

UNIVERSITY-INDUSTRY COLLABORATION COLLOQUIUM Season V

Synergies beyond the syllabus



**N.B, ALL SPEAKERS WILL
PRESENT IN PERSON**

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CONFIRMED SPEAKERS



Dr. Natascha Eckert

Senior Fellow – University Industry Demonstration Partnership (UIDP), and Erstwhile Global Head of University Relations – Siemens, Germany



Dr Phumlani Nkontwana

Director: Allan Gray Centre for Africa Entrepreneurship – Stellenbosch University



Dr Matthew Suttor

Program Manager: Centre for Collaborative Arts & Media – Yale University, USA



Dr Edwell Gumbo

Director: Entrepreneurship – Universities South Africa (USAf)



Dr Joanne van Harmelen

Patent Partner – Adams & Adams



Ravini Moodley

Director: Technology Transfer – University of Stellenbosch



Christopher Patnoe

Head of Accessibility Innovation – Google, UK



Dr Molise Mokhadinyana

Senior Manager: Chemicals Conversions at Sasol Research & Technology – Sasol



Dr Hamilton Mphidi

Director: Technology Transfer – University of Johannesburg



Jonathan Hromi

Associate Director: Intellectual Property - Massachusetts Institute of Technology (MIT), USA



June-Rose Ngcobo

Manager: International Partnerships & Projects - University of Pretoria



Helin Bäckman Kartal

Project Manager: Division for Research & Partnership Support – Uppsala University, Sweden



Dr Anitha Ramsuran

Manager: Innovation for Inclusive Development – Technology Innovation Agency (TIA)



Jacqueline Friedenthal

Science and Technology Counsellor – Embassy of Switzerland to South Africa

ABOUT THE EVENT

In the bustling coastal city of Cape Town, where towering skyscrapers blend seamlessly with ancient coral structures, the 5th season of the University-Industry Collaboration unfolds. For the uninitiated, this isn't your average conference where you nod off during PowerPoint marathons. Oh no! Picture this: a vibrant mash-up of academics and industry titans plotting world-changing collaborations, lively debates on the finer points of research & development partnerships, game-changing insights, quirky workshops, and lightning networking sessions.

Expect a lineup of heavy-hitters from universities and industry titans from sectors like tech, renewable energy, AI and whatever's hot in the innovation cauldron this year. The agenda? A delectable menu of keynotes on joint ventures, workshops on tech transfer (because who doesn't love turning lab experiments into billion-rand startups?), and panel discussions dissecting the thorny art of intellectual property sharing.

You'll also learn about the messier side of collaborations: the funding disputes, the cultural clashes, the occasional ego. But that's part of the magic. We don't just celebrate success, but help you navigate the chaos of bringing big ideas to life. Academia and industry are like estranged cousins at a family reunion. One speaks in peer-reviewed journals, insisting on rigorous methodology; the other speaks in financial performance and market impact, racing against deadlines. Yet, when these two meet, sparks fly—sparks that ignite patents, startups, internships, and occasionally even Nobel prizes. Why wouldn't you want front-row seats to that?

WHY CAPE TOWN?

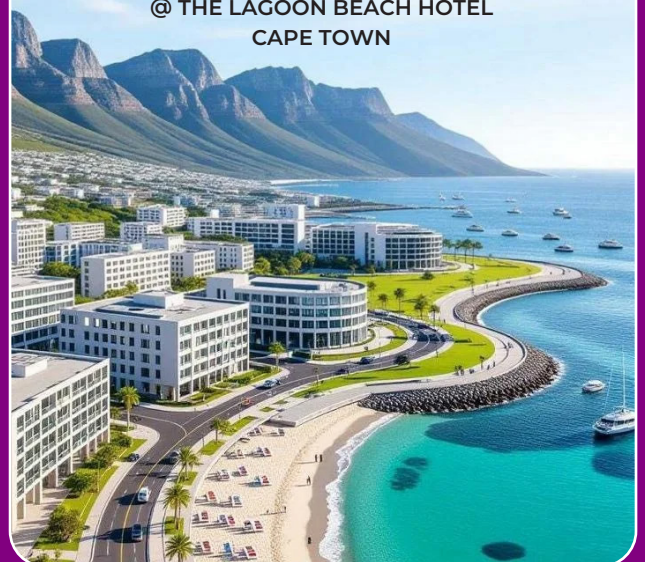
Cape Town isn't just a pretty face. It's a hub of innovation, blending world-class universities with a thriving entrepreneurial ecosystem. Plus, Cape Town's melting pot of cultures, ideas, and entrepreneurial spirit makes it the ultimate backdrop for reimagining collaboration.

