



**UNIVERSITY - INDUSTRY
COLLABORATION COLLOQUIUM
SEASON III**



30 -31 August,
2023

The Maslow Hotel, Sandton - Johannesburg

***Featuring a specially assembled
star-studded speaker line up***

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CONFIRMED SPEAKERS



Dr Anne Dobree

Director of Programming –
University of Cambridge Enterprise,
U.K



Anita Nel

Chief Director: Innovation &
Commercialisation – Stellenbosch
University



John Matogo

Global University Programmes
Leader for Middle East & Africa –
IBM, Kenya



Thara Pillai

Director of Engagement: Innovation
Labs – Harvard University, U.S.A



John Szabo

Director: Strategic Partnerships –
University of Technology Sydney
(UTS), Australia



Prof Shiv Triparthi

Dean of the Faculty of Economics –
Berlin School of Business and
Innovation, Germany



Emily Rich

Director of Start-ups - Microsoft,
Australia



Nontombi Marule

Director: Innovation and Technology
– The Department of Trade, Industry
and Competition, SA



Tim Ball

Partner – Webber Wentzel



Dr. Ntsibane Ntlatlapa

Director: Centre for the 4th Industrial
Revolution – Council for Scientific
and Industrial Research (CSIR),
South Africa



Jetene Charsley

Head: National Intellectual Property
Management Office – Department
of Science & Innovation



Dr Terry Parlett

Commercialization Director -
University of Cambridge Enterprise,
UK



Koena Motloi

Director of Strategy, Planning and
Partnerships – National Research
Foundation, South Africa



Prof Logan Rangasamy

Academic Director – Wits Business
School



Prof Jurie Van Vuuren

Chair of Entrepreneurship –
University of Pretoria



Jacqueline Friedenthal

Science & Technology Counsellor –
Embassy of Switzerland to South
Africa



Kathy Lynch

Director: Corporate Strategy &
Engagement - Yale University,
USA

Event Synopsis

University-industry collaboration is a valuable model to co-ordinate academic research and industrial expertise in creating innovative products, efficient services and technologies. It benefits both parties involved, including access to cutting-edge studies, top talent, and funding. However, it also presents challenges such as conflicts of interest and potentially irreconcilable differences in culture and priorities. For example, academics prioritise knowledge creation and prefer their research to remain free from external influence, while industry gives priority to commercialisation and profit.

Reaching a compromise can be a daunting task but it is also essential for successful synergies. This is why, for the third time, we have put together this colloquium to help establish clear objectives, communication channels, and policies concerning the interaction of academics and industry practitioners. Join this third instalment of Africa's largest gathering of academia and industry professionals dedicated to combining their strengths for the common good in today's fast-paced, knowledge-driven economy.

The third season of the University-Industry Collaboration Colloquium recognises that innovation is not just about discoveries and breakthroughs, but also involves funding, commercialisation, and real-world application of those research findings. The event will bring together experts from diverse backgrounds to share their unique experiences and insights on successful university-industry interface. This will be in the form of panel discussions, case studies, interactive workshops and keynotes that will provide participants with opportunities to explore new ideas.

The premium speaker panel will also provide a broader perspective on common pitfalls of collaboration, such as contract negotiation, joint proposal development and joint publications. Close to the end, the event will also feature poster sessions to allow researchers and students to learn from each other and explore potential partnerships as they showcase their projects. This can also open prospects for students to gain hands-on experience in their fields of study through internships, co-op programmes and research projects.



Privileges and key benefits of attending this event

✓ Enhance your understanding of industry needs:

Gain a better understanding of the needs and requirements of industry partners so that you develop more effective collaborations that are better aligned.

✓ Improve your research impact:

Collaborating with industry partners can help you ensure that your research project is relevant and has real-world impact. Industries provide universities with practical problems and challenges that require innovative solutions.

✓ Identify opportunities and leverage them effectively:

Attending this event can help to increase the visibility of your research, leading to more opportunities for additional funding, commercialisation of your research outcomes and access to advanced equipment and infrastructure.

✓ Build your network:

This event often attracts a diverse group of professionals from academia, industry and government, so this provides a great opportunity to connect with other professionals who share your interests and goals.

✓ Develop skills that are key for collaboration:

Navigating the complex relationship between these two sectors requires a range of skills including communication, negotiation, teamwork and project management. Attending this event can help you develop these skills and enhance your ability to work effectively with different stakeholders.

