



# AMABHUBESI CONFENCING & TRAINING

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Presents another World-Class Conference

# Innovation Research and Development

*The foresight to forge ahead... Exchange knowledge & experience with Innovators like yourself!*

**6 - 7 October 2010**

**Southern Sun Grayston, Johannesburg**

KEYNOTE ADDRESS BY  
**Adam Habib**  
Vice Chancellor,  
Research Innovation &  
Advancement, University  
of Johannesburg

*The Innovation Research and Development, Conference is a premier event bringing academia, government and business together to explore the science of research and accelerate performance through innovation.*

*The conference will bring innovators, entrepreneurs, engineers, scientists and executives to share their methods, challenges, lessons learnt in addition raise the understanding of the innovation process to prime levels. In two days delegates will have the opportunity to attend exclusive sessions, presentations and keynotes.*

*This conference features diverse multiple key presentations by expert research and development leaders. In the past, research and innovation has been considered an art of great genius, extreme radiance, expensive and unpredictable. With global competition on the rise, Africa should master innovation so that it is capable of innovating on demand for mass customisation and sustain profitable growth. For this to happen research and innovation should be better understood and standardised for predictable results.*

## Benefits of attending

- Explore means of improving the process of innovation & research in the organisation
- Determine how to sustain innovation more profitably through commercialisation
- Examine critical areas of Intellectual Property management
- Learn to master innovation to become a continual thinker, capable of innovating on demand for mass customisation
- Network with industry experts and professionals

## Who should attend?

- Research Managers and Directors
- Innovation Professionals
- Business Innovation Leaders
- Business Process Managers
- Academic Research and Innovation Officers
- Process Improvement/Quality Management Professionals
- Product Development Professionals
- Patent and Intellectual Property Managers
- Research Policy Developers

For more information or to register contact the Project Manager:  
Nathan Mlambo on + 27 11 787 0836 or email: [nathan@amabhubesi.com](mailto:nathan@amabhubesi.com)

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FOR THE CONFERENCE INDUSTRY

## Key Speakers



**Professor Jeanetta du Plessis (Ph.D)**

Director of Research Unit, Drug Research and Development - North-West



**Vuyani Lingela**

Chief Director, International Research, Department of Science and Technology



**Dina Biagio**

Specialist Intellectual Property Attorney, Spoor and Fisher



**Stephan Lamprecht**

Chief Executive Officer, Venture Solutions



**Jayshree Naidoo**

Manager, Innovation and Entrepreneurship Development Bank of Southern Africa (DBSA)



**McLean Sibanda**

Group Executive: Commercialisation, Technology Innovation Agency



**Prof. René Pellissier (Ph.D)**

Department of Business Management, University of South Africa



**Dr. Bonginkosi Gumede**

Executive Portfolio Manager, Technology Innovation Agency



**Dr. Jo Lorentzen**

Human Science Research Council



**Nicki Koorbanally**

Research and Development Outcomes Manager, Meraka Institute, CSIR



**Maggie Fikkert**

Chief Executive Officer, and Co-founder, QueO Innovation & Strategy Consulting



**Henra Mayer**

Chief Executive Officer Research Institute for Innovation and Sustainability



**Nick Nalder**

Chief Executive Officer, Watt Box Holdings



**John Marriot**

Former Advisor, Sasol Synfuels

## Conference Agenda

### Day 1

08:00 - 08:30 Registration and morning coffee

08:30 - 08:40 Chairpersons Welcome

08:40 - 09:00

#### Opening Address:

#### Innovation is key To Africa 's Solution's

*This session stresses the importance which is created from innovation, and research towards solving social, economic and technology problems within the business and government environment.*

*Revitalising the role of public sector and private sector partnerships in research and development.*

**Adam Habib** - Vice Chancellor, Research Innovation and Advancement, University of Johannesburg

#### Session One: National Competitiveness, Intellectual Property Rights and Training

09:00 - 09:45

#### National Innovation and Global Competitiveness (Key note)

*In terms of competitiveness, South Africa needs to improve on its global competitiveness rankings.*

*The country is ranked 39th out of 162 countries in terms of technological achievement. It is clear that we are still largely perceived as an adopter rather than innovator of technology.*

*To retain our global player status, we must do more to augment the imported and implanted technologies.*

