湖南工业大学
HUNAN UNIVERSITY OF TECHNOLOGY

中国包装联合会
China Packaging Federation (CPF)

HELP University
university of achievers
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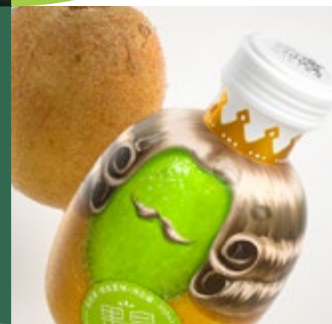


AI-DRIVEN DESIGN TECHNOLOGY & SUSTAINABLE PACKAGING FOR THE CIRCULAR ECONOMY

Zhuzhou powers advanced rail, aerospace, carbide tech, and smart ceramics

Home to 100-billion-scale industrial clusters

Zhuzhou:
"ENGINE VALLEY OF CHINA" & INNOVATION HUB

STRATEGIC INDUSTRIAL & TRANSPORTATION NEXUS:

Nestled within the Changzhutan Golden Triangle, Zhuzhou is Hunan's second largest city by GDP (~CN¥390 billion) and population (~4 million). It serves as a pivotal rail junction—where major lines like Beijing–Guangzhou and Zhejiang–Jiangxi intersect—and houses China's largest cargo marshalling station in the south.

Zhuzhou, located in central China's Hunan Province, is renowned as the "Engine Valley of China"—a dynamic hub of engineering excellence and advanced manufacturing. At the forefront of industrial innovation, Zhuzhou is globally recognised as a powerhouse in rail technology. It is home to the China Railway Rolling Stock Corporation (CRRC), whose products are used by 83% of railway-operating countries worldwide.

NATIONAL HIGH TECH INDUSTRIAL DEVELOPMENT ZONE:

The Zhuzhou High Tech Industrial Zone, spanning 328 km², anchors core sectors including rail transit, general aviation, and new energy vehicles, with Nine new industries such as: wind power equipment, polymer composite materials, new energy vehicles, the environmental protection industry, marine and offshore equipment, photovoltaic power, generation, construction machinery, information and software technology.

INDUSTRIAL HERITAGE & MODERN IDENTITY:

Known as the "Engine Valley," Zhuzhou's industrial strength is built on metallurgy, heavy machinery manufacture, chemical production, building materials and many more.

BALANCED URBAN ECOSYSTEM:

Beyond heavy industry, Zhuzhou is recognised as a National Garden City and enjoys the status of a National Hygiene City and an Overall Testing Zone for environmentally friendly urban development.

HUT has over 42,000 full-time students across two campuses covering 257 hectares.

HUNAN UNIVERSITY OF TECHNOLOGY (HUT)

INSTITUTIONAL EXCELLENCE

Founded in 1958, HUT is a key comprehensive university in Hunan Province, distinguished for its robust science and engineering disciplines and internationally acclaimed packaging education. Co-founded by the Hunan Provincial Government and the former State Administration for Industry and Commerce, HUT is an influential institution delivering high-calibre undergraduate, postgraduate, and doctoral programs across engineering, science, management, humanities, economics, law, education, and arts.

GLOBAL RECOGNITION

HUT excels internationally, with disciplines including Engineering, Material Science, Chemistry, Biology, and Biochemistry ranking within the top 1% in the ESI database. Art & Design and Materials Science & Engineering programs are recognized under China's prestigious "National First-class Academic Discipline Construction Plan." The university consistently ranks among China's top 50 institutions for graduate employability, reflecting its commitment to student success and industry relevance.

PIONEER IN PACKAGING EDUCATION

With over 30 years of dedication, HUT is China's leader in packaging education, having produced more than 200,000 skilled graduates. It is the first Chinese member accepted into the International Association of Packaging Research Institutes (IAPRI) and has led as the director unit of the China Packaging Federation's Packaging Education Committee since 2014. HUT's packaging design discipline ranks first in China's Soft Science Professional Rankings, reflecting its pioneering role in interdisciplinary innovation.

