



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

**ExCEL**

**UTM ENGINEERING CAPTAIN OF INDUSTRY  
TRANSFORMATIVE INNOVATION: CREATING RADICALLY  
DISRUPTIVE HIGH-VALUED PRODUCTS AND SERVICES  
ENABLED BY INDUSTRIAL 4.0 DIGITAL TECHNOLOGIES**

**MINI REPORT**

**ACADEMIC ADVISOR: DR NOOR HIDAYAH BINTI ZAKARIA**

**PHANG CHENG YI**

**A20EC0131**

**Justification in joining the activities:**

The objectives of the program were to introduce about the process of transformative innovation. The topic of the program is Transformative Innovation which is creating radically disruptive high-valued products and services that enabled by Industrial 4.0 digital technologies which is spoken by the Captain Executive Office and Founder of Digipas Technologies Incorporate, Dr Jim LI Hui Hong. At the end of the program, I believe the participants including me was having more insight and knowledge about the transformative innovation.

**The Graduate Attributes that are focused on:**

- Global Citizen

The students involved in the program were keep updated with the global concerning issue and having more understanding about the latest technologies used in the innovation model.

- Thinking skills:

I think about the contents that were presented by the speaker and this gave me more insight about what is the process of transformative innovation and how advanced the technologies was in current to innovate or transform the products that can lead to a better, high-quality life for the communities.

- Adaptability

I able to adapt myself by attending the program virtually due to Covid-19 pandemic and stay focus along the program.

**Content of the activities:**

The program was conducted virtually through an online platform, Facebook Live on 20 January 2021. It is organized by Faculty of Engineering UTM. The program was start from 11.00 am with the opening speech given by the assistant registrar of Faculty of Engineering UTM, Madam Mumi Hariyati Binti Muslim and end at 12.00 pm with the closing speech given by the Dean of Faculty of Engineering UTM, Prof. Dato' Ir. Dr. Mohammed Rafiq Bin Dato' Abdul Kadir. There were about 400 students from UTM were participated in the program. At the Q&A session of the program, the participants were actively asking more questions about the process of innovation such as requirements for the recruitment of new employee from the speaker's company, the best ways to find investors and the list goes on.