**Vuyani Lingela** - Chief Director, International Research, Department of Science and Technology

09:45 - 10:30

#### Intellectual Property Rights Management in the Open Innovation System

*Is the Intellectual Property generated in many research institutions managed as an asset? Why should intellectual property generated with public funding be managed as an asset? Government role in promoting intellectual property management ,particularly in biotechnology and pharmaceutical sector.*

*Over the years innovation and research has chiefly been limited to in-house Research and Development (R&D) in what is called Closed Innovation (CI) and patents have proved to be excellent means of protecting the ideas of many innovative businesses until commercialisation or*

*industrialisation.*

*With the more robust Open Innovation concept in practice, how should patents be managed in an open innovation system?*

**McLean Sibanda** - Group Executive: Commercialisation, Technology Innovation Agency

10:30 - 10:45 Refreshment break

10:45 - 11:30

#### Research Contracts and Intellectual Property

*The effect of the Intellectual Property Rights from Publicly Financed Research and Development Act: Sharing benefits derived from the exploitation of contract intellectual property.*

*The effect of publication of contract intellectual property and Liability, including warranties and indemnities with respect to claims arising out of the use or exploitation of contract intellectual property.*

- Owning contract intellectual property
- Licensing contract intellectual property

**Dina Biagio** - Specialist Intellectual Property Attorney, Spoor and Fisher

11:30 - 12:15

#### Innovation Training and Education: Case study

*The skills needed for innovation go beyond the traditional emphasis on science and engineering: this represents a new challenge for policy makers, educators and industry willing to promote an innovation-friendly environment. Innovation policy in education is critical for the improvement of learning outcomes, equity, cost-efficiency and student satisfaction.*

**Prof René Pellissier**, (PhD) Department of Business Management, University of South Africa

12:15 - 13:00

#### Financing and Developing Public Sector Innovation

*Innovation is a complex phenomenon which stems from the interrelations between public and private institutions and which consists in interactive processes of knowledge creation, dissemination and application. This session will explore the partnerships among enterprises, publicly funded research organisations, universities, banks, financial intermediaries, consumers and citizens in creating innovation stem within the public sector system.*

**Jayshree Naidoo** -

Manager, Innovation and Entrepreneurship Development Bank of Southern Africa (DBSA)

## Conference Agenda

### Day 1 cont...

13:00 - 14:00 Lunch break

### Session Two: Innovation and Research in the Business Environment

14:00 - 14:45

#### Organisational Creativity & Idea Generation

Organisations have gone through many processes of downsizing, "right sizing", mergers that usually include staff reductions, streamlining of business and manufacturing processes through such as Six Sigma, Lean, QFD and BPM, but questions are still not answered, "Where are the new products that we need? Where are the new business concepts that we can use?"

This session will explore critical elements of creativity and idea generation.

**Stephan Lamprecht** -

Chief Executive Officer, Venture Solutions

14:45 - 15:30

#### Innovating Business Models and Value Creation

Thinking business model innovation = thinking value creation = achieving value maximisation. Companies that traditionally have invested funding in discovery-oriented research have been re-thinking their willingness to sustain those investments because they often fail to capture value from new technology.

Research and technology managers must expand their perspectives, to find the right business model, or 'the architecture of the revenue,' in order to create the required business value.

Henra will examine methods required for systematic development processes and the tools used to simulate and evaluate business models.

**Henra Mayer** - Chief Executive Officer Research Institute for Innovation and Sustainability

15:30 - 16:15

#### New Product Design and Development

The task of developing outstanding new products is difficult, time-consuming and costly. People who have never been involved in a development effort are astounded by the amount of time and money that goes into a new product. Great products are not simply designed, but instead they evolve over time through countless hours of research, analysis, design studies, engineering efforts, finally testing, modifying and re-testing until the design has been perfected.

**Nick Nalder** - CEO, Watt Box Holdings

16:00 - 16:15 Closing summary

### Day 2

08:00 - 08:30 Registration and morning coffee

08:30 - 08:40 Recap of proceedings

### Session Three: Strategy, Management and Technology Development

08:40 - 09:25

#### Open versus Closed Innovation

Open innovation needs to be taken as seriously as any other investment in the creation of new ideas, as it creates linkages with partners and customers, crossing the line from external to internal, thus opening windows into your own process of innovation

The closed innovation process could be seen as slow when comparing it to the unlimited amount of knowledge available externally to the organisation, especially considering the rapid environmental and technological changes and complexity of information needs.