RESEARCH AND INDUSTRY INTEGRATION

Committed to impactful research, HUT hosts two national research centers specializing in advanced packaging materials and packaging advertising, supported by over 50 provincial laboratories focusing on intelligent information processing, rail transit insulation, product innovation, and more. Over the past five years, HUT has executed more than 200 national research projects, securing funding exceeding 1.5 billion RMB and earning five National Science and Technology Progress Awards alongside 73 provincial awards. HUT actively promotes industry-education integration, collaborating with industry giants like CRRC Electric, Hisense, Midea, Weichai Torch, and others. These partnerships have produced award-winning brand packaging solutions and innovative designs, recognized globally through prestigious accolades such as iF Awards, Spark Design Awards, Pentawards, and European Product Design Awards.

INDUSTRY-CENTRIC EDUCATION

To serve local and national economies, HUT established specialized colleges such as the College of Railway Transportation (in collaboration with CRRC Zhuzhou Institute) and the College of Liling Ceramics (with Liling Municipal Government), addressing critical industry needs and fostering top-tier talents.

GLOBAL PARTNERSHIPS AND VISION

With its strategic location, world-class educational standards, deep industry linkages, and global outlook, Hunan University of Technology exemplifies the synergy between academic excellence and industrial innovation, driving regional and international advancements in education, technology, and industry.

WELCOME & VISION

We warmly welcome academic, industry, and policy leaders, entrepreneurs, technologists, and students to this landmark Malaysia-China Forum and the two workshops on AI Applications and Design Technology and Packaging.

Jointly hosted by HELP University and China's top-ranked packaging institution, Hunan University of Technology (HUT), we unite to advance innovation, sustainability, and human-centric development in the circular economy.

Professor Datuk Dr Paul Chan
Chancellor & Co-Founder, HELP Education Group

Professor Dr Changbo Jiang
President, Hunan University of Technology (HUT)

Jointly hosted by HELP University and China's top-ranked packaging institution, Hunan University of Technology (HUT), we unite to advance innovation, sustainability, and human-centric development in the circular economy.

In 2025 HUT and HU launched the Institute of Future Technology and Design (IFTD) at HELP University—a hub for sustainable packaging R&D and talent cultivation in Southeast Asia.

Amid global ecological and economic shifts, we confront a critical challenge: rethinking packaging and design for ecological resilience, technological progress, and inclusive growth.

We have identified the following Key Themes for the Forum and the Workshops:

- **Sustainable Materials & Eco-Design:** Bio-based, recyclable innovations.
- **Smart Packaging:** QR/RFID, sensors, and supply-chain transparency.
- **Circular Design:** Lifecycle assessment and regenerative systems.
- **AI & Green Manufacturing:** Automation, digital twins, low-energy production.
- **Consumer Engagement:** Branding, ethics, and sustainable behaviour.
- **Policy & Governance:** EPR, eco-labels, and public-private models.
- **Talent Development:** Future-ready education and cross-disciplinary training.

Each theme merges ecology, technology, and creativity to replace linear waste with circular regeneration.

The above themes are relevant and matter. We note that the circular economy is essential to counter resource depletion and climate risk. The Forum and Workshops thus aim to drive:

- **Talent Development:** Equipping the next generation of sustainability leaders
- **Business Transformation:** Turning circular packaging into competitive advantage.
- **Technology Adoption:** Scaling AI, IoT, and automation for eco-innovation.
- **Ecological Repair:** Designing systems that restore nature.

Using our talent pool and resourcefulness HUT and HU provide the leadership to achieve the above desired objectives. As China's #1 in packaging tech, HUT pioneers sustainable materials, smart solutions, and industry-academia collaboration through global networks and cutting-edge labs. HU is an entrepreneurial driven university and is recognised as an innovative visionary leader in education and training initiatives.

Our objectives are to

- Spark cross-border dialogue among academia, industry, and government.
- Showcase cutting-edge research in design, packaging, and sustainability.
- Build a global network for circular solutions.
- Launch joint China-Malaysia-ASEAN projects and talent programs.
- Strengthen IFTD as Asia's sustainable design hub.

