

# INVITATION

## Invitation to the Annual EDHE Kick-off 2023 event hosted alongside the Academia Industry Training (AIT): Swiss and African Science and Business Innovators (SASBI) for the AIT-SASBI Conference 2023

This year, the annual EDHE Kick-Off will be hosted alongside the Academy-Industry Training: Swiss and African Science and Business Innovators (AIT-SASBI) Conference 2023 on February 22nd-23rd at the Southern Sun Hotel O.R Tambo in a rich international learning experience for EDHE members, along with peers from Switzerland, Rwanda, Kenya, Nigeria, and Ghana. This would be achieved through an engaging programme and through ample opportunity for networking and collaboration.

The theme of EDHE for 2023 is positioned for **social innovation for societal impact** #innovation4impact, which will delve deeper into how social innovation might develop and implements new ideas and approaches that address social needs and improve the well-being of entrepreneurs, the Higher Education sector, and the broader community.

### 1. What you will gain from attending?

These two conference days will serve to strengthen links among stakeholders from academia and innovation and help dive into business cultures of each other's countries. A market place on day one will invite startup companies that have successfully come out from national and/or regional entrepreneurship competitions in South Africa, Rwanda, Kenya and Nigeria to present prototypes of their business ideas. A jury panel with experts for the Swiss market fit will have the final say on those companies that will be invited for a 10 days residency stay in Switzerland in June 2023.

The ultimate goal of this get-together is to increase business network opportunities for academia-related start-up companies and to enlarge the understanding of how to do business in different corners of Africa and Switzerland.

### 2. Overview

**Dates:** Wednesday the 22<sup>nd</sup> – Thursday the 23<sup>rd</sup> of February 2023, from 9:00 – 17:00 daily.

**Venue:** The in-person sessions will be hosted at the Southern Sun Hotel O.R Tambo, Jones Road, Johannesburg, Gauteng, South Africa – a mere 2.3 km from the airport.

**Format of event:** The AIT SASBI Conference will be presented in a hybrid format that will allow for limited in-person attendance. The virtual participation will ensure that there will be many opportunities for international guests to join in as well. In-person participation will have numerous benefits, adding more value through face-to-face meetings with colleagues and building new networks. The sessions can be viewed live via Glue Up app.

**Target audience:** academics and support professionals along with international universities.

**The event platform:** For the AIT SASBI Conference, we will use the **Glue Up** event platform. Glue Up provides event attendees with a premium and seamless experience that will give you access to all aspects of the event, such as:



- The programme;
- Utilise the session Q&A;
- Set up in-person/virtual meetups with other attendees to connect and network;
- Receive presentation documents and slides; and
- Participate in virtual engagements to win daily prizes.

**Accommodation:** Accommodation is available on-site at the Southern Sun.

### 3. Programme

Programme theme: **Social and Tech-driven Innovation for Impact**

Day 1	22 February 2023	<p><b>EDHE Kick-off and AIT SASBI Conference Day 1</b></p> <p><b>Morning session:</b> Keynote speakers on Social and Tech driven Innovation for Impact. Networking Meeting &amp; Exchange of EDHE and SASBI members.</p> <p><b>Afternoon session:</b> Pitching contest of African start-ups from South Africa, Rwanda, Nigeria and Kenya.</p>
Day 2	23 February 2023	<p><b>EDHE Kick-off and AIT SASBI Conference Day 2</b></p> <p>Presentations followed by multiple interactive World Café sessions on how to do business in SASBI partnering countries, Sharing of insights and experiences with business transfer and its hurdles in HEIs.</p>

### 4. How to register and stay informed

Registrations for in-person or virtual attendance can be done through the EDHE website: <https://edhe.co.za/edhe-kick-off-2023/> or by downloading the Glue Up App: <https://app.glueup.com/event/edhe-kick-off-and-ait-sasbi-spring-conference-2023-70452/>. After downloading, please use your email address when signing up in the app or web browser and choose a *strong password*.

Limited in-person seats are available and therefore registrations close on the 6<sup>th</sup> of February. Virtual registrations will close on the 22<sup>nd</sup> of February.

### Logistics and practical arrangements

Attendees will be responsible for making their own travel and accommodation arrangements. Should you choose to stay at the Southern Sun, be sure to book your accommodation in advance.

The Southern Sun operates a free shuttle service to and from O.R. Tambo International Airport. This service is available 24/7 and the shuttle runs every 15 minutes. The pick-up point is situated behind the InterContinental Hotel at the bus / shuttle terminal. From the

International / Domestic Arrivals terminals in the Airport, simply follow the “Public Transport” signage which will take you past the Car Hire section and onto the shuttle terminal.

## 5. For more information

Visit the EDHE Website: [EDHE Kick-off 2023 - EDHE](#)

### Contact persons:

Should you choose to accept our invitation, the following members of the EDHE team will be in touch with you to provide additional information.

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Sincerely

### The EDHE Team