

# Making Design Happen

MRM continually encourages design activities through its various on-ground events



PPD Award Winners and MGPA Members.



The 'Let's Make It Happen' team with the designers and industries.

'Let's Make It Happen' is more than a tagline for the Promotional Product Design Award Commercialisation Day; it is a motto that the Malaysia Design Council, or MRM lives by, day in day out.

The Promotional Product Design Award or PPD Award is a competition jointly organised by Malaysia Design Council (MRM) and the Malaysian Gift and Premium Association (MGPA) and has enjoyed great success amongst the business and design-conscious society, who understand and place high emphasis on quality product design for the advancement of a business.

Says Mdm. Futom Shikh Jaafar, MRM Senior General Manager, "For the 'Let's Make It Happen', this is the first time ever where an industry partner, MGPA, is working together with us in terms of commercialisation, and we all know how challenging commercialisation is."

Open to all local professional designers and tertiary students, the awards is the ultimate platform for budding designers to showcase their talents, and at the same time, explore commercialisation opportunities for the industry.

Futom adds that the aim of such a competition is to cultivate creativity and the imagination among our young, and budding designers, as well as provide them a platform to contribute towards maturing the premium and gift industry.

At an event held on the 3<sup>rd</sup> of October, MRM and MGPA once again collaborated to organise a business matching commercialisation day with the aim of assisting winners of the PPD Award to develop and commercialise their winning designs to MGPA members.

"We hope through this exercise, we can find genuine, new, creative and innovative premium and gift items that we can proudly call our own. This highly lucrative industry can do with some of our ingenuity. We are ready and well-equipped for it," says Futom.

Five designs under the categories of bag, writing instruments, drink-ware and IT and electronic gadgets will receive funding from MRM to cover the cost of developing these winning ideas under its Product Development Programme.

This is surely a step in the right direction to "Let's Make It Happen" for MRM and the design industry.