“Competing successfully in the 21st Century – Preparing entrepreneurs and engineers to thrive in the knowledge economy”

Academia meets Business to seek synergies in an international forum

20 - 25 November 2011
Cape Town, South Africa

CPUT with Hochschule Wismar and SAFRI’s Journey to Excellence (J2Ex) Program, is hosting the

4th International Conference on Engineering and Business Education (ICEBE) and

the 1st International SAFRI Journey to Excellence Conference

We are at the beginning of a century that promises to turn the status quo, as we know it, on its head. The balance of power is shifting; emerging economies are now recognised as key new drivers of global development. We live in a flattening world.

These developments harbour both exciting opportunities and existential threats. Education and entrepreneurship, most would agree, are at the vortex of change. What can we do, as educators and entrepreneurs, to be relevant in the 21st century’s knowledge-driven economy? How can we create self-reinforcing synergies between educators and business people?

This conference will provide a forum in which entrepreneurs, educators and other key stakeholders can come together to explore future scenarios and strategies to address them.

Topics will include:

- What will it take to survive and thrive in the coming years? What knowledge, skills and competencies will entrepreneurs, engineers, managers, workers need?
- How will educators develop programmes and systems to optimally prepare people to meet the challenges they will be facing in their personal and professional lives?
- What can we, as entrepreneurs and educators, learn from current good and best practices?
- What does not work – in business and in education - and how can we learn from these experiences?
- How can we use technology to become more competitive?
- How can the internet, social media and web applications support entrepreneurship and engineering education
- How can we influence the formulation of national and international strategies that will promote competitiveness?
- How can existing businesses be supported to increase their competitiveness?
- How can universities become more competitive?
- What are the implications of entrepreneurship and innovation on business and engineering education
- Scenarios for Development in the 21st century

Note: http://active.cput.ac.za//ICEBE