The Lagoon Beach Hotel offers the perfect blend of sophistication and soul, with a location that screams inspiration. With its panoramic views and top-tier amenities, this venue sets the perfect stage for big ideas and bold collaborations. Besides, who can resist a brainstorming session with a side of ocean breeze?

UNIVERSITY-INDUSTRY COLLABORATION COLLOQUIUM

Season V

@ THE LAGOON BEACH HOTEL
CAPE TOWN



WHY YOU SHOULD ATTEND



Brainwaves by the Beach:

Trade stuffy conference halls for sea breezes and sunset vibes while solving real-world problems.



Cross-Pollinate Ideas Like a Brainy Bumblebee:

Pollinate your mind with ideas from fields you didn't even know existed and watch innovation bloom.



Keynote Fireworks:

Hear from global visionaries who've turned academic theories into industry game-changers.



Innovation Showcase:

Witness cutting-edge projects born from university-industry love stories—think AI, biotech, green tech, and more.



Collaboration Clinics:

Practical sessions to master the art of forging partnerships that don't fizzle out after the first handshake.



Networking Galore:

Mingle over sundowners with panoramic ocean views, because nothing says "let's collaborate" like a glass of Stellenbosch wine and a sunset.

WHO SHOULD ATTEND?

This event attracts a diverse mix of leaders, strategists, and change-makers. You'll typically see people whose roles bridge research, education, skills development, and business growth.

i.e:



Academics

eager to see their research make a real-world impact



Policymakers

shaping the future of knowledge exchange



Industry Leaders

hunting for the next big innovation or talent pool



Entrepreneurs

ready to bridge the gap between lab and market.

Here's a breakdown:



Academia

- » Professors and Lecturers with an interest in applied research
- » Deans of Faculties / Heads of Departments
- » Vice-Chancellors / Deputy Vice-Chancellors
- » Research Directors / Heads of Innovation & Technology Transfer
- » Academic Programme Directors / Curriculum Designers
- » Postgraduate Supervisors / Graduate Development Leads



Industry & Business

- » Chief Executive Officers (CEOs) / Managing Directors
- » Human Capital / HR Directors (especially with focus on graduate pipelines)
- » Heads of Research & Development (R&D)
- » Chief Innovation / Technology Officers
- » Corporate Social Investment (CSI) / ESG Managers
- » Learning & Development Managers
- » Business Development Executives interested in university partnerships



Government & Policy Bodies

- » Education & Skills Development Officials
- » Policy Advisors from relevant government departments
- » Leaders from government agencies that support collaborations
- » Public-Private Partnership Coordinators



Support Ecosystems

- » Incubator & Accelerator Managers
- » Technology Transfer Officers
- » Start-up Founders working with universities
- » NGO Leaders focused on skills development & youth employability
- » Global collaboration networks



PRELIMINARY AGENDA

DAY ONE: THURSDAY, 4 DECEMBER

08: 00 – 08: 45

Registration & Morning Mingle

08: 45 – 09: 00

Chair's Opening Remarks

09: 00 – 09: 30

KEYNOTE ADDRESS:

Building Studentpreneurs and Research Commercialisation Pathways

- Focus on EDHE's role in institutionalising entrepreneurship in teaching, learning, and research, turning universities into launchpads for startups and spin-offs.
- Discuss barriers to research commercialisation (IP systems, weak linkages, limited venture support) and how EDHE interventions are addressing them.
- Elevate the studentpreneur narrative: how youth-led ventures emerging from EDHE platforms are shaping the grassroots economy and responding to unemployment.
- Propose a university-industry compact where research, innovation hubs, and incubation pipelines are co-owned with private sector partners for impact at scale.

Dr Edwell Gumbo

09: 30 – 10: 15

CASE STUDY

Craftmanship of Fine Art? Confessions of a Boundary Spanner between Industry and Academia

With 50,000 R&D employees, €6.2 billion invested annually, and 11 Core Technologies, Siemens has long been a leader in collaborating with universities and research institutions.