We believe that the Forum and Workshops also have regional significance. Our aspiration is to create the dynamism for Malaysia to play a central role in the ecology of technology design and packaging. Malaysia and ASEAN—positioned at the nexus of China's industry and regional dynamism—can lead Asia's green transformation in line with national and regional sustainability goals.

The Forum and Workshops are our first step in HU-HIT IFTD Partnership. We have strategized our collaboration to execute the following:

- Co-developing courses in packaging innovation and sustainability.
- Credit transfer, degree collaboration, exchanges, and joint labs.
- A China-Malaysia innovation corridor for R&D and startups.
- Training and study visits to China AI institutions and technology hubs

We thank all partners and supporters for making this Forum and Workshops possible. Let this be more than a Forum – let it seed a future where packaging regenerates, technology serves ecology, and collaboration builds a humane, sustainable world.

FORUM

THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE DESIGN INDUSTRY

23 August 2025
Time: 9.00am - 1.00pm

Venue: Level 4, Auditorium, Wisma CL
5, Jalan Sri Semantan 1, Off Jalan Semantan, Bukit Damansara, 50490, Kuala Lumpur

Prometheus stole fire to ignite human progress. Pandora opened a box of chaos. AI gifts mankind with unprecedented futures.

In this Forum we focus on how AI benefits mankind with revolutionizing design and packaging by making them smarter, greener, and more circular. *"Design no longer ends at the product—it begins with its future."* Generative AI tools create efficient, recyclable designs with minimal waste. *"Less material, more intelligence."* AI smart packaging enhances product safety, traceability, and reverse logistics. In recycling, AI-driven systems boost sorting accuracy and recovery rates. AI platforms bring end-to-end transparency. *"From design to disposal, AI closes the loop."* Aligning innovation with regeneration, AI transforms packaging into a tool for sustainability and circular economy success. *"Waste is no longer an end—it's a beginning."*

SPEAKER

HEPING ZHU

Core scientist and educator

Dr Heping Zhu is a second-level professor, doctoral supervisor, and currently serves as the Dean of the College of Packaging Design and Art at Hunan University of Technology. He is recognised as a renowned educator under China's "Ten Thousand Talents Plan," a recipient of the National Excellent Teacher Award, and an expert entitled to special allowances from the State Council. He is also a member of the Art Theory Teaching Steering Committee and the Art Design Vocational Education Teaching Steering Committee of the Ministry of Education.

Research Interests: His primary research focuses on modern packaging design theory and application, alongside art history and theory.

Academic Achievements: Professor Zhu has led four National Social Science Fund projects (including key projects) and over ten sub-projects under major initiatives from the National Social Science Fund, the Ministry of Education, the Ministry of Science and Technology, and the Hunan Provincial Social Science Fund.

He has published 19 academic monographs, four nationally recognised textbooks as part of the 11th and 12th Five-Year Plans, and more than 150 academic papers. His contributions to teaching and research have been recognised with first, second, and third prizes for outstanding achievements by both the Hunan Provincial Government and the Ministry of Education on 14 occasions.

WORKSHOP 1

AI APPLICATIONS TO IMPROVE PRODUCTIVITY AND PROFITABILITY

25 - 26 August 2025 (2 days)

Time: 9.30am - 5.30pm

Venue: Level 9, HELP University, ELM Business School
15 Jalan Sri Semantan 1, Off Jalan Semantan, Damansara Heights
50490 Kuala Lumpur

HRD CORP CLAIMABLE

COURSE FEATURES:

COMPREHENSIVE DEPTH AND BREADTH

The course thoroughly covers the fundamental concepts, historical development, core technologies, and application fields of artificial intelligence. It delves into cutting-edge knowledge su ch as large model technology and explores the connections between machine learning, deep learning, and AI. By integrating theory with practice, it builds a complete knowledge system.

PRACTICE-ORIENTED APPROACH

The course emphasises practical application, with a focus on the domestically leading DeepSeek large model. It closely integrates real-world work and life scenarios, such as market analysis and intelligent writing, enabling students to enhance their ability to apply AI tools and experience the improvements in efficiency and quality of life brought by AI.

