



TERAJU
PENERAJU BUMIPUTERA



BJIM
Bahagian Jaringan Industri & Masyarakat
Division of Industry & Community Network



SMART Community

Sustainable Marketing for Community

DANA PEMBANGUNAN USAHAWAN BUMIPUTERA



TPB2030

BUMIPUTERA DEVELOPMENT ACTION 2030

Driving Impactful Bumiputera's Agendas

Empowering Bumiputera economic and socio-economic development through strategic collaboration between Unit Peneraju Agenda Bumiputera (TERAJU) and Universiti Sains Malaysia (USM)



Community Empowerment

refers to the process of enabling the community to work collaboratively with university and subsequently take charge and improve the well-being of their own community through sustainable and impactful initiatives.



BLACK PEPPER BERRIES

BLACK PEPPER POWDER

WHITE PEPPER COARSE

WHITE PEPPER POWDER

WHITE PEPPER CORN

WHITE PEPPER COARSE
HIGH QUALITY SARAWAK PEPPERS
SUSTAINABLY HAND-HARVESTED FROM COMMUNITY FARMS IN MOUNTAINOUS BORNEO ISLAND
2.5 oz (70 gm)

Bayu KELULUT
STINGLESS BEE
honey
100% pure
100 grms

Bayu KELULUT
STINGLESS BEE
honey
100% pure
350 grms

SUGAR GRANULES NIPA PALM
blended with brown sugar
SUSTAINABLY HAND-HARVESTED FROM COMMUNITY FARMS IN BORNEO ISLAND
Suitable as a sweetener for
baking beverage toppings
74 oz (210 gm)

Bayu KELULUT
STINGLESS BEE
honey
100% pure
100 grms

SWEET AND SOUR STINGLESS BEE HONEY
PURE AND NATURAL
SUSTAINABLY HAND-HARVESTED FROM COMMUNITY FARMS IN MOUNTAINOUS BORNEO ISLAND
3.5 oz (100 gm)

SWEET AND SOUR STINGLESS BEE HONEY
PURE AND NATURAL
SUSTAINABLY HAND-HARVESTED FROM COMMUNITY FARMS IN MOUNTAINOUS BORNEO ISLAND
3.5 oz (100 gm)

SARAWAK
Nipa Palm SUGAR SYRUP
SIRAQ GULA APONG SARAWAK
كرباج السكر الحامض من نخس نيبا سارواك الصمغوني
Suitable as a sweetener for
baking beverage toppings
144 oz (400 gm)

SARAWAK
Nipa Palm APONG SUGAR
GULA APONG SARAWAK
كرباج السكر الحامض من نخس نيبا سارواك الصمغوني
Suitable as a sweetener for
baking beverage toppings
144 oz (400 gm)

SARAWAK
Nipa Palm SUGAR CUBES
KUB GULA APONG SARAWAK
كرباج السكر الحامض من نخس نيبا سارواك الصمغوني
Suitable as a sweetener for
baking beverage toppings
144 oz (400 gm)

SUGAR GRANULES NIPA PALM
blended with brown sugar
SUSTAINABLY HAND-HARVESTED FROM COMMUNITY FARMS IN BORNEO ISLAND
Suitable as a sweetener for
baking beverage toppings
144 oz (400 gm)

Bayu KELULUT
STINGLESS BEE
honey
100% pure
100 grms

WHITE PEPPER CORN
HIGH QUALITY SARAWAK PEPPERS
SUSTAINABLY HAND-HARVESTED FROM COMMUNITY FARMS IN MOUNTAINOUS BORNEO ISLAND
2.5 oz (70 gm)

SUGAR CUBES NIPA PALM
blended with brown sugar
SUSTAINABLY HAND-HARVESTED FROM COMMUNITY FARMS IN BORNEO ISLAND
Suitable as a sweetener for
baking beverage toppings
8.8 oz (250 gm)



Malaysia



唯有 Bayu 才能在零下-30度仍仍
来自大马的超级食



国際清真認証
国内SGS認証
日本、澳洲、新加坡
等数国專業認証



Taste of Malaysia

新たなオーガニックの発見
マレーシア
ボルネオ島



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11月7日 - 11月13日 期間限定
最大2,000円OFFクーポン

CHOOSE MALAYSIA マレーシアフード TOP 5
「神の朝ごはん」が日本初上陸!



