



1ST INTERNATIONAL CONFERENCE AND EXHIBITION OF WOMEN ENGINEERS

**“Empowering Women Engineers
in Industrial, Entrepreneurship
and Academic Research”**

Officiated by
**HER ROYAL HIGHNESS THE CROWN PRINCESS OF PAHANG
TUNKU HAJJAH AZIZAH AMINAH MAIMUNAH ISKANDARIAH
BINTI ALMARHUM SULTAN ISKANDAR AL-HAJ
DK., DK (JOHOR), SPMJ.**

**20-22 November 2011
Carribbean Ballroom, Bukit Gambang Resort
Kuantan, Pahang, Malaysia**

Sponsors :



Co-Sponsors :





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ROYAL MESSAGE

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In the name of Allah, The Most Gracious, The Most Merciful.

This year, Malaysia celebrates the 54th year of her independence. Over five decades, this country has enjoyed significant growth and balanced social development, which is free from any discrimination.

While women in certain parts of the world are still striving for fair treatment and struggling against discriminatory public and social orders, Malaysian women are given high recognition with supportive government policies and progressive attitude of our society that acknowledges the vital role of women in the national development.

With equal rights and opportunities that are accorded to them in higher education, Malaysian women are able to unleash their talents and potential to the best, competing on the same ground with men, thus enabling them to emerge tops in their fields, one of which is engineering.

This inaugural International Conference and Exhibition of Women Engineers is the platform where women's contribution to the engineering field could be promoted and made known to the public at large. It is the avenue where current issues relating to the role of women engineers could be discussed and deliberated from the eyes of the professionals, researchers and academicians.

I am much delighted that the theme – “Empowering Women Engineers in Industrial Enterprises and Academic Research” is in line with the prime agenda that is currently worked on by the United Nations Population Funds (UNFPA) namely women empowerment in economy, education and politics.

Honouring the efforts made to organize this event, I would like to extend my heartiest congratulations to the Vice-Chancellor of Universiti Malaysia Pahang and the team from the Women Association of Universiti Malaysia Pahang (MATAHARI) for their relentless commitment.

It is my earnest hope that this conference and exhibition would achieve its noble objectives through constructive exchange of ideas and fruitful discourse among the delegates.

Thank you.

FOREWORD BY

THE VICE-CHANCELLOR OF
UNIVERSITI MALAYSIA PAHANG



Greetings from Universiti Malaysia Pahang!

I welcome the delegates and participants to the 1st International Conference and Exhibition of Women Engineers (ICEWE'11).

With the theme 'Empowering Women in Industrial, Entrepreneurship and Academic Research', ICEWE'11 is the platform where current issues on the role and contribution of women engineers in the fields of industry, entrepreneurship and academia could be discussed through constructive intellectual engagement and discourse.

With 300 delegates and participants from all over the world, ICEWE'11 is the manifestation of UMP's response towards the United Nations' call to highlight women's significant contribution to the global economic and social advancements, thus necessitating the provision of much larger and healthier space for them to compete without any discrimination.

I would like to congratulate the Women Association of UMP (MATAHARI) for their relentless effort and commitment in making ICEWE'11 a success and a great pride.

Thank you.

PROFESSOR DATO' DR. DAING NASIR IBRAHIM, DIMP

FOREWORD BY

ADVISOR of ICEWE 2011



It is a great pleasure for me to welcome all of you to the 1st International Conference and Exhibition of Women Engineers (ICEWE 2011) organized by Woman Association of UMP (MATAHARI), Universiti Malaysia Pahang and the Pahang State Government.

Women Association of UMP (MATAHARI) is an NGO association, whose members are among women and wives of UMP staff. The pre-launch of MATAHARI was officiated by Her Royal Highness The Crown Princess of Pahang on 16th June 2009. MATAHARI serves as a vehicle to initiate and implement programs and activities for the advancement and empowerment of women.

MATAHARI had successfully planned and executed numerous activities, among them are : community service programmes conducted in collaboration with : the Center of Continuing Professional Development (CENFED) and JHEOA in organising Computer Courses for single mothers and orphans. The ICEWE '11 is one of the many activities organized by the MATAHARI. This conference will be an appropriate forum to provide an ideal platform for new researchers to present ideas and findings of their research as well as creating a strong academic network among women engineers within and outside the country.

I am very grateful to the committee members for their dedication in organising this inaugural conference. I wish all the participants a pleasant and successful conference. A special Warm Welcome to all of you to Kuantan, Pahang.

DATIN HAJAH FAZIA BINTI ALI

FOREWORD BY

CHAIRMAN of ICEWE 2011



On behalf of the organizing committees, I would like to welcome you to the first International Conference of Women Engineers' (ICEWE 2011) held at the Bukit Gambang Resort City, Kuantan, Pahang Darul Makmur, Malaysia from the 20th – 22nd November 2011.