DIVERSE AND INNOVATIVE TEACHING METHODS

The course combines lectures, case studies, practical exercises, group collaboration, and heuristic teaching. It uses real enterprise cases to cultivate problem-solving skills, stimulate student thinking and innovation, and promote teamwork and communication.

SYSTEMATIC KNOWLEDGE FRAMEWORK

A concise introduction to AI fundamentals to support real-world applications.

CUTTING-EDGE TECHNOLOGY EXPOSURE

Core focus on China's DeepSeek LLM, known for low-cost, high-performance deployment.

SCENARIO-BASED PRACTICAL TRAINING

Extensive hands-on application in government workflows and daily life tasks.

Module	Description
Day 1	
Introduction to DeepSeek	Overview of the DeepSeek large model, technical structure, core functionalities, and its relevance to digital transformation in public service
Applications of AI and Professional Ethics	Case studies of AI applications across industries, impact on enterprises and careers, professional ethics and considerations
Lunch	
DeepSeek (DS)	Detailed introduction to the features and advantages of the domestic DeepSeek large model
Practical Application of DS in Work	Guiding students to use DeepSeek to solve problems in real enterprise work scenarios, such as market analysis, project management, and document processing
Results Showcase & Peer Feedback	Presentation of generated documents and outputs, peer critique, cross-team knowledge sharing
Day 2	
Full-Cycle Smart Document Processing	Drafting proposals, formatting internal memos, extracting key info, automated layout, and PowerPoint generation using AI
Digital Personas & Smart Governanxce Tools	Creating digital avatars, using AI assistants in administrative workflows and HR processes
Lunch	
Digital Personas & Smart Governanxce Tools	Creating digital avatars, using AI assistants in administrative workflows and HR processes
AIGC-Powered Innovation in Administration	AI-generated policy reports, intelligent interpretation of regulations, auto-summary tools, and content generation for public communication
Results Showcase & Peer Feedback	Presentation of generated documents and outputs, peer critique, cross-team knowledge sharing

WORKSHOP SPEAKERS

QINGSONG GUO

Assistant Professor

Qingsong Guo is an assistant professor at Hunan University of Technology. His research focuses on developing data systems and efficient algorithms to enhance analytics over multi-modal data, including relational, graph, and video data. His interests span autonomous database systems, event stream mining, probabilistic databases, scalable stream processing, temporal analytics of dynamic graphs, and query optimisation—areas that converge under the broader field of Data Science.

He earned his PhD in 2016 from the University of Southern Denmark, where he spent five years researching scalable stream processing under the supervision of Prof. Yongluan Zhou. He then served as an assistant professor at North University of China for two years. From January 2019 to August 2022, he worked as a postdoctoral researcher at the University of Helsinki under Prof. Jiaheng Lu. He joined the School of Computer Science at HUT in February 2025.

LILI TANG

Lecturer

Lili Tang is a lecturer at Hunan University of Technology. Her research focuses on information technology security, mobile internet, multimedia technology, and bilingual (Chinese-English) instruction in computer science.

Known for her engaging teaching style, she has received several honours, including the titles of 'Most Popular Teacher', 'Excellent Teaching Award', and 'Outstanding Class Teacher Award'.

Lili has mentored students to success in computer science competitions, earning one national first prize, five national second prizes, and over ten provincial awards.

She has led four teaching reform projects and represented her university in the Hunan Provincial College Teachers' Teaching Competition, winning second prize. She has also served as principal investigator on projects funded by provincial and municipal bodies, while contributing to various other research initiatives.

Her academic output includes two software copyrights and nine published papers in SCI-indexed and provincial journals.

YI YUAN

Associate Professor, Master's Supervisor

Yi Yuan is an associate professor whose research focuses on artificial intelligence, multi-agent network coordination, and image processing.

She leads the provincial-level online course *Introduction to Computer Systems* and the hybrid course *Multimedia Courseware Development and Design*, as well as the Hunan Province "Artificial Intelligence + Higher Education" case project.

Yi has received nine teaching awards, including first prize in the Hunan Provincial University Teachers' Digital Teaching Competition. She has also guided students to win more than ten competition awards, including national first prizes, and has earned more than ten honours such as the Excellent Teaching Award and Outstanding Teacher.

