

INTRIX GROUP AND SEGi UNIVERSITY JOIN FORCES FOR SUSTAINABLE INNOVATION

*New MoA Aims to Integrate Eco-Friendly Practices in Education and Industry,
Address Wastewater Challenges, and Foster Innovation*

Kuala Lumpur, 5 August 2024 - **INTRIX Group** and **SEGi University** have announced a landmark partnership through a newly signed Memorandum of Agreement (MoA). This collaboration aims to advance sustainable engineering practices and integrate Environmental, Social, and Governance (ESG) principles into engineering education and research.

The partnership addresses the significant issues in wastewater treatment encountered by various industries. Recently, the Department of Environment (DOE) revealed that 25 out of 672 rivers in Malaysia were deemed polluted due to insufficient wastewater treatment, underscoring the urgent need to enhance these systems. Conventional methods require extensive land, high operational costs, and significant energy for aerobic systems. Many processing plants struggle to meet wastewater discharge standards set by the DOE, especially as production volumes increase. With global trends pushing for sustainability, these plants must either upgrade existing systems or build new, more efficient facilities.

A key initiative under the MoA is the focus on water filtration and waste management. INTRIX Group is addressing the issue of used water filters, exploring their reuse in industrial wastewater treatment. This aligns with their ESG goals.

SEGi University will leverage this collaboration to tackle these issues by aligning industry needs with academic research. SEGi aims to develop practical solutions for wastewater treatment, enhancing its curriculum with industry insights and improving research outcomes. This partnership will provide SEGi students with practical experience and access to innovative technologies, bridging the gap between education and industry.

The collaboration is expected to drive significant nationwide impact, setting a precedent for integrating eco-friendly technologies and methodologies across educational institutions and industries. This initiative will contribute to Malaysia's broader environmental goals and sustainable development, promoting the adoption of innovative practices throughout the country.

Tee Tone Vei, CEO of INTRIX Group, expressed his enthusiasm for the collaboration, “We are thrilled to partner with SEGi University & Colleges on this groundbreaking initiative. At INTRIX Group, we are dedicated to supporting ESG principles with our eco-friendly products, and we are one of the few companies globally that have filters which are 80% biocompatible. This partnership underscores our commitment to sustainability and innovation, and we look forward to empowering the next generation of engineers to build a better future.”

Prof. ChM. Dr Teh Geok Bee, Vice Chancellor of SEGi University, commented on the partnership, “We are proud to collaborate with INTRIX Group to drive innovation and sustainability in engineering education. This partnership will provide our students with invaluable practical experience and exposure to advanced technologies, setting a new benchmark in academia-industry collaboration.”

Beyond technical advancements, INTRIX Group is dedicated to corporate social responsibility (CSR). The company supports young talent through internships, training programs, and collaborative research projects, complementing SEGi's mission for industry-relevant education. INTRIX Group will provide grants for research funding to support experiments, acquire equipment, and advance sustainable engineering solutions.

This partnership also offers select master's students from SEGi with hands-on experience using cutting-edge technologies, thereby improving their career prospects and promoting a culture of sustainability at the university. INTRIX Group and SEGi will soon introduce workshops, seminars, and joint research projects focused on sustainable engineering, creating job opportunities for young engineers and contributing to Malaysia's green transformation.

As we advance towards a more sustainable future, collaborations like this one between INTRIX Group and SEGi highlight the transformative power of industry-academia partnerships. This MoA is not just a formal agreement, it is a blueprint for a brighter, greener, and more innovative future. For SEGi students, it represents an invitation to be part of something truly impactful.

End.

About INTRIX Group

Established in 2003, INTRIX Group is an internationally recognised leader in hydro and thermal technology with a presence across APAC and Europe. Renowned for their innovation and expertise, INTRIX Group holds 19 patents, underscoring their position as one of the top leaders in the industry. INTRIX operates across three business segments: exports, projects, and consumer products. Their mission is to design disruptive technological solutions that simplify tasks for mankind without compromising on Environmental, Social, and Governance (ESG) principles. The company specializes in designing and supplying energy-efficient and electrocution-proof water heaters, heat pumps, and instant purified boiling water taps for both commercial projects and residential use. INTRIX Group's prestigious clientele includes premium property developers, luxury hotels, and high-traffic top lifestyle brands. Notably, their solutions are featured in the world's second tallest building, Merdeka 118, located in Kuala Lumpur, Malaysia. For more information, visit www.intrixgroup.com.

About SEGi University

SEGi University and Colleges first opened its doors as Systematic College in 1977 in the heart of Kuala Lumpur's commercial district; offering globally recognised professional qualifications. Since then, SEGi has experienced significant growth by adapting and catering to an increasing demand for tertiary education and professional qualifications in Malaysia. Known as one of the largest private higher education providers in Malaysia, SEGi now serves 16,000 students in five major campuses located in Kota Damansara, Kuala Lumpur, Subang Jaya, Penang, and Sarawak. Acknowledging the highly competitive job market when climbing the career ladder, SEGi now offers a new breakthrough platform known as SEGi Professional and Continuing Education SPACE. SPACE enables working adults to upgrade their qualifications whilst accommodating their work schedule; hence fulfilling work-life balance. For more information, visit www.segi.edu.my.

Photo Caption: INTRIX Group & SEGi University Join Forces For Sustainable Innovation. (L-R: Prof. ChM. Dr Teh Geok Bee (Vice Chancellor, SEGi University), Tee Tone Vei (Chief Executive Officer, INTRIX Group)).

This release is issued by Suppagood PR on behalf of INTRIX Group & SEGi University. For media enquiries or interview opportunities, please contact: Hasvinraj.S | +6018 204 4694 | hasvinraj@suppagood.com