Its work spans fundamental research, university start-ups, student capstones, joint labs, expert exchanges, and even the creation of new professorships—demonstrating mastery of the “open innovation fingerboard.” This journey brings both successes and setbacks: from the highs of new partnership signings to the lows of protracted IP negotiations. In this session, Dr Natascha Eckert - an experienced boundary spanner at the nexus of Siemens and its strategic research partner - will take you behind the scenes of this dynamic journey.

Dr Natascha Eckert

10: 15 – 10: 45

Coffee/Tea Break

10: 45 – 11: 30

The Art of Perfecting the Pitch: Winning Over the Industry Research Funders

Securing industry funding requires more than great ideas—it demands the ability to communicate vision, value, and impact with clarity and conviction. This session unpacks the art of crafting a compelling pitch that resonates with research funders in industry. Participants will explore what funders look for, how to frame academic research in terms of industry relevance, and strategies to build trust and credibility. Real-world examples will highlight both effective approaches and common pitfalls, giving you practical tools to transform promising research into funded collaborations. Whether you're an early-career researcher or a seasoned academic, this session will sharpen your ability to connect, persuade, and secure support for your next big project.

Jonathan Hromi

▼ CONTINUE.....

11: 30 – 12: 15

The 5-Year Plan to Plan a Plan: Government's Contribution in Slow-Motion Innovation

- How government regulations can turn a simple collaboration into a bureaucratic circus
- Quest to find the elusive government policy that satisfies entrepreneurs, investors, and regulators without sparking a revolt
- The innovation incentive illusion

12: 15 – 13: 00

Best Practices for Protection of Proprietary Confidential Information

This presentation provides a practical and legal overview of trade secret protection in South Africa. It explores the definition, legal framework, and enforcement of trade secrets, with a focus on managing confidential information in the workplace and in commercial relationships. Through case law and real-world examples, participants will gain insights into best practices for identifying, safeguarding, and leveraging trade secrets as valuable business assets.

Dr Joanne van Harmelen

13: 00 – 14: 00

Networking Lunch

14: 00 – 15: 30

MINI-WORKSHOP

Turning Questions and Dialogues into Collaborations: Lessons from SASUF+ and the AIMday method

This interactive workshop explores practical approaches to bridging academia and industry through dialogue and partnership. Attendees will be provided with an overview of the project South Africa-Sweden University Forum+ (SASUF+), a large-scale collaboration that has successfully connected universities across Sweden and South Africa to foster joint collaborative research projects.

The SASUF+ model has served as a blueprint for other initiatives, including the Canada-South Africa University Network (SACUN), and continues to inspire new forms of multilateral cooperation. Building on this foundation, SASUF+ now expands its scope to strengthen academia-industry-society engagement through the AIMday method, a structured process where companies and industries bring forward real challenges and researchers respond with diverse perspectives. Designed to be highly participatory, the workshop combines short presentations with group discussions, enabling participants to reflect on their own contexts while contributing insights that will inform the next phase of SASUF+. Ideal for academics, industry partners, and policymakers seeking to create impactful collaborations.

Helin Bäckman Kartal

June-Rose Ngcobo

15: 30 – 15: 45

Mid-Afternoon Break

15: 45 – 16: 30

CASE STUDY

I AM ALAN TURING: Opera, AI, and Industry Partnerships in Creative Innovation

This HP-sponsored research follows how the performing arts, artificial intelligence, and industry partnerships converge to create groundbreaking cultural work. The experimental opera, produced out of Yale's Center for Collaborative Arts and Media, uses AI in both its design and storytelling.

- Partnerships with independent technologists, and industry leaders including HP and OpenAI
- How interdisciplinary collaboration bridges culture, technology, and industry
- Live performance interwoven with AI-driven design and immersive staging

Dr Matthew Suttor

16: 30 – 16: 45

1st Day Reflections and Chair's Closing Remarks

CONTINUE.....