She teaches courses including *Fundamentals of Artificial Intelligence, Principles of Databases*, and *Modern Educational Technology*. She has led four national and provincial research projects and eight teaching reform initiatives.

Her academic work includes editing three textbooks, co-authoring five, and publishing over ten papers, including SCI-indexed research. She also holds eight patents and software copyrights.

WORKSHOP 2

USE OF TECHNOLOGY FOR SUSTAINABLE PACKAGING

KNOWLEDGE OBJECTIVES:

- Understand fundamental concepts, key principles, and global development trends in sustainable packaging design.
- Master the application methods of eco-friendly materials and low-carbon production processes in packaging design.
- Understand the importance of Life Cycle Assessment (LCA) and circular economy in packaging design.

SKILL OBJECTIVES:

- Be able to use sustainable design tools to quickly present packaging design ideas and optimise solutions.
- Possess the ability to carry out innovative designs by integrating eco-friendly materials and intelligent technologies.
- Enhance teamwork and the ability to solve practical design problems.

EDUCATIONAL OBJECTIVES:

- Cultivate students' environmental awareness and sense of social responsibility.
- Inspire students' insight into future trends in sustainable design and stimulate innovative thinking.

STUDENT OUTCOMES:

- Each student will complete a packaging design project using eco-friendly materials.
- Each group will be able to present a design concept that combines sustainable principles with intelligent technologies.

25 - 27 August 2025 (3 days)

Time: 9.30am - 5.30pm

Venue: Level 9, HELP University, ELM Business School
15 Jalan Sri Semantan 1, Off Jalan Semantan, Damansara Heights
50490 Kuala Lumpur

Course Content	Teaching Method	Remarks
Introduction to Sustainable Packaging Design	Lecture	Course objectives and arrangement
Global Trends in Sustainable Packaging Design	Lecture + Case Studies	Real-world examples
Lunch		
Application of Eco-friendly Materials in Packaging Design & Analysis	Practical Training	Templates provided, step-by-step
(Continuation of above practical session)		
Day 2		
Application of AI in Packaging Design	Lecture + Interactive Discussion	Software demonstrations
Multimodality of Generative AI	Lecture + Interactive Discussion	Templates provided, step-by-step
Lunch		
Hands-on AI Tools: Text-to-Image & Image-to-Image Practice	Group Discussion	Tutor-guided, draft concepts formed
(Continuation of above session)		
Day 3		
Group Brainstorming: Sustainable Packaging Creative Design (Hand Sketching Practice)	Group Discussion + Practical	Draft concept formation
(Continuation of above session)		
Lunch		
Group Project Presentations & Feedback	Lecture	Group-specific feedback
Course Feedback & Long-Term Collaboration Planning	Discussion & Feedback	Gather input, plan future cooperation

WORKSHOP SPEAKERS

JIN YAO

Associate Professor, Master's Supervisor

Dr Jin Yao is an Associate Professor at the School of Packaging Design and Art, Hunan University of Technology, where she teaches Sustainable and Intelligent Packaging Design. Her research centres on sustainable packaging, eco-friendly materials, life cycle assessment, and the promotion of green design in the packaging industry.

She has published over 20 papers in domestic and international journals and conferences, with several indexed by SCI and EI. She has co-authored professional textbooks, including *Packaging Design* and *Introduction to Design*.

Dr Yao has led one industry project and four provincial research projects. She integrates advanced research into teaching to support green transformation and hands-on student learning. She holds six authorised invention patents (including one U.S. patent) and three utility model patents.

Her accolades include Hunan University's "Outstanding Faculty-Student Representative" (2023), Hunan Provincial Young Backbone Teacher (2024), the "Three-Education Model Individual" award, and the 2024 German iF Design Award. Her students have won over 200 design awards, including the Pentawards and Hunan College Student Innovation Competition.

