

FIRST OFFICIAL ANNOUNCEMENT OF THE AGRIFOOD TECHNOLOGY STATION FOOD INNOVATION SYMPOSIUM

Tuesday 4th October 2011 @ CPUT (Bellville)

This event is aimed at SMEs operating in the different sectors of the food industry but is also appropriate to the larger food companies as well!

PRIMARY AIM:

To establish a platform for the dissemination and discussion of information around INNOVATION issues as it affects entrepreneurs, small businesses 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. Therefore this first Food Innovation Symposium looking at the issues of entrepreneurship versus innovation, the difficulties associated with innovation in smaller companies, some innovative technologies possibly not yet used by your company and a think-tank/brainstorm approach to introducing new ideas and practices.

SECONDARY AIM:

This event will also allow networking, partnership formation and a better understanding of 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 brand new 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:

These include Mr. Pavlo Phitidis (*Aurik Business Incubator and radio personality*), Dr. Shawn Cunningham (*Mesopartner*), Prof. LJ Grobler (*Mechanical Engineering, NWU*), Mr. Willie Hall (*FIRI Consulting*), Dr. Heidi Grimmer (*Associated Beverage & Brewing Consultancy*), Ms. Donna Cawthorn (*Food & Allergy Consulting and Testing Services*), Prof. Jessy Van Wyk (*Food Technology, CPUT*) and her post-graduate students, Ms. Juliette du Preez (*MD: Eat Smart Organics*), Ms. Charlene Steyn (*Productivity SA*), Dr. Ralph Thomann (*HoD: Renewable Resources, Institut für Getreideverarbeitung GmbH*), and others.

REGISTRATION:

Please mail Ntombi on sigwelan@cput.ac.za or call her on 021-9538615 with any queries. **For your ease though, you can register and pay electronically by going to www.cput.ac.za/agrifood and following the links to the symposium page for payment.** The early bird registration fee is R700.00 and must be paid by 28th September 2011. Acceptance of any applications received after this date will be based on availability of space and a late fee of R R900.00. A draft programme may also be found on the website.



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.
Catering, including beverages/snacks/finger lunch (Halaal; Specify any other preference);

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 downtime, 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)

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