

RESEARCH ON NATURAL PRODUCTS CAN GENERATE INCOME FOR THE COUNTRY



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Malaysia's biodiversity and natural treasure should be exploited to give added values in order to give the competitiveness edge in the industry.

"For an example, petroleum industry dominates global economy since the Industrial Revolution started in the 1800s.

"However, due to pollution, dwindling resources and climate change in the 21st century, it has pushed other countries to find alternative sources to ensure stability in the economy," said Faculty of Industrial Sciences & Technology (FSTI) Dean, Professor Dr. Mashitah Mohd Yusoff when delivering a public lecture titled, 'Natural Products R&D: Driving High Value-Added Industries' at Astaka Hall, Universiti Malaysia Pahang (UMP) on December 21, 2012.

She added that activities in the petroleum-based industry would require huge amount of resources as compared to natural-based product which utilised lesser resources but

able to generate higher economic values with greater competitive edge.

Professor Mashitah, an expert in chemistry, has published journals, books, bulletins and proceedings in chemistry, natural products, live organism and plants at the national and international level.

She also said, microorganism with molecule and secondary metabolites were very useful with potentials for applications in the chemical industry such as pharmaceutical, agrochemical, electronic, energy as well as used in making flavours and fragrances.

A graduate from a university in the US, Professor Mashitah also contributed ideas and knowledge by being a member in committees that drafted plans and enactments such as the Sabah Biodiversity Enactment (2000), Pahang Biodiversity & Biotechnology Strategic Action Plan (2010) as well as help to chart the future direction