DAY TWO: FRIDAY, 5 DECEMBER

08: 00 – 08: 45

Registration & Morning Mingle

08: 45 – 09: 00

Chair's Opening Remarks

09: 00 – 09: 45

Bridging Minds and Markets: Powering Innovation through Academic-Industry Collaboration

This presentation unpacks actionable strategies for turning intellectual property (IP) into tangible commercial value. It will examine effective IP asset management, licensing approaches, spin-outs, joint ventures, and innovative models. Participants will also gain clarity on regulatory requirements, due diligence processes, and how open innovation can accelerate real-world impact. Designed for researchers, entrepreneurs, and innovation leaders, this session equips you with the insights needed to move ideas confidently from concept to market.

Dr Molise Mokhadinyana

09: 45 – 10: 30

CASE STUDY

Lessons to be Learnt from the CRISPR/Cas9 Case on Technology Commercialisation

- Stakeholder engagement and regulation
- Intellectual property and access
- Technological refinement
- Commercialization and funding models

Ravini Moodley

10: 30 – 11: 00

Coffee/Tea Break

11: 00 – 12: 00

PANEL DISCUSSION

'Publish or Perish'/ 'Profit or Pivot': Can Professors and CEOs Ever Speak the Same Language?

This discussion explores the comedic culture clash between academia's inclination to theory and industry's obsession with return on investment, and non-disclosure. We will examine whether professors and CEOs can align around shared goals, and how language, culture, and priorities shape the possibilities for partnership. Through real-world case studies and practical insights, the discussion highlights strategies to bridge the gap, foster mutual understanding, and create sustainable collaboration between research and enterprise.

12: 00 – 12: 45

Building for Everyone, Iterative Innovation

Making your products accessible to people with disabilities shouldn't be an afterthought, it should be built into your design process, because eventually, every one of us will need accessibility technologies, through accident or age. This session discusses a two-pronged approach: using Universal Design principles to create accessible and inclusive environments and applying an iterative, trial-and-error method to continuously improve products, services, and environments based on feedback and new learning.

Christopher Patnoe

CONTINUE.....

12: 45 – 13: 45

Networking Lunch

13: 45 – 14: 30

Resounding Nature: Translating Climate Data into Sound Through Art & Technology

- Collaborative initiative across Yale (Center for Collaborative Arts and Media, School of Public Health, School of the Environment, Department of Ecology & Evolutionary Biology, and Department of Music), Harvard University (Harvard Forest), and Music Haven (a music program for public schools)
- Ecological data (bird migration, flux towers, rainfall) transformed into music and performance through AI-driven data mapping
- Software development advanced in collaboration with leading startup technologists
- Artistic and educational strategies connecting scientists, artists, and schools

Dr Matthew Suttor

14: 30 – 15: 00

The Gig Economy and Entrepreneurial Ecosystems: From Side Hustles to Start-Ups

The gig economy has transformed how entrepreneurs operate, with platforms like Upwork and Fiverr enabling millions to launch freelance businesses. This session explores how these platforms empower freelance entrepreneurs while addressing critical challenges.

- Global access to opportunities and low barriers to entry
- Economic impact and flexibility
- Job Security and Fair Compensation
- AI Integration

Dr Phumlani Nkontwana

15: 00 – 15: 15

Mid-Afternoon Break

15: 15 – 16: 00

The Rise of Decentralized Economies: Examining the Impact of Blockchain, Cryptocurrencies, and Decentralized Finance (DeFi) on Entrepreneurship

The presenter will examine how these technologies fuel the emergence of innovative business models, lower barriers to entry, and empower peer-to-peer exchanges. The discussion also considers how decentralized systems are disrupting traditional financial structures—challenging banks, regulators, and investors—while creating fresh opportunities for startups and established businesses alike.

16: 00 – 16: 15

Recap & Chair's Closing Remarks

REGISTRATION FORM

Standard Registration Fee is R7,999

PLEASE WRITE IN BLOCK LETTERS

Authorizing Person:

| | | | |
|-----------------------------|--|----------------|--|
| First Name | | Surname | |
| Designation | | | |
| Company Name | | | |
| Telephone Number | | Cell Number | |
| Postal Address | | | |
| Postal Code | | | |
| E-mail Address | | Department | |
| 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

Note: Please provide information as you wish it to appear on certificate

ATENDEE INFORMATION

| Titel | First Name | Surname | Designation | E-mail | Mobile |
|-------|------------|---------|-------------|--------|--------|
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