✓ Stay up-to-date:

Collaboration between academic and industry is a rapidly evolving field, with new trends, practices and challenges emerging all the time. You need to keep abreast with all latest developments and ensure that you remain competitive and effective in your work.

✓ Take the opportunity to pre-book a post-conference meeting with any one of the experts on the speaker panel.

What delegates said after season II event

- » **Delegate 1:** "Attending the conference was truly enlightening. It was inspiring to witness the exchange of ideas and best practices that can drive innovation and economic growth".
- » **Delegate 2:** "This valuable platform provided me a chance to interact with leading experts from both academia and industry, which expanded my professional network significantly. I can't wait to leverage these connections and explore potential collaborations that can create meaningful impact".
- » **Delegate 3:** "As an academic, the conference opened my eyes to the practical applications of research. It highlighted the importance of translating academic knowledge into tangible solutions that can benefit society. I am eager to incorporate industry perspectives into my research and make it more relevant to real-world needs".
- » **Delegate 4:** The panel discussions and plenary sessions were thought provoking, emphasising the need for open communication and trust between academic and industry. I left the indaba with a renewed commitment to fostering meaningful collaborations that can generate positive outcomes for all stakeholders involved".

Attendance eligibility

This intervention is ideal for academics and professionals who seek credible research-based learning from top tier institutions to expand their mindset and understanding of topics that are relevant to their challenges and context. They include, but are not limited to the following:

- Academic teaching & learning staff (Lecturers, Professors, Deans, Centre Directors, Vice-Chancellors, e.t.c)
- Technology Transfer & Commercialisation Specialists
- University and Corporate Relations personnel
- Intellectual Property practitioners
- Entrepreneurship & Incubation specialists
- Strategic Partnerships personnel
- Research & Development specialists
- Product Development Managers
- Innovation Managers
- Learning & Development practitioners
- Corporate Planning & Strategy specialists
- Knowledge Management personnel
- Organisational Design specialists
- Project Managers
- Start-up Founders

N.B

Please note that this is a non-industry-specific event. Anyone can attend and apply the outcomes to their workplaces.

The colloquium will focus on a wide range of themes, including the following:

- » Funding mechanisms and investment strategies
- » Innovation ecosystems and regional development
- » Entrepreneurship and start-up incubation
- » Social and environmental impact of collaborative research
- » Intellectual property protection and technology transfer
- » Best practices in managing university-industry partnerships

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PRELIMINARY AGENDA

DAY 1: WEDNESDAY, 30 AUGUST

07: 30 – 08: 30

Event Check-In and Registration

08: 30 – 08: 35

Welcome and Opening Remarks

08: 35 – 09: 00

KEYNOTE ADDRESS

Managing industry-academia partnership across higher education value-chain: Learning from best practices

Industry academia partnership plays vital role in enhancing the relevance and impact of higher education, particularly in vocational, technical and direct employment-linked domains. By analysing the selected examples from the different contexts, we will explore together how industry and academia can work together at different stages from curriculum design to delivery, assessment and student final placement.

Prof Shiv Triparthi

09: 00 – 09: 30

Towards Becoming a Globally Recognised Entrepreneurial University: The Curious Case of Stellenbosch University

- Establishment of entrepreneurship centers and incubators to support student startups
- Integration of entrepreneurship into various disciplines and faculties across the university
- Creation of mentorship and networking opportunities for aspiring entrepreneurs
- Development of entrepreneurship-focused courses and programs to equip students with the necessary skills and knowledge
- Success stories of Stellenbosch University alumni who have launched successful businesses and startups

- Recognition and awards received by the university for its entrepreneurship initiatives
- Continuous improvement and refinement of entrepreneurial programs based on feedback and evaluation
- Contribution of Stellenbosch University to the local and national economy through entrepreneurship and job creation

Anita Nel

09: 30 – 10: 00

Start-Up Incubation for Regional Sustainable Development: Towards Collective Action

The social and impact entrepreneurship has gained much attention for meeting the requirements of sustainable development. In this session, we will discuss the different approaches of collective action for strengthening start-up incubation in the given context. The selected case studies of the social innovation would be discussed with focus on the role of collective action.

Prof Jurie Van Vuuren

10: 00 – 10: 30

Networking Coffee/Tea Break

10: 30 – 11: 00

The Role of Government Think Tanks in the Triple Helix: The case of C4IR South Africa

Dr. Ntsibane Ntlatlapa

CONTINUE.....

