

Mr Robest Yong  
Innovation ambassador  
Agensi Inovasi Malaysia

10<sup>th</sup> July 2012

Dear Mr Robest Yong,

I'm emailing you to request an interview with you for our radio show, Hear & Now in Malaysia, about your work and various innovations.

Here is a little background on Hear & Now in Malaysia. This is a weekly radio show, which is produced by Handy Jobs (an electronics media production house) in collaboration with Economic Transformation Programme, PEMANDU. The show aims to give listeners insights into the changes taking place in Malaysia and people making a difference.

The show is the first of its kind in Malaysia as it is in a radio documentary format. We kicked off our third season on BFM89.9 The Business Station on June 13<sup>th</sup> and the show aims to look into a different topic every week. Kam Raslan hosted a piece on the state of the Malaysian economy last season which will give you an idea of the format. You can download the podcast from the following link:

<http://www.bfm.my/hearandnow-howarewerealldoing-0804.html>

We are currently working on an episode on innovation in Malaysia. The focus of the episode is to provide insights into various Malaysian innovations.

The hook for the episode is: *Innovation is not just about manufacturing but also about understanding your market.*

The interview will be a short 15 minute conversation with yourself around this topic, and your story. We will send over some questions beforehand.

Would you be available for this interview on Wednesday, Thursday or Friday this week?

Thank You.

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Tamanna Patel

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[Hear & Now...in Malaysia](#)