

**Prime Minister Introduces New Initiative, Genovasi
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PUTRAJAYA, Aug 1 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak Wednesday announced the creation of "Genovasi", a new initiative aimed at developing youth to become the nation's innovation ambassadors.

He said Genovasi (combination of the words generation and innovation) will partner with global innovation leaders to impart innovation, skills, expertise and methodologies to the new generation of Malaysian innovation ambassadors.

He said a minimum of 5,000 innovation ambassadors would be created over the next five years by Genovasi, and three tracks would be offered for them to apply their new innovation skills.

The three tracks are community-centric projects to benefit the masses, economic-focused projects that generate new waves of wealth, and government enhancement projects to help improve the delivery service.

"Genovasi will be launched early next year and I expect it to be granted university status within five years. A board of visionaries will guide and advise Genovasi," he said in his speech after attending a dialogue session with several leaders in innovation at the Perdana Putra building, here.

The dialogue session was attended by representatives of the Hasso-Plattner Institute (HPI) and its School of Design Thinking, Pearson (a media company), Singularity University, Stanford University, The Millennium Project, The Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA), Special Innovation Unit (UNIK) chief executive officer (CEO) Datuk Kamal Jit Singh, Malaysia Innovation Agency (AIM) CEO Mark Rozario, and member of Genovasi's board of visionaries, Datuk Jimmy Choo.

Najib said the innovation ambassadors would be the "Generasi Inovasi", a generation of innovators who would play an active role in enhancing and improving the country, and Genovasi would provide an avenue for youth to integrate with the nation, offering their passion and commitment to build a Malaysia that is able to reach for the stars.

He said UNIK had been mandated to spearhead the setting up of the "first of its kind" initiative in the Asean region, to create and develop the innovation ambassadors who would be sponsored by AIM.

"Subsequently, they will be appointed by AIM to initiate and implement projects in the three tracks I mentioned earlier," he said.

The prime minister said Genovasi would be set up as an innovation organisation where bright young minds would have tangible opportunities to receive induction into innovation.

He said they would learn the skills and methodologies, and how to apply them in real situations where innovation could bring progress, a better quality of life as well as solutions for the nation.

"This can be in terms of improving the public service delivery within government departments, ministries as well as town councils, improving the quality of life in villages and local communities, and creating new economic wealth through entrepreneurship or industry game-changing efforts.

"Innovation is about using knowledge and expertise to create wealth and to improve lives, as having knowledge alone is no longer adequate, and the key lies in innovation - knowing what to do with that knowledge and skills," he said.

Earlier, journalists watched on the big screen in a conference room, the dialogue session held in a special meeting room in the Perdana Putra building.

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