

Hi-Link Grant.

Hi-Link program is a collaboration between universities, industry and the Government with some provisions that are: (1) the partners' industry and local government contribution should be in cash; (2) The technology that is transferred by universities to the partners' industry should be implemented since the first year in the partners' industry, while making continued improvements in the form of applied research of these technologies; (3) This cooperation can take place outside the province of the university to consider the effectiveness of the program in terms of travel expenses. The proposer team is expected to working with expert colleagues from Universities in the target areas. The program aims to enhance the university capacity building in the application of technology their findings that is required by the industry and the community in a sustainable way and institutionally, in order to strengthen the competitiveness of the partners' industry and community welfare

TSI philosophy is to assess your company's needs and provide only services that are value added. We utilize the most experienced trainers and the most recent technologies. Resources with industry experience and University lecturer are available through the coordination of our Solutions Consultants, as needed.

Division of Industrial and System Engineering

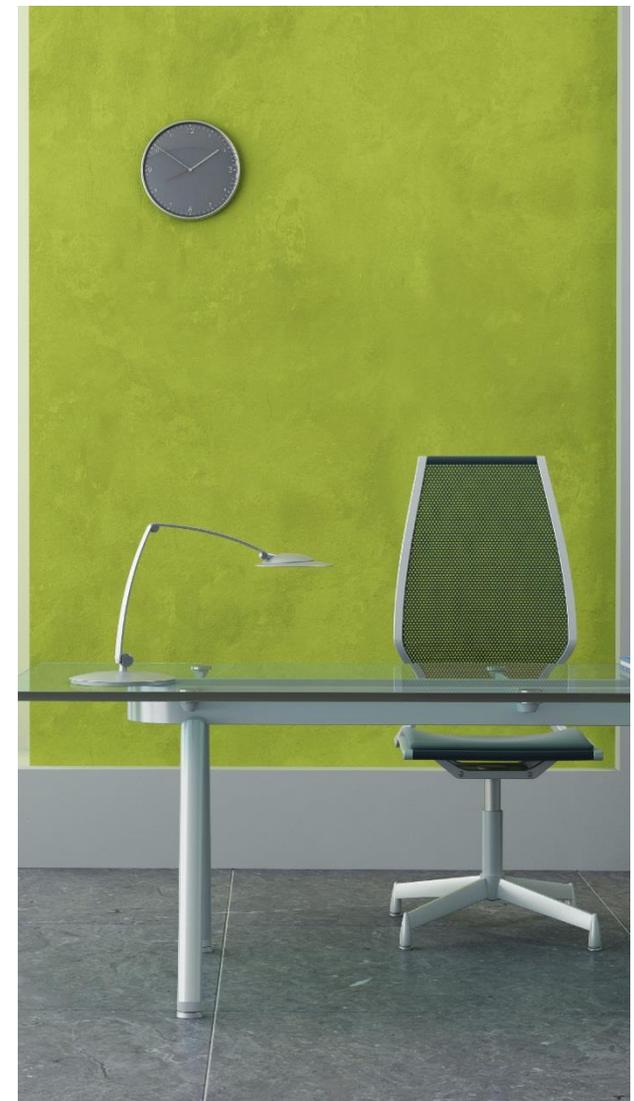
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INDUSTRIAL SERVICES



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Science and Technology for Entrepreneurship (STE)

Division of Industrial and System Engineering or in short TSI formulate a program with the mission of generating new entrepreneurs in campus, through integrated program while the creation of the method is given entirely to STE organizers. STE program's mission is to guide the universities to organize entrepreneurial services unit that is professional, independent and sustainable, and have a conception of knowledge based economy. STE should be independent and have a continuing activity, so that STE given the opportunity to be able to become a profit unit by utilizing human resources and facilities owned by itself. The purpose of the STE services programs are: (1) Creating new independent entrepreneurs based on science and technology, (2) Improving business management skills to the industrial community, and (3) Creating entrepreneurship training method that is suitable for student creativity program in entrepreneurship/other student creativity program/student that is starting a business/entrepreneurial graduate.

Science and Technology for Export Products (STEP)

STEP program is a community and industrial services activities in the form of application and development of universities research result. Issues addressed include all aspects of small business or medium-sized enterprises from raw materials to product marketing. Likewise, the issue of production and company management became mandatory field that STEP have to work on. STEP program objectives are: (1) to push the export growth of



Indonesian products through the growth of a competitive market, (2) increase the development of SMEs in seize the export opportunities by improving the products and marketing quality, (3) accelerate the diffusion of technology and management of the campus community to the industrial community, and (4) develop the link and match process between university, industry, local government, and the wide community. Other funding sources such as from local governments, other government agencies or Private Institutions (CSR) is possible to be included.

Innovative Product Design Services (IPDS)

We believe that innovative product design is built on a solid foundation, one that is layered with knowledge from business strategies, user insights and research, brand positioning, and engineering. With our deep-seated experience and insights into the market, we produce solutions that have a compelling visual impact, responsive usability, and innovative functionally (all underlined with -

powerful business imperatives that support our clients' needs and objectives).

Every industrial design and development project goal is unique. Therefore, we begin with a basic framework, which we customize to each client's needs. First we take a broad overlook and brainstorm with our clients about big ideas and big solutions. From this exploration we create initial concepts. Then comes the narrowing down: the concept refinement. Doing so pulls strengths from every discipline, refining sketches, generating renderings, and making prototypes.

Service Topic in IPDS is Kansei Engineering. Kansei Engineering is a method for translating feelings and impressions into product parameters. Kansei Engineering can "measure" the feelings and shows the correlation to certain product properties. In consequence products can be designed in a way, which responds the intended feeling. Our Example research using Kansei Engineering were RTD tea, Local Traditional Food, packaging traditional, and Personal Product Spa.