YONGZHEN LEI

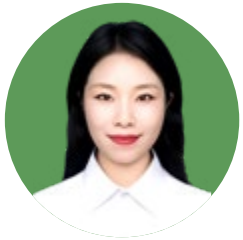
PhD

Lecturer, Master's Supervisor

Dr Yongzhen Lei is a Lecturer and Master's Supervisor at Hunan University of Technology, specialising in modern packaging theory, intelligent packaging design, sustainable packaging evaluation, and lightweight structure and safety. He teaches courses including *Intelligent Packaging Design*, *E-commerce Packaging*, and *Packaging Printing and Technology*. In recent years, he has guided students to over 150 awards in national and international competitions, including the Pentawards and the iF Design Award.

He has led four provincial or ministerial-level research projects and collaborated on five national or provincial initiatives, including those under the National Social Science Fund of China. He has published seven academic papers—three in SCI journals, one in an EI-indexed journal, and one in a Chinese core journal.

Dr Lei also holds four utility model patents, reflecting his practical contributions to innovation in packaging design.



YANG HUIYUAN

M.A.

Lecturer

Yang Huiyuan is a Lecturer at Hunan University of Technology and a Young Core Faculty Member of Hunan Province. She leads the Translation Theory and Practice course group and holds the title of "Hunan Provincial Teaching Expert."

Her work focuses on translation theory and English-Chinese interpretation. She has received four national teaching awards and eight provincial prizes, including honours from FLTRP and the National Teaching Innovation Competition.

Yang has led two provincial-level research projects and published multiple education reform papers. Her students have won over 40 interpretation awards at both provincial and national levels.

LIU SISI

Lecturer

Sisi Liu specialises in packaging and cultural product design. She teaches courses such as Chinese Traditional Culture and Creative Design and AI and Design Application.

Recognised for teaching excellence, she ranked in the top 10% in 2023 and received the 2024 "Ya Huilong" Scholarship.

She adopts innovative methods like flipped classrooms and OBE, leading over 10 teaching reform projects. Her students have won 30+ design awards in the past three years.

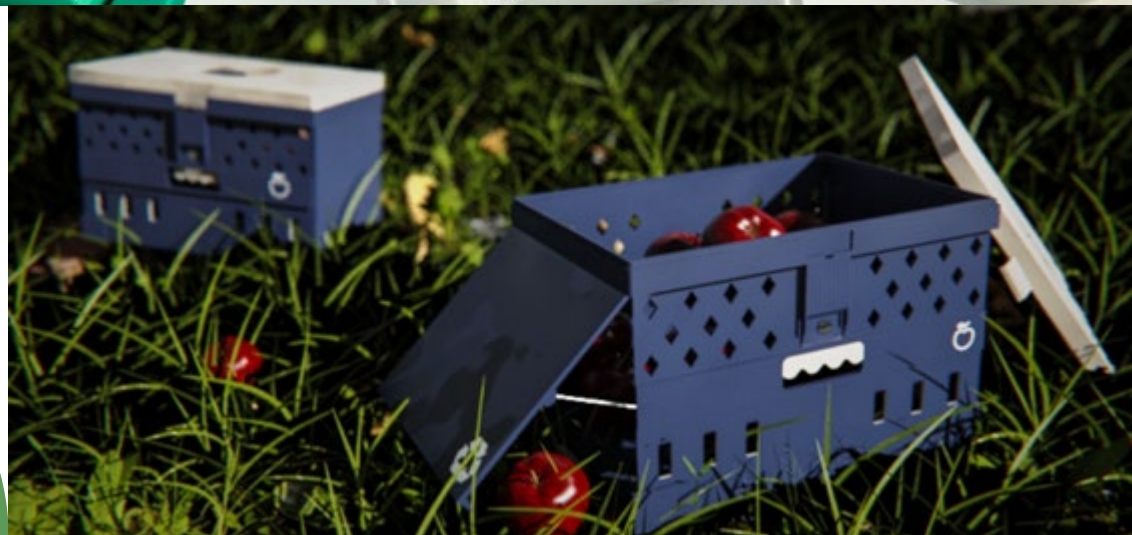
She has published six papers, contributed to two monographs, and holds one national patent.

