

FIRST OFFICIAL ANNOUNCEMENT OF THE AGRIFOOD TECHNOLOGY STATION'S FOOD INNOVATION SYMPOSIUM 2014

Wednesday 17th September 2014

This event is aimed at SMEs and larger corporates, provincial & national departments and other institutions operating in or with the different sectors of the food industry!

PRIMARY AIM:

To establish a platform for the dissemination and discussion of information around broader INNOVATION issues as it affects entrepreneurs, small businesses, institutions and the general food industry. It is acknowledged that smaller companies have their eyes steadily set on the bottom line under the prevailing economic conditions. Neither does there seem to be any time nor, in some cases, personnel to sit, think and do creative and innovative things in your company! We understand that! We also know that you are not alone in this. Following on our successful event in 2012, herewith an exciting new programme This includes the opportunity for business to business networking interspersed in the speaking programme. National and international speakers will make for good networking toward potential export/import opportunities. ***Doing business differently!?***

SECONDARY AIM:

This networking and potential partnership formation event will assist you to better understand the “innovation space” in which smaller companies operate. All of this will be facilitated in a workshop situation during which delegates will be free to discuss and form alliances and relationships towards improving your own company operation. And for those who have not yet had the privilege of viewing our ATS premises: a free guided tour to alert you to the possibilities of partnering with us and others in improving your own operations, products and processes!

PRESENTERS:

The ***draft programme*** presently includes speakers from **ZDS** (Solingen: Choc & Confectionery) **IDC, Food Technology** at **CPUT**, a number of **SMEs** on their personal innovation experiences, the **Food Security Centre of Excellence (UWC)**, **Hahn & Hahn Attorneys**, **Mesopartner**, **Perishable Products Export Control Board**, **Gopaul Group Holdings**, **Oxidative Stress Research Centre** and others.

Some minor changes may be made to the programme, including that of a few parallel sessions.

VALUE TO YOU AND YOUR COMPANY:

Meet companies and people with similar intentions and desires around innovation;
You can pose questions to experts about your problems around innovating;
Scout out future assistance with your innovation needs, either from CPUT or other attendees;
Develop and learn from international partnerships;
Understand the governmental drive for innovation and how it is funded and protected;
Selective access to speaker notes and presentations (with permission);
Cocktails and general catering, including beverages/snacks/finger lunch (Halaal).

REGISTRATION:

Please mail Ntombi on sigwelan@cput.ac.za or call her on 021-9538615 with any *queries* or for a **registration form**. The application form must be submitted by latest 29th August 2014. The registration fee is **R500.00** and must also be paid by 29th August 2014. Acceptance of any applications received after this date will be based on availability of space and a **late registration fee of 750.00**. A draft programme will also be placed at www.cput.ac.za shortly. Closing date for applications: 29th August 2014.

GENERAL COMMENTS:

Innovation is often seen as an expensive add-on to running a small business. This is especially so in the prevailing economic climate locally and internationally. The operational implementation of **innovations** in its many different forms sometimes has a hazy implication of production down-time, consultants, interruption of a good business streak, major re-training of staff, fear of the unknown, upsetting your clients, increased risk and getting sliced and diced while working on the cutting edge of your field.

However, introducing innovative elements in your business need not be so. Also, innovation does not just apply to product and process development, but also involves all the other elements of your business e.g. quality management, productivity, finances, employee satisfaction, waste beneficiation, etc.

And the mighty **INNOVATION** concept does not mean magical inventions at great cost and risk to your company i.e. an **innovation leap**. In actual fact, **incremental innovation** is rather the name of the game for the more risk-averse. Eating the big elephant bite by bite! And, if you box clever, you will not end up with heartburn ☺

Join us for this interactive workshop. Bring your business card and colleagues along. Let us support an **open innovation** atmosphere by working with each other without necessarily disclosing all your company secrets.

I look forward to meeting you there!

Larry Dolley (Manager)

SPONSORS: