over 650 inventions

Exhibition serves as a platform to encourage innovative ideas generation and recognise the best talents

The 22nd Invention, Innovation and Technology Exhibition (Itex) will be held from May 20 to 22 at Kuala Lumpur Convention Centre. Itex – the leading exhibition in Asia which encourages the generation of innovative ideas, showcases inventions, technologies and new products – aims to recognise the best talents and link them to potential investors.

This year, Itex is continuing to bring Green inventions to the spotlight and create awareness within the industry to go Green seriously through its exhibition on Green invention. As such, inventions using recyclable materials, components, Green technologies or ideas that help reduce the carbon footprint will take centre stage in this highlight.

Encouraging innovation

Organised by the Malaysian Invention and Design Society (Minds), the exhibition is a good move towards encouraging innovation, creativity and ideas.



Last year's exhibition saw a strong interest from visitors from all over the world

More than 650 inventions and innovations will be featured by universities, research institutions, individual inventors and corporate sectors as well as young inventors.

Currently, there are 13 countries that have confirmed participation at Itex, including Russia, Poland, Canada, Saudi Arabia, Iran, Sri Lanka, the Philippines, South Korea, China, Hong Kong, Taiwan, Brunei as well as Malaysia. It is hoped that more countries would participate.

Minds president Tan Sri Emeritus Professor Dr Augustine S H Ong said while there had been an overall increase of inventions, as of now, submissions for foreign inventions constituted 45%, while the remaining 55% came from Malaysia.

He added: "They (the investors) can find new and innovative ideas for business here. What is important for SMEs nowadays is innovation, and this (Itex 2011) is where they can find it."

More than 24 categories of invention are available for commercialisation purposes, with the most predominant sectors last year being biotechnology, environmental and renewable energy, as well as agriculture. Whether an SME is sourcing in order to expand, build business partnerships or seek new inventions, Itex is an ideal platform for investors, venture capitalists and manufacturers, amongst others.

Additional highlights

Concurrently, the event will also feature an exhibition by young inventors, from the ages 20 and below in the Asian Young Inventors Exhibition (AYIE). An exclusive platform



Ong said there has been an overall increase of submissions for inventions and innovations for Itex 2011

for young inventors to showcase their inventions and innovations internationally and gain the opportunity to commercialise their inventions, AYIE aims to encourage creativity and intelligence in them.

Another highlight of the exhibition would be the Intellectual Property and Innovation Conference, which will feature local and international speakers who will share their knowledge and experience on their success and on the understanding of intellectual property rights and protection for an invention.

All inventions showcased in the exhibition qualify to compete in the Invention and Design Competition, where a number of local and international acclaimed awards will be presented. These awards – which include the Itex 2011 gold, silver and bronze awards, the Asia Young Inventors award and the World Intellectual Property Organisation awards, amongst others – are based on assessment by local and international judges that comprise of academicians, scientists, as well as leading industrial and corporate personalities. – *By Catlyn Yap*