



CiRNeT

**CENTRE FOR INDUSTRIAL
RELATION AND NETWORK**

CiRNeT PROFILE



**BANGUNAN JARINGAN INDUSTRI DAN
MASYARAKAT UNIVERSITI PUTRA MALAYSIA
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CORE BUSINESS

CiRNeT's creation was a result of a recognition of the growing importance of strong networking activities between academic institutions and industry partners, especially at the university level. As the world becomes more interconnected and the pace of innovation continues to accelerate, there is an increasing need for universities to partner with industry to drive the creation of new knowledge, products, and services. By strengthening ties with industry partners, universities can leverage their expertise and resources to tackle complex challenges and create solutions that have a positive impact on society.

In this context, CiRNeT serves as a vital link between the academic world and industry, providing a platform for strategic collaboration and knowledge exchange. By facilitating partnerships and collaborations, CiRNeT helps to identify new opportunities for research and development, accelerate the commercialization of innovations, and drive economic growth. CiRNeT also provides a range of services to support industry engagement, including access to UPM's research facilities and expertise, as well as support for joint projects, internships, and training programs.

Moreover, CiRNeT's focus on strategic collaboration is fully aligned with UPM's vision and mission, which are centered around advancing research and development, fostering innovation, and creating societal impact. By promoting interdisciplinary research and leveraging the strengths of UPM's network of industry partners, CiRNeT helps to drive innovation in areas such as sustainability, digital transformation, and emerging technologies. This focus on collaboration and innovation helps to position UPM as a leading institution in its field, driving the creation of new knowledge and contributing to the development of a more sustainable, equitable, and prosperous future.

PROJECTS



The townhall program is a dialogue session between 20 industry representatives and UPM's top management. Industry representatives can discuss with the UPM management if they want closer collaboration or if they want to voice their opinion about the UPM academic syllabus whether or not it is in line with the wishes of the industry so that UPM graduates remain relevant in the employment industry.



The result of joint efforts between RHB Bank and UPM in making the Malaysian greening campaign program #RHBtoucheart a success where it is a tree planting program and was also attended by the Group Managing Director (GMD) of RHB and the Deputy Vice Chancellor of Industry and Community Networking (TNCJINM). To make this program a success, the RHB has planted 50 rambutan trees and pulasan trees at the Putra Agricultural Center (PPP).

PROJECTS

Description	Customers
Training and consultation	<ul style="list-style-type: none">• Bank Rakyat Ergonomic training• DHL• Schlumberger Limited (SLB)
Green Initiative	<ul style="list-style-type: none">• Shell tree planting program• RHB touch heart• Permodalan Nasional Berhad (PNB)• Petronas• Mitsubishi
Showcase Development	<ul style="list-style-type: none">• Toyota• Air Asia• Steel Case• Malaysia Digital Economy Corporation (MDEC)

ORGANIZATIONAL CHART

