



Southern University of Science and Technology
(SUSTech) College of Engineering

Shenzhen, China

14-17 JANUARY 2024

GLOBAL ENGINEERING DEANS COUNCIL (GEDC) INDUSTRY FORUM

Developing the Next Generation of Engineering Innovators, Experts and Leaders

ABOUT

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.

Hosted by **SUSTech College of Engineering** - the 2024 GEDC Industry Forum is an exciting opportunity to...

- **Shape the conversation** and position your organisation as a thought and action leader in engineering education
- **Network** with senior engineering academics and make meaningful connections with leading industry experts around the world.
- **Be visible** and get your messages shared across a range of channels targeting the engineering education community.





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, internationally focussed 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

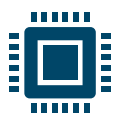
The GEDC Industry Forum is an excellent platform for bringing together engineering education and industry leaders from around the world.

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.

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**.

PAST PARTICIPANTS INCLUDE...

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coursera
for campus

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SIEMENS

TOTAL

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1824
The University of Manchester

McMaster
University

MIT

TU Delft

STAKEHOLDERS

ABET

BRITISH
COUNCIL

Institute of
Student
Employers ise.

NST National
Science
Foundation

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

IMPACT AND AUDIENCE

Our highly engaged global community of **600+** stakeholders 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.**

120

Invited participants from over
35 countries

50/50

Balance of **deans & corporate**
representatives

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

Participation in the event convinced me that Elsevier Engineering can help to address some of the most urgent needs and support with developing the next generation of engineering experts to tackle the challenges ahead.

Jan Quint, Engineering Sales
Director, Elsevier

PARTNER WITH US IN 2024

	Communications & Networking Partner €8,000	Dynamic Design Group Partner €15,000
Places at the event for sponsor and/or guests (event is by invitation only and maximum attendance is 120 delegates)	2	4
Opportunity to invite up to 4 additional guests at a subsidised cost	✓	✓
Branding and content delivered via event and partner websites, onsite, via social media and in event newsletter (x3)	✓	✓
Mailing to 600+ Deans / Industry community across all continents	✓	✓
Branding within the event concept paper and report available online before / after the event for download and heavily promoted	✓	✓
Networking, one on one meeting facilitation and local industry visits.	✓	✓
Opportunity to put a real problem on the table for international engineering education leaders to propose a solution to	-	✓
Detailed write-up with sponsor in conference report	-	✓

Tailored sponsorship opportunities available on discussion.

If you are interested in supporting 2024 GEDC Industry Forum activities or would like more information, please contact Dominic Sproston at: dominic@petruscommunications.com

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

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

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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