11: 00 – 11: 45

**Incubator Programming Methodology:
Alumni Engagement 3.0**

Over the last 6 years, the Harvard Innovation Labs has built a global alumni accelerator program that has seen more teams get funded and scale. It has proven to be a valuable extension of the student program and the backbone of building a robust international ecosystem of mentors, experts, investors, and champions to support students and new alumni.

Find out how innovation centers can go beyond utilizing alumni as mentors and experts and start building a connection point through supporting early-stage founders.

Thara Pillai

11: 45 – 12: 30

The Future of Workforce Development: Importance of students engaging in industry prior to finishing their degree(s) (specifically related to working in start-ups)

- Preparing students for the rapidly evolving job market
- Innovative approaches to aligning curriculum with industry needs and enhancing skills development
- Exploring opportunities for internships, apprenticeships and co-op programmes to bridge the skills gap

Emily Rich

12: 30 – 13: 30

Networking Lunch

13: 30 – 14: 30

FIRESIDE CONVERSATION

Ethical Considerations in Contemporary University-Industry Collaborations

- The ethical implications of collaboration, including conflicts of interest and intellectual property rights
- Strategies to ensure transparency, integrity and responsible conduct in research and development
- The impact of industry funding on academic independence and freedom of inquiry

14: 30 – 15: 00

NRF Industry Partnerships for Collaborative Research and Funding Mechanisms

In an effort to ensure that university research will have meaningful applications downstream, government agencies are increasingly requiring industry involvement in grant applications. In more limited instances, companies are coordinating with government funding agencies to co-fund research grants. This session will discuss the following:

- Different funding mechanisms that facilitate university-industry collaborations
- Public-private partnerships, government grants, industry consortia and philanthropic support
- Addressing challenges in securing funding and exploring opportunities for sustainable long-term partnerships

Koena Motloi

15: 00 – 15: 15

Mid-Afternoon Coffee/Tea Break

15: 15 – 15: 45

The commercial role of a modern global University. How can our Universities maximise their impact on the world through real-world application of their discoveries?

- Summary of University of Cambridge economic impact report Cambridge University's economic impact
- Why is impact important?
- How does Cambridge work to maximise its social and economic impact on the world.

Dr Terry Parlett

CONTINUE.....



15: 45 – 16: 15

Academic Excellence versus Industrial Relevance: A Dangerous Balancing Act

This talk will focus on the trade-offs between the traditional role of Universities as developers of thinkers, problem-solvers and fundamental theory, and the world-wide trend in recent years for universities to become semi-commercial entities, looking to make money via IP and technology spin-offs. This trend has two underpinning drivers:

- A desire for university research to be less abstract, and more relevant to solving the key issues of our times, and
- The need for universities to secure additional revenue due to woefully inadequate government funding.

While the first has a noble and valid intent, the second tends to drive behavior which tilts the balance in an unhealthy way and undermines the ability of academia to have as their primary output healthy numbers of graduates and postgraduates who can be excellent innovators in the workplace.

Kathy Lynch

16: 15 – 16: 30

1st Day Closing Remarks and Networking

DAY 2: THURSDAY, 31 AUGUST

07: 30 – 08: 30

Event Check-In and Registration

08: 30 – 08: 35

Opening Remarks and 1st Day Recap

08: 35 – 09: 00

Foundations for Developing Strategic Partnerships – A new structural model to grow and manage whole-of-university partnerships

John will give an overview on a novel structure established at the University of Technology Sydney to grow and manage strategic partnerships, highlighting the current challenges and opportunities for Australian universities along with consideration to the operations, technology and governance that underpins this new model.

John Szabo

09: 00 – 09: 30

Embracing Strategic Innovation in a Rapidly Advancing World

In a rapidly advancing world, the realm of strategy and business models stands out as the most crucial area for innovation, ensuring long-term success. The process of crafting strategies must now adapt swiftly to keep up with the rapid pace of technological advancement, the abundance of information, and profound structural changes.

To thrive in this dynamic landscape, business models must undergo constant reinvention. Leaders must possess a heightened awareness of the boundless possibilities concealed within a deluge of updates. As we embark on a new era, strategy is undergoing a transformation that integrates data analytics, next-generation artificial intelligence, and the enhanced insights provided by human augmentation.

Nontombi Marule

CONTINUE.....

09: 30 – 10: 00

Building an entrepreneurial technology ecosystem: lessons from Cambridge, UK.

