

8.0 Promotion, Publicity and Exhibitions

8.1 Exhibition in conjunction with the declaration ceremony of Perpustakaan Nur Zahirah UMT and the launch of Buku Evolusi UMT

On 13th May of 2007, AKUATROP joined the exhibition held in conjunction with the declaration ceremony of *'Majlis Pemashyuran of Nur Zahirah Library UMT'* and the launch of *'Buku Evolusi UMT'*. AKUATROP displayed its research products and current research projects such as Aquaponics, Horseshoe Crab and Cleaner Wrasse research.



UMT Vice Chancellor, Prof. Dato' Sulaiman Yassin visiting AKUATROP booth.



Cleaner Wrasse research.

8.2 Terengganu State Level Entrepreneurs Carnival 2007

The 2007 Terengganu State Level Entrepreneur Carnival was held from 29th July 2007 at Kg. Petai Bubus, Manir, Kuala Terengganu. AKUATROP accepted the invitation from the organizer to put up a booth for the carnival. The carnival was officiated by Yang Amat Berbahagia To' Puan Seri Hajjah Che Kamariah bt. Zakaria, wife of the Terengganu Chief Minister.

For this carnival, flagship projects which were conducted by AKUATROP were displayed such as Horseshoe Crabs in two display aquariums as well as some preserved sample of saltwater Tilapia. These displays became the main attraction of the booth.

This carnival had attracted a lots of visitors to UMT's booth. Most of them were more interested in the research of Horseshoe Crab. This carnival also provide opportunities for local entrepreneurs to be involved in aquaculture sector.



Yang Amat Berbahagia To' Puan Seri Hajjah Che Kamariah bt. Zakaria officiating the ceremony.



Honored guest listening to explanation on horse shoe crab by AKUATROP officer.



AKUATROP officers showing some of the pamphlets that were distributed to visitors.

8.3 ASIAN-PACIFIC Aquaculture 2007 Hanoi, Vietnam

On the 5th till 8th August 2007, AKUATROP participated in Asian – Pacific Aquaculture Exhibition which took place at Hanoi, Vietnam. AKUATROP as the sole representative from UMT had set up an exhibition booth at this event. The theme of this exhibition is “Prospering from Dynamic Growth”. AKUATROP was represented by Prof. Faizah Shaharom as the head of delegation together with Assoc. Prof. Dr. Abol Munafi Ambok Bolong, Mr. Liew Hon Jung and 2 post graduate students.

The main purpose of this trip was to promote and advertise AKUATROP and to attract students from Vietnam to study at UMT. This Exhibition had generated positive outcome. AKUATROP received several enquiries especially on the Master of Aquaculture (Structure C). Vietnam Research Institute for Aquaculture and Nha Trang University are two potential Institutes to establish joint collaboration.



AKUATROP delegation at their booth.



AKUATROP researcher having discussion with their Vietnamese counterpart.



AKUATROP officer explaining about the institute and UMT to visitors.



Participants of Asian – Pacific Aquaculture Exhibition at the opening ceremony.

8.4 Research exhibition in conjunction with customer day, Department of Fisheries Malaysia (3 June 2007)

Institute of Tropical Aquaculture also participated in the Department of Fisheries Research Exhibition on 3rd June 2007 at Marine Fish Production and Research Center, Tanjong Demong Besut, Terengganu. The theme of this exhibition was 'Fish Farmers First'. The objective of this exhibition was to present the results of research and development (R&D) of marine aquaculture to entrepreneurs or prospective dealers all over Malaysia.

This program was officiated by Y. Bhg. Dato' Junaidi Che Ayub, Director of Department of Fisheries, Malaysia. AKUATROP displayed the ongoing major research projects such as culture of Marble Goby, Horseshoe crab and Clownfish.



AKUATROP officer giving explanation to Y. Bhg. Dato' Junaidi Che Ayub, Director of Department of Fisheries, Malaysia.



Honoured guests and visitors taking a closer look at AKUATROP exhibition materials.

8.5 National Research and Innovation Competition (NRIC) 2007

On the 20-25th May 2007, UMT sent 20 students to represent the university in the National Research & Innovation Competition, NRIC (2007) held at 'Universiti Sains Malaysia', Penang. In the competition, participants were divided into categories such as Life Science, Engineering, and Art & Education. Most of UMT representatives were categorised in the Life Science Section and won several awards from this category. A study conducted by Muhammad Hafiz Bin Borkhanuddin, entitled "A Study of Epibiota on Nesting Green (*Chelonia mydas*) and Hawksbill (*Eretmochelys imbricata*) turtle", swept the Grand Prize Award, which recognized this research as 'best of the best' research in NRIC 2007. Along with that, he also won a Gold Award in the Life Science category. This study was supervised by Prof. Dr. Faizah Bt Shaharom and Dr. Juanita Joseph.



Explaining about the study to visitor.



Receiving the grand prize award from the Vice Chancellor Academic of USM.

8.6 PECIPTA expo at KLCC Hall

On 10th until 12th August 2007, AKUATROP also joined the PECIPTA exhibition venue at Kuala Lumpur Convention Center (KLCC) Exhibition Hall 4 and 5. This exhibition was organized by The Ministry of Higher Education Malaysia (MoHE).

Three projects were selected to participate in this exhibition. The projects were 'Culture of Seawater Tilapia as Potential Marine Food Fish' by Mr Liew Hon Jung and Prof. Dr. Mohd Azmi bin Ambak. The second project was 'Aquaponic' research by Prof. Dr. Faizah Shaharom and the last project is 'Distribution and Density of Horseshoe Crab in Peninsular Malaysia' by Dr. Zaleha bt Kassim. Two AKUATROP officers also joined the expo, Muhammad Hanif bin Mohd Yusof and Mohd Shukri bin Shafie. Apart from UMT, there were 27 groups that participated in this exhibition, mostly from higher education institution and research companies.

In general, PECIPTA 2007 endeavors to showcase the outcomes, inventions and innovative processes derived from the work of public and private institutions of higher learning in Malaysia including participating universities/institutes from abroad and to serve as a platform for such institution to network with each other with the view toward venturing into joint development of prototypes and onwards into product commercialization.



UMT Vice Chancellor, Prof. Dato' Sulaiman Yassin visiting the booth.

AKUATROP officer explaining about the exhibition to visitors.

8.7 Langkawi Underwater World Exhibition Program

An exhibition on Aquatic Parasites was held from 16 November to 30 December 2007 at Langkawi Underwater World (UWL), Kedah. Parallel with the Memorandum of Understanding (MoU) between UWL and UMT, UWL had invited AKUATROP to participate in the exhibition at UWL. From the Survey Form distributed at the exhibition, most of the visitors do not know about aquatic parasites but, after the briefing, most of them became interested in the subject.

According to the survey results, most of the visitors that were interested in this program were locals (figure 3) and the others were foreigners (Figure 4). Most of the foreigners that visited the booth during the exhibition just wanted to know about this program but they did not fill in the survey form. As such, it was hard for us to get feedback from them. One of the Zoo Negara officers would like to collaborate with AKUATROP in this kind of exhibition.

As a conclusion, this exhibition was successful and met the objectives. The result shows that most of the visitors would like the exhibition to be continued in the future. UWL will be inviting us again on April 2008 for the second time. All the staff involved gave their full cooperation and commitment during this exhibition.



AKUATROP officer explaining about the exhibition to visitors.



School children are among the visitors who visited the booth.



AKUATROP officers at the booth.