This is the first International Conference associated with women engineers in society, organized by Women Association of UMP (MATAHARI). This year's ICEWE '11 theme is 'Empowering Women Engineers in Industrial, Entrepreneur and Academic Research'. This conference will bring together a fine mix of people from Industry, Entrepreneurship and Academics in the field of engineering. The objective of the conference is to highlight the synergy of collaboration among women engineers within and outside the country towards attaining high quality research products. The conference will explore the contributions and the efforts of women engineers in enhancing the nation's development. Thus I hope this conference will provide a platform to stimulate the exchange of ideas on the field of engineering across all- spheres of academic research, professional practice and grassroots activism.

I would like to thank all those who are involved either directly or indirectly as participants, speakers, committee members and sponsors and wish that all the objectives of ICEWE 2011 are realized. Finally, I wish success to all participants in their deliberations.

ASSOCIATE PROFESSOR DR. MIMI SAKINAH BINTI ABDUL MUNAIM

ICEWE 2011 BACKGROUND

International Exhibition and Conference on Women Engineers (ICEWE) is the response to the call made by the Prime Minister of Malaysia to strengthen this country's capacity in innovation and technological advancement within the framework of the New Economic Model (NEM).

ICEWE 2011 has attracted local and international participations and a total of 300 delegates from all over the world such as Jordan, New Zealand, Pakistan, Nigeria, Thailand, Bangladesh, Iran, Australia, India and the United Kingdom have confirmed their attendance.

GOAL

Providing the avenue to women engineers to build professional network and produce high-quality research.

**OFFICIAL DINNER AND INAUGURATION OF THE
INTERNATIONAL CONFERENCE AND EXHIBITION OF WOMEN ENGINEERS 2011
20 NOVEMBER 2011 (SUNDAY)**

- 7:45 pm : Arrival of Guests and VIPs
- 8:10 pm : Arrival of Yang Hormat Professor Dato' Dr. Daing Nasir Ibrahim,
Vice-Chancellor of Universiti Malaysia Pahang and Wife
- 8:15 pm : Arrival of Yang Hormat Dato' Mohd Hilmey Bin Mohd Taib, Chairman
Board of the Directors of Universiti Malaysia Pahang and Wife
- : Arrival of The Right Honourable Chief Minister of Pahang
Dato' Sri Diraja Haji Adnan Haji Yaakob and Wife
- 8:25 pm : Arrival of Her Royal Highness The Crown Princess of Pahang
Tunku Hajjah Azizah Aminah Maimunah Iskandariah
Binti Almarhum Sultan Iskandar Al-Haj
- : Speech by Yang Hormat Professor Dato' Dr. Daing Nasir Ibrahim,
Vice-Chancellor of Universiti Malaysia Pahang
- : Royal Address by Her Royal Highness The Crown Princess of Pahang
Tunku Hajjah Azizah Aminah Maimunah Iskandariah
Binti Almarhum Sultan Iskandar Al-Haj
- : Montage Presentation
- : Dinner and Cultural Performance
- : The Departure of Her Royal Highness The Crown Princess of Pahang
- : The Departure of Guests and VIPs
- : Programme Ends

UMP'S WOMEN (MATAHARI) ASSOCIATION ACTIVITIES FOR 2011



24 January 2011 - 'We Care Campaign: Whats My Sin' and Riong Poetry Night



April- December 2011 - Sinar ECER, a community service project to enhance rural students' motivation and academic performance.



13 May 2011 - Knowledge sharing and exchanged ideas...Mother's Day 2011



17 May and 18 June 2011 - Learning to make and bake muffins and cupcakes...cooking class at Paya Besar Community College.



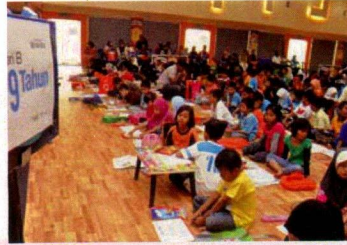
15 July 2011 - Welcoming the blessed Ramadan



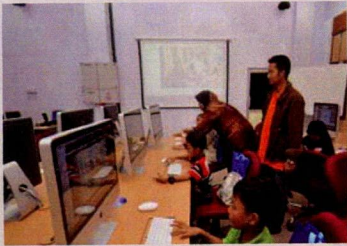
15 July 2011- Women Entrepreneurs Carnival



July and August 2011 - How to cook well? Another cooking class at Paya Besar Community College



16 July 2011 - Pertandingan Mewarna sempena Karnival Sepak Takraw dengan kerjasama Utusan dan Nestle Colouring competition held during the Takraw Carnival in collaboration with Nestle and Utusan Malaysia.



16 July 2011 - Digital album workshop for members' children



29 October 2011 - Introducing ICT and social network to single mothers and orphans: a joint initiative with the Faculty of Computer Systems & Software Engineering .



July 2011 -Contributing cookies and lambok porridge to members in conjunction with Eid Celebration



1 October 2011 - The inaugural conferment of Srikandi Matahari Award on the occasion of the sixth Convocation Ceremony of UMP

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DESA JAYA ENTERPRISE
MY ASPIRATION SDN. BHD.

ACKNOWLEDGEMENTS

Our heartfelt gratitude to the government agencies,
corporate bodies, social organizations and individuals
for their support and assistance in making ICEWE 2011 a
success.