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Mesiniaga-MaGIC Collaboration To Launch Intrapreneurship Programme

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KUALA LUMPUR, Nov 21 (Bernama) -- Mesiniaga Bhd, in collaboration with Malaysian Global Innovation & Creativity Centre (MaGIC), has launched an intrapreneurship programme - Bright Side Innovation Lab.

In a statement today, they said, Bright Side aimed to instill a culture of innovation in Mesiniaga, encourage creative thinking to solve problems, promote and support entrepreneurship, as well as reduce the time required to build and deploy quality solutions.

Bright Side would provide Mesiniaga's employees with an avenue to validate business ideas, equip themselves with the crucial skills and capabilities, and bring their products to market with the help of accelerator partners, it said.

"The innovation lab aims to launch eight new, market-ready products or services by the end of 2018. These new solutions will either be introduced as a new offering within Mesiniaga, or spun-off into a stand-alone subsidiary to open the door to wider market opportunities," it said.

Chairman/Chief Executive Officer (CEO) of Mesiniaga, Datuk Wan Mohd Fusil, said in the past few years, it has seen numerous changes in the information and technology industry that came about rapidly....

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