2022年11月
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INTRODUCTION OF SMART COMMUNITY PROGRAM

Sustainable Marketing (Expansion)

Bringing Malaysian B40 Entrepreneurs to the World Stage

Universiti Sains Malaysia (USM) Community Engagement Office continuously supports the goals of USM's Apex agenda; to empower the bottom billion, and to propel USM's visibility as a knowledge powerhouse in support of our country's socio-economic progress and human capital development. This is in line with the Ministry of Higher Education's agenda; "University for the Community-U4S" initiative positioning knowledge transfer for the good of the community.

The developed platform is robust and geared towards achieving harmonization between university and its strategic partners. USM today, has established a strategic partnership with Unit Peneraju Bumiputera (TERAJU) to implement Sustainable Marketing for Community (SMART Community) Program aimed to strengthen community and B40 entrepreneur's holistic well-being. TERAJU through Bumiputera Entrepreneur Development Fund (DPUB 2020) has awarded USM RM7,000,000.00 to implement the program for a period of five (5) years. The SMART Community program in Sarawak focuses on developing the supply chain ecosystem establishing an international marketing platform; one-stop collection and distribution centers for indigenous products to be redistributed to International Trade Companies. Initially, 233 communities of Sarawak entrepreneurs were technically and professionally assisted to enable their products to attain international market ready grade. This noble initiative is expected to create 25 new job opportunities.

This exclusive initiative will benefit 90 of our B40 participants. In the pipeline, by the end of this month BJIM-USM technology enhanced honey will be shipped to Japan and the US. BJIM-USM through its multidisciplinary approach; focuses on translating impactful and innovative research directly benefiting the community and working diligently with various governmental and non-governmental strategic partners for the common good. This groundbreaking initiative; positioning pepper and honey products to the world stage to the best of our knowledge is the first in Malaysia undertaken by an institution of higher learning.

SMART Community Program is a continuation of the INNO4C Program

INNOVATION FOR COMMUNITY (INNO4C)

Innovation for Community (Scale-Up)

Scope

To provide the community with the skills, knowledge, technology financial and managemnet support to enable them to participate in the economic activities (improving value chain activities) with the goal to increase or provide additional income, improve the standard of living and create employment opportunity in the community.

Activity

Four-phase Engagement Model (Collaboration, Project identification, Development & Monitoring) | Knowledge Transfer | Technology Transfer | Product Development | Capacity Building & Hand-holding | Training | Marketing Mix 5Ps | Business Incubation | Penetrate Local Market | Exit Plan

SUSTAINABLE MARKETING (SMART)

Sustainable Marketing (Expansion)

Scope

To provide the platform for community products to competitively align with the International requirements and market intelligence, aside from improving and expanding the current community programs.

Activity

Product Selection | Penetrate the International Market Setup One Stop Centre | Engage International Company (find the right market) | Market Analysis | Product : Development | Quality Control & Lab Test Products | Marketing Mix 5Ps | Branding & Packaging | Certification | Commercialization | Online Offline Markering | Exit Plan

