



GLOBAL ENGINEERING DEANS COUNCIL INDUSTRY FORUM @SUSTECH

**Developing socially conscious engineering innovators,
experts and leaders**

Don't miss this critical opportunity to re-connect across continents at our 7th global workshop, designed by, with and for engineering education and industry leaders.

14-17 January 2024 | Shenzhen, China



Petrus

WHAT IS THE GEDC INDUSTRY FORUM?

The GEDC Industry Forum brings together engineering education leaders from around the world with senior executives from leading industrial and technology companies in a unique, interactive event. We combine inspirational sessions and design workshops to leverage collective knowledge and experience, developing an influential and meaningful dialogue. From socially conscious engineering to ethics, micro-credentials to rapid innovation the themes and content reflect the most important issues of our times, allowing us to design the way forward together.

The events to-date have gathered senior delegates from 46 countries across 6 regions; you will leave inspired, with new ideas, an enhanced global network and the energy to make a difference!



WHO SHOULD ATTEND?



Previous participants have come from a wide range of engineering and technology specialisations across education and the private sector; from Financial Times Stock Exchange (FTSE) 100 leaders to dynamic tech start-ups. Typical participants include Rectors, Deans and Directors of Education; R&D or HR Directors, CEOs, Heads of Engineering, Innovation or Technology.



As with the previous editions, to maintain the highly interactive nature of the event which allows every voice to be heard, the event offers limited places allocated on a first-come basis to relevant participants. You can register [here](#).

If any questions please get in touch: contact@gedc-industryforum.com

More information and a wealth of valuable resources from the previous events are available at:

www.gedc-industryforum.com



OUR HOST

Southern University of Science and Technology is an innovation-oriented public university founded by China's Shenzhen government. It aspires to be a model and pioneer for promoting Chinese higher education reform. SUSTech aims to be a modern, international university that contributes to the global advancement of science and technology through interdisciplinary research, innovation, and entrepreneurship.



Prof. Zhenghe Xu
Dean, College of
Engineering, SUSTech

The GEDC Industry Forum is an excellent platform for bringing together engineering education and industry leaders from around the world.

SUSTech is proud to be hosting this innovative and forward-thinking event. We look forward to welcoming you on our campus to learn and share together on the critical challenges we face.

WHICH THEMES WILL WE EXPLORE?



Skills & Talent

How to navigate the impact of AI on our work

In an era defined by AI's transformative power, explore how universities, industry and stakeholders can work better together to understand and share today's skill and competence needs as well as identify the emerging skills and competencies required in future engineers. Above all, we need to engage students to drive their own development, remain curious and continuously learn, with mechanisms in place for career-long upskilling and reskilling.



Educational Transformation

Scaling work-based and immersive learning

Education is undergoing massive change and engineering education is no exception. We need to design new programs and innovative pedagogies, improve online and immersive learning, and optimize use of non-degree-credentials and modularity, even embracing entirely new ways of structuring higher education.



Discovery & Innovation

Powerful global innovation ecosystems

Fundamental research underpins technology translation into impact. With Shenzhen setting a prime example, learn about models and methods to enhance research partnerships between universities, industry and government in dynamic innovation ecosystems for societal benefit.



Societal Impact

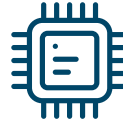
Embedding trust and ethics to address sustainability

In a world grappling with sustainability challenges, engineers must be equipped to act with social, economic, and environmental implications in mind. Educators, researchers, and employers should collaborate today to embed ethics, leadership, and a sustainability mindset into engineering education and research. Together with the next generation of engineers we will be powerful agents for positive change.

A CITY OF INNOVATION, SHENZHEN, CHINA



Shenzhen became a UNESCO City of Design in 2008 and has been making its mark as one of China's most innovative cities.



Shenzhen is known as "the world's factory" with 90% of the world's electronics reported to come from Shenzhen.



The city is already home to large high-tech companies, such as telecoms firm Huawei, and internet giant Tencent.



Shenzhen strives to become a world leader in high-tech innovation & rising star of the move from "Made in China" to "Designed in China".



Shenzhen especially is turning into a hub for robotics, with companies like DJI and UBTECH based in the city.



Shenzhen is the official 'Gateway to China' with excellent transport links and easy access to Hong Kong.



WHY ATTEND?



Make a difference

The Industry Forum is designed for participants to create pioneering solutions together to some of the biggest global challenges shared by engineering and technology employers, educators and innovators.



Inspire and be inspired

The right balance of input and group work ensures we hear from global experts, while highly innovative sessions designed to facilitate peer-to-peer learning lead to the creation of valuable new ideas.



Share and gather expertise

The Industry Forum's innovative format ensures that every single voice is heard, creating a great opportunity to leverage collective knowledge whilst developing an influential and meaningful dialogue.



Collaborate

Delve into the priorities and pressures that your counterparts in industry, education and the start-up sector are facing and contribute to an open dialogue in a trusting environment that turns differences into assets.



Go beyond networking

The level of trust and engagement enabled by this unique format presents a remarkable opportunity for participants to go beyond networking, to build genuine, useful and lasting relationships.



Have fun

The GEDC Industry Forum participants get involved with highly creative and innovative group work sessions facilitated by renowned global specialists, all in a fun and relaxed atmosphere.

WHY IS THE INDUSTRY FORUM AN EXPERIENCE LIKE NO OTHER?



A very unique opportunity for academic and industry leaders to engage on emerging trends and best practices in engineering education.

Dora Smith

Senior Director, Global Academic Program, Siemens Digital Industries Software



This was an opportunity to recharge ideas and share new approaches. We learnt that whether Industry or Academia, we share the same enthusiasms and the same challenges: the drive always to improve the way we work and build a better society for all.

Andrew Hogg

Deputy Chairman, Group Ethics Committee, Total



The Industry Forum is well attended by a good mix of industry and university delegates. It offers excellent opportunities to gain visibility with most of the attending institutions.

Stefano Olivieri

Customer Success Manager, Italy and MENA, Mathworks



Truly unique and engaging. The Industry Forum provided a great platform for helping attendees truly get to know one another and share ideas, generate future collaborations and more.

Jenna Carpenter

Founding Dean & Professor of Engineering, Campbell University
ASEE President



ABOUT THE ORGANISERS



Recognising the need for a world-wide forum of engineering deans and rectors The Global Engineering Deans Council was created in Paris in 2008. The main goal of the GEDC is to provide engineering deans and rectors with ideas, tools, and “best” practices necessary to become innovative leaders of engineering education.

Petrus

The Industry Forum was created by Petrus Communications in partnership with the GEDC, with the first event being held in Fontainebleau, France in June 2017. Petrus enables young people worldwide to achieve their potential by delivering impactful learning experiences and creative campaigns. We bring together companies, students, NGOs and universities worldwide for skills development, experiential learning, open-innovation, communications, recruitment, and community building.



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GEDC Industry Forum
LinkedIn Group



GEDCouncil.org
Petruscommunications.com

LEARN MORE ABOUT HOW THE GEDC INDUSTRY FORUM STARTED...



Find out more on the GEDC Industry Forum website

www.gedc-industryforum.com

REGISTER NOW!

The \$850 attendance fee covers all activities and meals; delegates should cover their own travel and accommodation. Many opportunities for tailored company visits and business networking will be provided. We will welcome just 120 design workshop participants, strictly 50/50 Dean and Industry, so register quickly not to miss out.

petrus.regfox.com/gedc-industry-forum-sustech-china

We look forward to welcoming you at SUSTech in January 2024.

