

## INNOVATION GENERATION COMMERCIALISES TECHNOLOGY



**A group of students studying for master's degrees in Technology Management at the University of Pretoria was provided the opportunity of showcasing their skills and innovative ideas in front of an external panel in September 2006.**

To complete one of their modules, the students were required to present technology commercialisation portfolios, which identified specific technologies and provided plans of how they would take the technologies to the market, to a panel of experts representing the Council for Scientific and Industrial Research (CSIR), the National Research Foundation (NRF), as well as entrepreneurs from the private sector.

The products and technologies identified by the students ranged from accident management systems to a virtual road and driver training system, as well as a project that aimed to commercialise radio frequency identification in the African market.

→ *Students in Technology Management, (l) Thabo Mosisili and (r) Pambili Sinxoto, delivering their presentations*

The standard of the portfolio presentations was very high and was indicative of the untapped talent that lies within the University of Pretoria's innovation generation, "those people who will make a difference, today and tomorrow". The University's Faculty of Engineering, Built Environment and Information Technology is ideally positioned to produce and deliver these world-class citizens.

The course module, presented by Prof. Joe Amadi-Echendu, was regarded as a very valuable experience by the students. According to student, Phindile Tshabangu, "The course allowed us not only to focus on technology as such, but also on the marketing aspects, as well as the value chain in its entirety. The process we followed was a very useful exercise." 🌟

**Further information: Professor Joe Amadi-Echendu is associated with the Department of Engineering and Technology Management, and can be contacted on [joe.amadi-echendu@up.ac.za](mailto:joe.amadi-echendu@up.ac.za)**

## A NEW SIGNATURE ON THE BLOCK

**Cillié Malan, an MArch(Prof) graduate from the University's Department of Architecture, walked off with top honours and a cash prize of R60 000 in the 2006 Sasol New Signatures competition for young artists with his video work entitled *Motsebetsi ya Motsho 'Black Labour' (Supa Market)*.**

The work, which is reminiscent of William Kentridge's seminal short animation *Mine*, deals with the fraught nature of the division of labour along racial lines. "The judging panel felt that Malan's entry was one of the most original artworks seen in a long time," says Franci Cronjé, Chairperson of the Sasol New Signatures Competition. "With its fresh diversity in markmaking and use of colour, it has a lovely pace that grips your attention and imagination to the end." Malan was last year's winner of the prestigious Corobrik Architectural Student of the Year Award for 2005 (see *Innovate 01*). 🌟

*image © Cillié Malan*