Holistic, Sustainable & Impactful
Program/Project

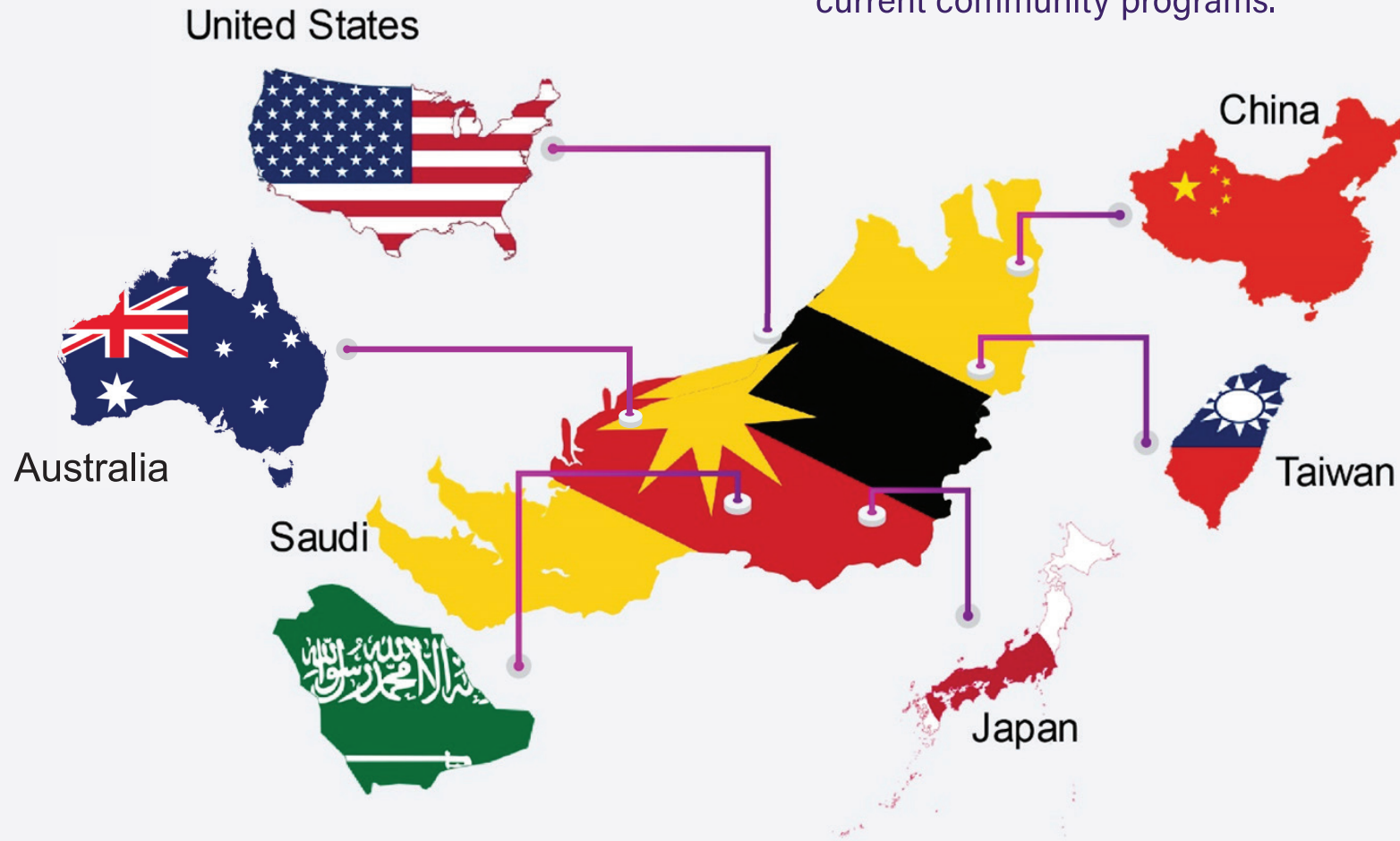
QUADRUPLE HELIX (University | Goverment Agency | Community | Private sector)

Social Innovation | Multi-disciplinary Approach | Entrepreneurship | Sustainability

SMART COMMUNITY SUMMARY

Sustainable Marketing (Expansion)

To provide the platform for community product to competitively align with the international requirements and penetrate the international market, aside from improving and expanding the current community programs.



