



### **Half-Day Virtual Seminar on Automotive Product Design and Development**

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IEM Council Member 2024/2025

On February 25th, 2023, the Institution of Engineers Malaysia hosted a half-day virtual seminar focusing on automotive design and development. The event, organized by the Engineering Education Technical Division IEM and facilitated by Ir. Ts. Sukhairul Nizam bin Abdul Razak, drew in 15 participants who registered through the IEM's platform. From 9 am to 1 pm, attendees explored various aspects of crafting automotive masterpieces, gaining valuable insights and perspectives.

The seminar kicked off with an engaging introduction by the speaker, providing a comprehensive overview of automotive design principles. Throughout the session, participants delved into topics such as conceptualization, prototyping, manufacturing, and market integration, each segment offering practical techniques and strategic approaches to navigate the complexities of the design process.

An important theme of the seminar was the significance of interdisciplinary collaboration in successful automotive design. Participants were encouraged to foster synergies between design, engineering, and marketing, emphasizing holistic solutions that resonate with global consumers. Additionally, emerging technologies such as artificial intelligence, augmented reality, sustainable materials, and eco-friendly practices were highlighted, showcasing the role of innovation in driving sustainable growth in the automotive industry.

As the seminar concluded, participants left with a deeper understanding of automotive design principles and a renewed sense of purpose. The event underscored the power of knowledge and collaboration, paving the way for future endeavours in the dynamic world of automotive innovation.

In retrospect, the half-day virtual seminar on automotive product design and development was a testament to the potential of knowledge sharing and collaborative efforts. It showcased the diverse facets of automotive excellence and highlighted the limitless possibilities for the future of automotive design.



# VIRTUAL HALF DAY COURSE ON INTRODUCTION TO AN AUTOMOTIVE PRODUCT DESIGN & DEVELOPMENT

Organised by :  
Education Engineering Technical Division, IEM

BEM Approved CPD : Applying      Re. no : Applying

DATE : 31 JANUARY 2023, TUESDAY

TIME : 9.00AM - 1.00PM

## ONLINE PLATFORM

SPEAKER :  
Ir. Ts. SUKHAIRUL NIZAM BIN ABDUL RAZAK



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CLOSING DATE:  
25 JANUARY 2023

	<b>ONLINE</b> <small>(Log in for registration &amp; payment: <a href="http://www.myiem.org.my/member/login.aspx">www.myiem.org.my/member/login.aspx</a>)</small>	<b>NORMAL FEE</b> <small>(by fax &amp; email) Payment by cash, credit card and bank-in</small>
IEM Student Member	40.00	50.00
IEM Graduate Member	75.00	90.00
IEM Corporate Member	125.00	150.00
Non-IEM Member	240.00	300.00

Register Online at [www.myiem.org.my](http://www.myiem.org.my)

Poster for Virtual Half Day Course on Introduction to an automotive product design & development.