

## PRODUCT PROTECTION MAXIMISES POTENTIAL

IT is important for small- and medium-enterprises (SMEs) to realise the importance of protecting their ideas and products, said TKS Winwell Equipment Supply Sdn Bhd director Sean Tam Kim Seng.

He said while SMEs may think that getting patent protection is a tedious process and unimportant, this may expose their precious ideas and products to infringements once they are commercialised.

He said PlatCOM Ventures Sdn Bhd is an ideal company for SMEs to seek guidance in commercialising their products, which may come from just an idea.

"In 2014, we approached PlatCOM with our ideas and they liked it. They brought this idea to the High-Impact Programme (HIP) steering committee and completed our projects in six months — from just an idea to com-



Sean Tam Kim Seng

mercialisation," he said at the sidelines of the Malaysia Productivity Corporation (MPC) Best Practice Seminar here recently.

He said PlatCOM has helped his company from end-to-end facilitation, planning of product branding and protection.

"Before this, I didn't think it was important. But after following the pro-

**PlatCOM Ventures Sdn Bhd has helped companies, including TKS Winwell, to apply for protection and commercialise its products.**

gramme, I realised the importance of registering intellectual properties (IPs).

"Our product, Fresco, a water and oil fryer, is now fully-protected in terms of utility pattern, industry design and trademark. All of these services were provided by PlatCOM," he said.

He said his company has plans to export its new model of fryers to Australia, Sri Lanka, Indonesia and Singapore.

PlatCOM is a subsidiary of Agensi

Inovasi Malaysia, in charge of the SME Masterplan High Impact Programme (HIP) 2: Technology Commercialisation Platform (TCP), which aims to establish a national network of privately-managed platform to promote innovative ideas from proof-of-concept to commercialisation.

PlatCOM has carried out 21 intellectual property transfers and commercialised three projects.

During the seminar, four companies

shared their experiences and successes with more than 50 SMEs, heralding the impact of the innovative project through increase in production capacity, higher efficiency and energy cost savings of up to 50 per cent.

The seminar was officiated by International Trade and Industry Minister Datuk Seri Mustapa Mohamed and attended by his deputy, Datuk Ahmad Maslan, and MPC director-general Datuk Mohd Razali Hussain.