**Maggie Fikkert** - Chief Executive Officer, and Co-founder, QueO Innovation & Strategy Consulting

09:25 - 10:10

#### Research & Development Management

This presentation explores systematic identification and prioritisation of research and development alternatives? How can these processes be strengthened?

How can research-performance metrics be used to improve research efficiency?

How can these metrics be improved?

How do research-performance evaluations improve Research and Development investment decisions? How can these feedback loops be reinforced?

**Prof. Jeanetta du Plessis** (Ph.D), Director of Research Unit, Drug Research and Development Professor of Pharmaceuticals, North-West University

10:10 - 10:25 Refreshment break

10:25 - 11:10

#### Developing Next Generation Researchers Case study: International research project on global innovation networks

The project addresses the impact of globalisation and the rapid growth of selected emerging economies in the world including South Africa, on the competitiveness, strategies of European Union firms, industries and regions.

**Dr. Jo Lorentzen** - Human Science Research Council

## Conference Agenda

### Day 2 cont...

11:10 - 11:55

#### Measuring and Managing Innovation Excellence

Managing innovation from the perspective of translating intellectual assets into impact:

This presentation will focus on issues of technology transfer and commercialisation of Research and Development outputs. In addition explores what needs to be in place along the innovation chain to ensure translation of outputs into impact.

- *Impact of Innovation* – What proportion of current, future revenues and profitability are dependent on the organization's ability to handle new challenges (products, processes, market conditions).
- *Innovation Capacity* – How much innovation can your company handle with current resources mind set and skills, in addition what would the capacity be to hit the required target?
- *Innovation Gap* – The difference between your current Innovation capacity and the target.

**Nicki Koorbanally** - Research and Development Outcomes Manager, Meraka Institute, CSIR

#### Session 4: Biotech, Pharmaceuticals and Energy

11:55 - 12:35

**If South Africa's goal is for a sustainable world, there is need to accelerate the rate of research and development to mainstream clean energy technologies.**

Research and development is the basis for technological innovation and is essential to commercialise renewable resources. The questions of importance about most research and development projects:

How is the project expected to contribute to achieving a transition to a sustainable energy future?

Will it strengthen the competitiveness of (national) industries?

**John Marriot** - Former Advisor, Sasol Synfuels

12:35 - 13:30 Lunch break

13:30 - 14:15

#### Drug Discovery and Development

This session will examine a systematic approach of elevating drug discovery and development for infectious diseases that continues to exact a huge price both in human suffering and in contributing to poverty and underdevelopment in South Africa.

**Dr. Bonginkosi Gumede** - Executive Portfolio Manager, Technology Innovation Agency

14:15 - 15:00

#### Advances in Biotechnology Research and Innovation in South Africa

Is the emphasis on biotechnology paying dividends in South Africa?

How sustainable and competitive is the biotechnology industry in comparison to the global village.

#### Interactive conference discussion

15:00 - 15:20 Closing summary  
end of conference



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REGISTRATION FORM **Innovation Research and Development**

**R7490**

6 - 7 October 2010

Southern Sun Grayston, Johannesburg

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*Registration fees above include the following entitlements: Entrance to sessions, registration pack, daily lunch and refreshment breaks.*

**CANCELLATION NOTICE**

By signing and returning the registration form, the authorizing signatory on behalf of the stated company is subject to the following terms and conditions.

**Delegate Cancellations: All cancellations must be received in writing and are subject to the following conditions:**

- Charge of 50% of the registration fee, plus R700 (+ VAT) administrative charge will be made for cancellations received in writing at least 14 working days prior to the event
- For any cancellations received less than 7 working days before the date of the event, the full fee will be payable and no refunds or credit notes will be given.
- If a registered delegate does not cancel and fails to attend the Summit, this will be treated as a cancellation and no refund or credit note will be issued.

**Substitutions**

Delegate Substitution: Substitution is welcome at any time and do not incur any additional charges. Please notify AMABHUBESI in writing of any such changes at least 3 days before the date of the event.

- Please note that the speakers and topics were confirmed at the time of publishing, however circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics.
- As such AMABHUBESI reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alternations will be updated and sent to you as soon as possible.
- Delegate substitutions must be made in writing 7 days before the start of the event.

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