There is a saying that "The best time to plant a tree was 20 years ago. The second best time is now". Technology commercialisation from the University of Cambridge developed remarkably over the past 20 years and it is now Europe's largest innovation ecosystem, with lots of experience to apply to other environments.

- History of University of Cambridge
- Early interventions in technology commercialisations and entrepreneurship
- Current status of University programmes, and role of industrial players in the ecosystem
- Learnings to apply elsewhere

Dr Anne Dobree

10: 00 – 10: 30

Coffee/Tea Break

10: 30 – 11: 15

What does constructive collaboration between business schools and industry entail?

It is generally accepted that the relevance of academic institutions depends on their ability to meet market demands. In the main academic institutions are meant to identify and address the key challenges confronting society. This session will explore:

- How business schools can remain relevant?
- What role industry can play in enhancing the relevance of business schools?
- How can industry and business schools collaborate to secure the desired social and economic outcomes in South Africa.

Prof Logan Rangasamy

11: 15 – 12: 00

Intellectual property rights: Promoting or frustrating public interests?

IP rights are intended to encourage investment in the development and implementation of useful innovation, for the public good; but operate by allowing IP proprietors to exclude others from using their innovations. This inevitably sets up conflicts between private rights and public interests. This conflict is particularly acute in the field of healthcare, where significant investment may be required to bring new treatments to market, but the exercise of IP rights stands to exclude patients from these treatments. These issues can be especially difficult in the context of publicly funded research and development.

Tim Ball

12: 00 – 13: 00

FIRESIDE CONVERSATION

Generative Artificial Intelligence Challenges for Copyright and Patent Laws

Copyright ownership in AI-generated content is a complex issue. Current laws attribute ownership to human creators, but determining ownership becomes challenging when AI systems generate works autonomously. The AI creator, programmer, or entity that owns the training data may claim ownership. These questions are unresolved globally, leading to potential future litigation. AI also poses challenges for protecting intellectual property rights against infringement, requiring new strategies and tools. The eligibility of AI-generated inventions for patent protection is uncertain, necessitating further examination and legal frameworks. Establishing legal frameworks to address these complexities is crucial as AI advances, involving lawmakers, legal experts, and industry stakeholders to balance the interests of creators, AI developers, and society.

Jetane Charsley

CONTINUE.....

13: 00 – 14: 00

Networking Lunch

14:00 – 14: 30

The Shifting Dynamic of the Funder Perspectives: What sparks interest?

Entrepreneurs and SMMEs that succeed in instilling investor confidence typically have robust business models and structures. This includes a clear value proposition, a well-defined target market, a sustainable competitive advantage, and a scalable growth strategy. Demonstrating a deep understanding of the market, having a strong management team, and showcasing a track record of execution also contribute to gaining investor trust.

- Investor Outlook: Exploring Key Factors
- Current Industry Trends: What areas are investors highly interested in and why?
- The Investor Landscape: Warning signs and potential pitfalls to be aware of.
- Building Investor Confidence: Business models and structures that inspire trust.
- The Evolution of Investor-Founder Relationships: How have these relationships changed over time?

Jacqueline Friedenthal

14: 30 – 15: 15

New Collar Skills and the disruption of the workplace

- The changing needs of the learner
- New skills in demand in the workplace
- The gig economy and the new workplace/disruption of the workplace

John Matogo

15: 15 – 15: 30

Mid-Afternoon Break

15: 30 – 16: 00

The Missing Link of the Front End of Innovation Success: Why Start-Ups Continue to Fail

16: 00 – 16: 15

Chairperson's Closing Remarks and Networking Opportunity





REGISTRATION FORM

**Standard cost per delegate is R7, 999.00 (N.B: VAT is not applicable)
(book for 4 delegates and more to get 10% discount)**

PLEASE WRITE IN BLOCK LETTERS

Authorizing Person:

First Name		Surname	
Designation			
Company Name			
Telephone Number		Cell Number	
Postal Address			
Postal Code			
E-mail Address		Purchase Order Number	
Person Dealing with Payment		Contact Number	

Signature:

By completing & signing this form, the authorizing signatory accepts the terms and conditions as stated on the registration form

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ATENDEE INFORMATION

Titel	First Name	Surname	Designation	E-mail	Mobile

BANKING DETAILS:

Account name: FIRESIDE CONVERSATIONS
 Name of Bank: ABSA
 Branch name: GREENSTONE MALL
 Account Type: Business Savings Account
 Branch Code: 632005
 Account number: 93 5022 7482

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