EXHIBITION

23 - 27 August 2025
Time: 9.30am - 5.30pm

Venue: Level 4, Wisma CL
5, Jalan Sri Semantan 1, Off Jalan Semantan, Bukit Damansara, 50490, Kuala Lumpur

AWARD-WINNING CONCEPTS IN ECO-DESIGN, SMART PACKAGING, AND CIRCULAR INNOVATION AT HUT'S SCHOOL OF PACKAGING DESIGN & ART




MUSE
DESIGN
AWARDS
2023
PLATINUM
WINNER
BeeR


国趣


碗酒


竹
竹语 / ZHUYU
语

EXHIBITION


橙意满满
CHENG YI MAN MAN


2024
Pentawards
Gold
COSSET


古法红糖
CHINA'S GOOD
PURPLE AND GOOD FRUITS

HELP UNIVERSITY OF ACHIEVERS:

A Visionary Institution for AI Analytics, Innopreneurship, and Humane Education

SOCIAL IMPACT WITH A NATIONAL VISION

Founded in 1986, HELP University was a pioneer in positioning education as a driver of social mobility and national development—well ahead of global trends. Its mission is to help individuals lead purposeful lives through education that uplifts communities and fosters ethical, entrepreneurial leadership.

HELP's impact goes beyond academics, serving as a national model for technological inclusion, accessible learning, and human-centred progress.

RECOGNISED BY FORBES: A LEADING INSTITUTION IN ASIA

In this context HELP's reputation as a forward-looking institution has earned it prestigious recognition from Forbes Asia, which named HELP one of Asia's outstanding universities. This honour affirms HELP's role in advancing education and shaping leadership, talent development, and entrepreneurial ecosystems across Malaysia and beyond.

WURI 2025: GLOBAL RECOGNITION

In 2025, HELP ranked 46th globally in the World's Universities with Real Impact (WURI) rankings for Visionary Leadership, recognising its innovation and governance impact.

RECOGNISED CENTRE FOR HUMANE ENTREPRENEURSHIP

Designated in 2025 by the International Council for Small Business and the Mayor's Office of Jinju, South Korea, HELP now serves as a global centre for humane entrepreneurship. Rooted in ethics, dignity, and sustainability, this model redefines business success.

LEADERSHIP IN AI AND INTRAPRENEURSHIP

HELP leads Malaysia in AI and intrapreneurship education. Interdisciplinary programmes integrate frontier technologies, digital platforms, and start-up ecosystems, equipping students to thrive in future economies.

PIONEERING EXPERIENTIAL LEARNING THROUGH APEL.Q

HELP is a national leader in the Accreditation of Prior Experiential Learning for Qualifications, an initiative by the Malaysian Qualifications Agency (MQA). APEL.Q enables professionals to convert their work experiences into recognized academic qualifications, unlocking opportunities for lifelong learning and career transformation.

HELP's APEL.Q attracts entrepreneurs, executives, and professionals—from founders of unicorn companies to corporate leaders—bringing a wealth of real-world insight into the academic community. Our guiding principle, "To Excel Beyond Success," celebrates both past achievements and future aspirations.

STRATEGIC INDUSTRY PARTNERSHIPS

HELP builds strong partnerships with industry and professional bodies to drive innovation and workforce readiness:

- **Logistics and AI:** With the Selangor Freight Forwarders and Logistics Association, HELP offers specialised AI training for logistics and supply chain—positioning Malaysia as a smart logistics hub in ASEAN.
- **Accounting and Professionalism:** In collaboration with the Institute of Singapore Chartered Accountants, HELP enhances its accounting programmes with global recognition, mobility pathways, and compliance alignment.

INSTITUTE OF FUTURE TECHNOLOGY & SUSTAINABLE PACKAGING**

In collaboration with Hunan University of Technology, HELP launched the Institute of Future Technology and Design. Focus areas include:

- Smart and sustainable packaging
- AI/IoT-driven digital manufacturing
- Circular economy design and branding

This initiative positions Malaysia as a regional hub for sustainable innovation, attracting global partnerships and investment.

INDUSTRY-GUIDED, FUTURE-READY LEARNING

HELP's curriculum is continually refreshed through advisory input from industry leaders, ensuring programmes remain applied, forward-looking, and experiential.

