



Malaysian Agricultural  
Research and Development  
Institute (MARDI)  
Malaysia

<http://www.mardi.gov.my>

Win- Win  
Partnerships  
from an R&D  
perspective :  
MARDI's  
Experiences

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## Brief introduction to MARDI .....

- Established in 1969 mandated to conduct R&D on major commodities including livestock but excluding rubber and fisheries
- Currently, focus of activities on agri-food along the value chain both upstream and downstream as a technology provider
- Commercialization is now emphasised in line with business development and promoting new areas of growth of agricultural enterprises.

# Why partnerships .....

1. Facilitate and hasten the flow of transfer of technology
2. Bring together strengths in a multi-disciplinary environment
3. Enhance adoption of technology in a consumer-market driven ecosystem
4. Increase success rate of commercialization

# Key ingredients .....

1. Effective engagement at the ideation and PoC stage (petri dish to pilot)
2. Assessing feasibility at pre-commercialization- the need to avoid the 'Valley of Death' before up-scaling and commercialization
3. Continuous commitment to the partnership to realize sustainability

## Examples .....

1. With BASF (private) – Clearfield Rice against weedy rice
2. With LTK (private): Designer Egg production for Health
3. CSIRO, Australia (International): on invasive aquatic weeds
4. CIAT/IRRI/AVRDC (International): developing new varieties
5. CABI (International): collaboration on bio-based pest management technologies.

Thank You