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UST Signs MoU with Western Sydney University to accelerate Agritech innovation

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UST, a leading digital transformation solutions company, has signed a memorandum of understanding (MoU) withÂ **WesternÂ Sydney UniversityÂ (WSU)**, a leading university inÂ Australia, to collaborate on advancing agritech solutions. The partnership aims to leverage WSU's research capabilities and domain expertise and UST's cutting-edge technology solutions, to drive sustainable agriculture and enhance global food security.

Through this collaboration, UST and WSU will leverage their combined strengths to conduct focused research, develop innovative agritech solutions for agri industry needs, and nurture the next generation of industry leaders through mentoring programs. Additionally, the partnership will involve knowledge-sharing initiatives, to educate the public and promote sustainable agricultural practices.

"It is truly exciting to partner with WSU, a leading educational institution inÂ Australia. This partnership gives UST access to world-class research, talent and facilities, to enable us to leverage our technology solutions in a meaningful way for the agriculture industry. This partnership underscores our approach of understanding industry-specific challenges and building a partnership ecosystem to solve real issues and deliver a positive impact to our clients and the industries we serve," saidÂ **Kumaran C R, Managing Director - ANZ, UST**.

"This is an exciting partnership with UST that will help us tackle issues such as food security and agricultural sustainability," saidÂ **Distinguished Professor George Williams AO, Vice-Chancellor, WesternÂ Sydney University**. "We are bringing together our respective research strengths and extensive expert knowledge to collaborate on joint research initiatives, foster

new ideas and, most critically, develop innovative and sustainable agrictech solutions that can address these pressing global challenges."

The MoU was signed at an event held in Bengaluru,Â India, in the presence ofÂ **Hilary McGeachy, Australian Consul General, Bengaluru**;Â Kirankumar Doreswamy, Vice President and Center Head, Bengaluru;Â Jaison Sebastian, Senior Director, Strategic Initiatives;Â Tinu Cherian Abraham, Director and Head, Global PR & Media Relations, UST; Prof.Â Deborah Sweeney, Senior Deputy Vice-Chancellor (Research, Enterprise and Global); Dr.Â Nicolene Murdoch, Pro Vice Chancellor (Global Partnerships and TNE); Dr. Nisha Rakhesh, Head International Strategy and Partnerships; and Dr.Â Kopal Chaube, PhD, Lead Research Collaborations and Partnerships,Â South Asia, WesternÂ Sydney University.

This comprehensive partnership with a leading academic innovator aligns with UST's core values and commitment to 'Transforming Lives', by contributing to global food security campaigns. By combining the resources and expertise of both UST and WSU, the two organizations are poised to drive transformative change in the agricultural sector.