ETHICAL DIGITAL CITIZENSHIP

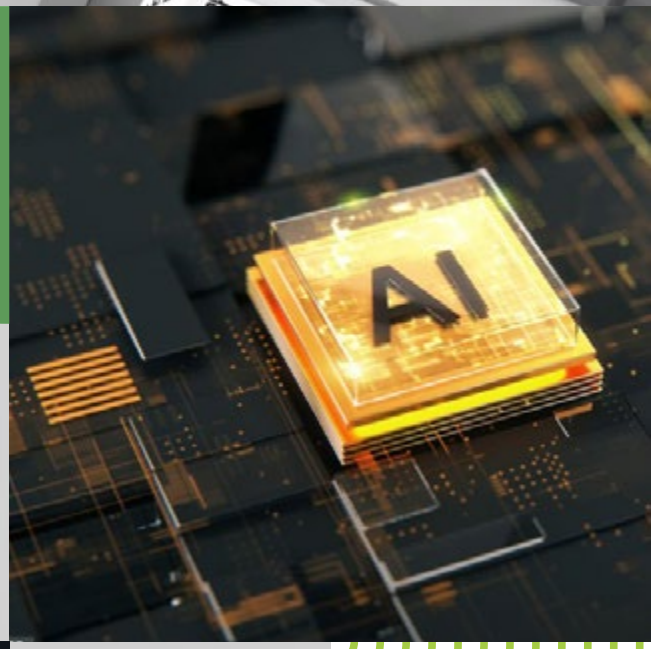
HELP trains students in data ethics, cybersecurity, and digital rights through initiatives like the Data Protection Awareness (DPA) programme—developing tech-savvy, values-driven graduates.

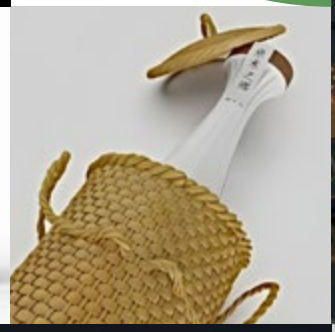
CREATIVE FUTURES WITH PURPOSE

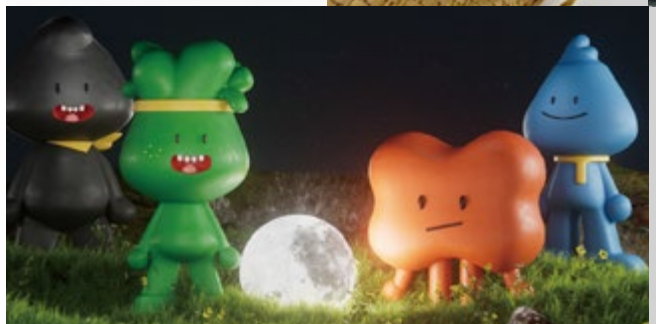
From social enterprise to AI and sustainability leadership, HELP builds futures anchored in impact, innovation, and humane values. Its graduates are prepared to lead with integrity, significance, and real-world relevance.

HU-HUT
INSTITUTE OF FUTURE TECHNOLOGY AND DESIGN
OFFERS:

- Machine Learning in Action: Learn to design, build, and deploy ML solutions with international standards, and cross-disciplinary skills.
- Introduction to Artificial Intelligence: Foundations, Frontiers, and Practical Innovation. Master the core of AI, explore large model technologies like DeepSeek, and apply them to real-world scenarios.
- Computer Vision: From Fundamentals to Real-World AI Application
- Brand Packaging Design
- Deciphering the Semiotics of Miao Embroidery Patterns and Their Contemporary Design Transformations
- Rapid Design Expression in Packaging Design
- Sand Painting Art and Innovative Design
- Sustainable Design and the Cross-Cultural Narratives of Quilting Techniques
- Sustainable Packaging Design
- The Integration of Traditional Bamboo Weaving Artistry with Contemporary Packaging Design Innovations










LIMITED SEATS. SIGN UP NOW!

Dr Fiona Woo : 017 306 6300
Dr Alice Lim : 012 332 0179
Ms Liz Quah : 012 267 2378

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