INNO4C SUMMARY

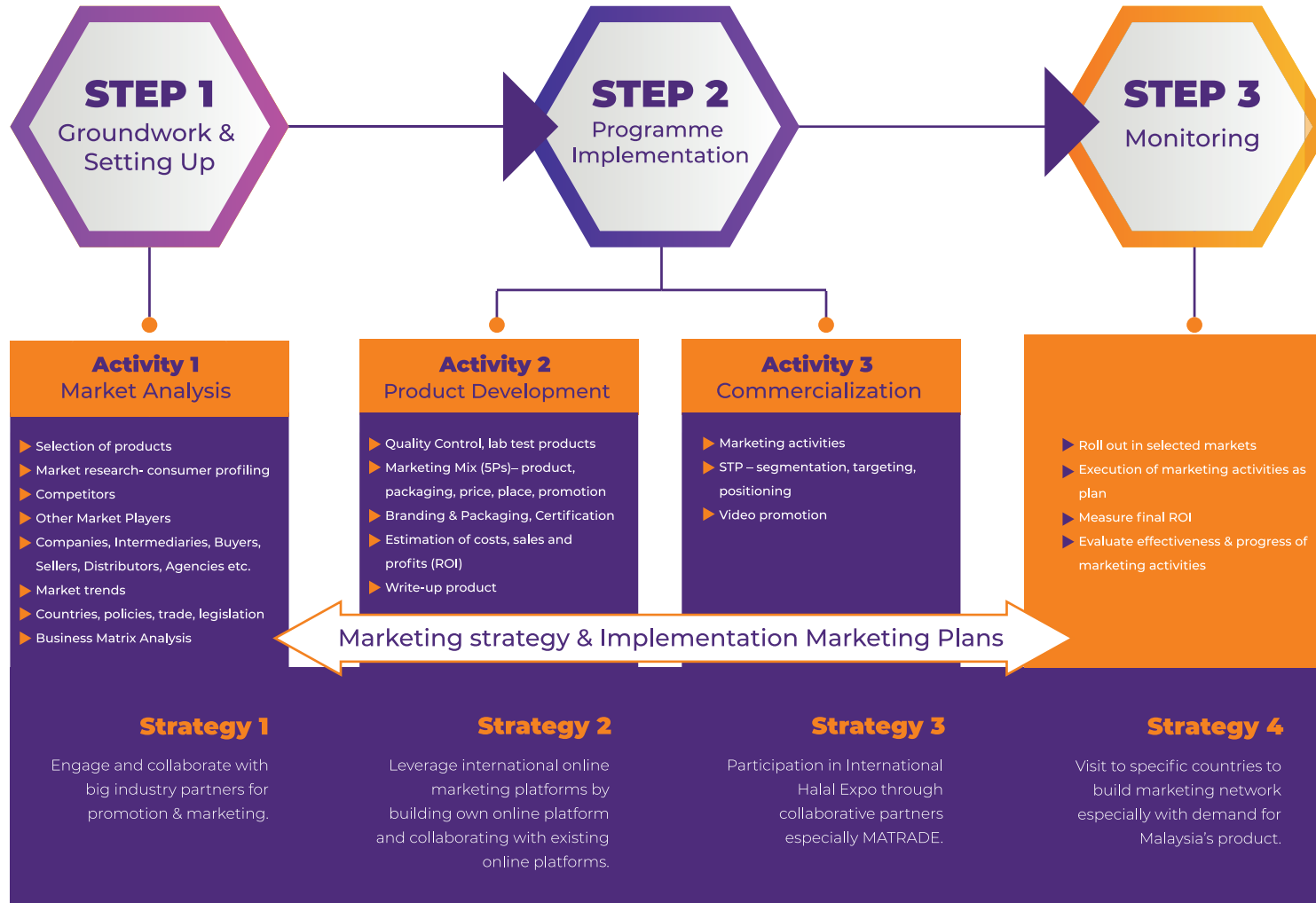
Translational Research (Scale-Up Project)

