

advertorial

Meeting of creative minds

ITEX 2014 inculcates ingenuity, invention and innovation

REACHING out to celebrate and instill creativity and innovation in young minds from Malaysia and across the region, the 25th annual International Invention, Innovation and Technology Exhibition (ITEX) is being held at the Kuala Lumpur Convention Centre from 8 to 10 May, marking the event's silver jubilee.

Organised by the Malaysian Invention & Design Society (Minds), the three-day exhibition aims to enhance incentives and opportunities for inventors to facilitate the eventual commercialisation of innovative ideas, in alignment with the Ministry of Science, Technology and Innovation's declaration of 2014 as its commercialisation year.

ITEX 2014 showcases nearly 1,000 inventions developed by local and international organisations from 20 countries and various sectors, including manufacturing, financing and the legal field, with Malaysia fielding representatives from education institutes and corporations as well as patent and intellectual property firms.

In line with its goal of promoting commercialisation, this year's show featured the debut of ITEX's *Inventors Meet Investors* programme, giving participants



Minds president Tan Sri Dr Augustine Ong (left) and CIS Network president Datuk Vincent Lim (right)

greater opportunities to secure manufacturing and distribution in wider markets while facilitating intellectual property protection.

The exhibition also incorporates the Asian Young Invention Exhibition (AYIE) and Malaysian Young Inventors Exhibi-

tion (MYIE), with the latter featuring the winners of the Malaysia Young Inventors Competition held earlier this year by Minds, themed *Ideas to Realisation for Mankind*. The winners are now competing in AYIE 2014.

MYIE 2014 highlights 75 local innova-

tions, while AYIE 2014's line-up includes close to 100 inventions from Indonesia, Saudi Arabia, Thailand, Vietnam, China, Philippines, Hong Kong and Taiwan. Open to budding inventors age 20 and below, the two exhibitions provide an international platform to showcase creativity while meeting like minds from around the world.

First established in 1989, ITEX attendance has grown steadily, with 2011's figure of 11,900 participants expected to grow to 12,500 this year. Attracting a core audience of venture capitalists, industrial designers, technologists, investors and manufacturers, the invention exhibition also recognises innovative achievement through the ITEX Invention and Design Competition.

Encompassing honours such as the Asia Invention Cup, the International Federation of Inventors' Associations Cup and the Ministry of Science, Technology & Innovation Patron Award, the competition evaluates entries according to five criteria, including novelty, usefulness, presentation, market potential and environmental friendliness.

ITEX 2014 is an official event of the Asian Caucus of Invention Associations, endorsed by the Malaysian External Trade Development Corporation and managed by CIS Network Sdn Bhd. The exhibition is open to trade, student and public visitors, with complimentary admission via registration. — **By Aliff Yusri**