To commercialize and expand the value of Sarawak Local Products to International Market



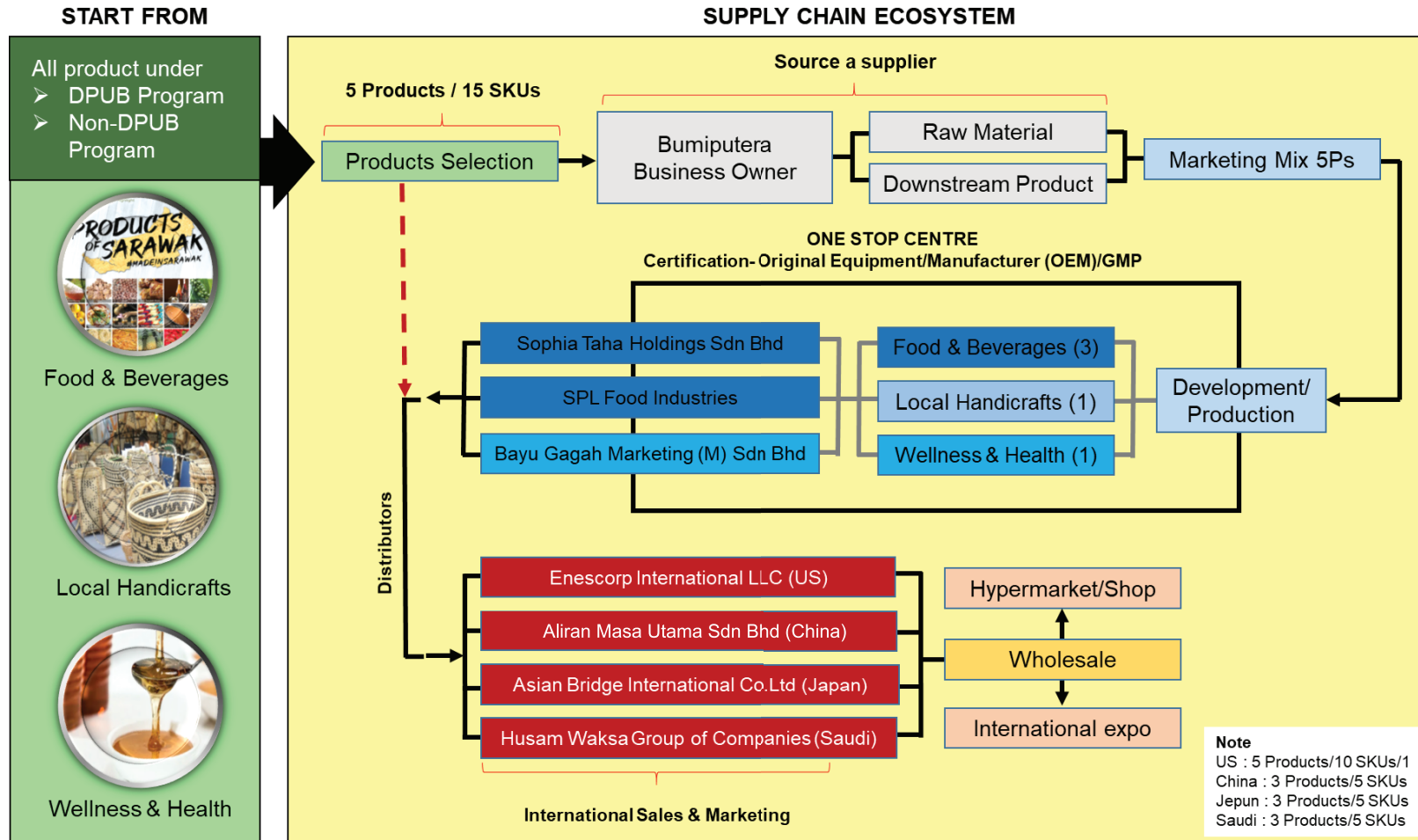
SMART COMMUNITY FRAMEWORK

Sustainable Marketing (Expansion)



SMART COMMUNITY ECOSYSTEM

Sustainable Marketing (Expansion)



SMART COMMUNITY PROGRAM COLLABORATIONS

Sponsors



Implementing Agency



Beneficiary

B40 Sarawak Communities

Industry Partners

One Stop Centre



International Sales & Marketing















Agency Partners



SMART COMMUNITY OUTCOMES

Sustainable Marketing (Expansion)

- 01** Revenue that has been generated by SMART until today is RM1,606,875.35 
- 02** 233 Scale Up Bumiputera business owners involved with SMART Community. 
- 03** SMART Community currently collaborating with 7 companies; 4 International Companies and 3 One Stop Centre 
- 04** SMART Community has penetrated into 6 different countries such as Japan, Saudi Arabia, China, Taiwan, United States America and Australia. 
- 05** There are 8 Sarawak indigenous products with 31 SKUs from SMART Community has been marketed internationally. 
- 06** 8 Sarawak indigenous products with 31 SKUs from SMART Community being registered with Saudi Arabia and United States of America's FDA. 
- 07** 8 products from SMART Community has been placed in Digital Platform internationally. 
- 08** SMART Community has participated in FABEX, CAEXPO, HalalFest, Selangor International Business Summit and conducted Sarawak Week in Jeddah. 
- 09** Total expected revenue within 5 years is RM 4,200,000.00 
- 10** SMART Community expected Return of Investment (ROI) within 5 years is RM 19,500,000.00 
- 11** SMART Community act as a platform to enhance the quality and standard of local Sarawak's products to be equivalent with other international products. 
- 12** Indirectly creating new jobs and more downstream business for participants or non-participants indirectly. 

Sarawak Black and White Peppers



As the name implies, Sarawak black pepper is grown and harvested sustainably in Sarawak. The State of Sarawak which is a part of Malaysia is located in the north part of the mountainous Borneo island. It borders Indonesia and Brunei.

Sarawak Pepper -- recently awarded Geographical Indication (GI) status -- is considered one of the best peppers and highly sought after by chefs around the world. It's sustainably hand-cultivated and harvested by small-scale farmers on high steep slopes in highland areas.

Sweet and Sour Stingless Bee Honey



Distinctive natural sweet and sour stingless bee honey is a high-value functional food. It contains disaccharide trehalulose not found in other foods. Trehalulose is known to be acariogenic (not causing tooth decay) and a highly active antioxidant. The honey provides a natural, healthy, low insulinemic index, low glycaemic index, and healthy sugar.

Plant-based Nipa Palm Sugar



Nipa palm sugar cubes as the name implies are made from the sap of a nipa palm. The sap is extracted from palm fruits and then boiled with continuous stirring for six to eight hours to evaporate the water. It takes approximately half a gallon of sap to produce 4.7 oz of solid sugar.

Sarawak Geronong Chillies



As the name implies, Sarawak indigenous products are harvested using Geronong chillies to create new products such as Sambal Geronong and Laksa Sarawak Paste. Located in the north part of the mountainous Borneo island.

Sarawak Geronong Chillies –with distinctive taste-- is considered one of the best peppers and highly used in Sarawak traditional cuisine. It's sustainably hand-cultivated and harvested by small-scale farmers on high steep slopes in highland areas.



Sarawak Laksa

The ever-popular and ubiquitous Sarawak Laksa is one of the many different types of laksa dishes in Malaysia, all of which are a type of spicy noodle soup dish served with a variety of cooked chicken, prawns or seafood.

It is one of the signature dishes of Kuching, which is unique compared to the other laksa dishes in the country because the broth has the perfect blend of spiciness, herbs and tanginess blended with the light creamy taste of coconut milk.



SMART Community

"Transforming Higher Education for a Sustainable Tomorrow"

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