

MaDE2020 Panel Discussions

MaDE2020 PANEL DISCUSSION PROGRAMME

Monday 7 December, 2.15 – 3.30pm

1. How can we develop our MaDE students to be industry ready?

Tuesday 8 December, 10.45am – 12.00pm

2. Sustainability and the Circular Economy - what does it mean for MaDE?

Tuesday 8 December, 2.00 – 3.15pm

3. How should MaDE be different for New Zealand post-pandemic?

There will be three Panel Discussions, one on the afternoon of Monday 7 December, one on the morning of Tuesday 8 December and the third on the afternoon of Tuesday 8 December. Each Panel Discussion will be adjudicated by a senior MaDE researcher from the University of Auckland.

OVERALL AIM OF THE PANEL DISCUSSIONS:

To identify opportunities, challenges and strategies related to each topic so as to enable New Zealand's MaDE economy to retain and expand its global competitiveness.

THE PROCEEDINGS:

- The Adjudicator introduces the topic and Panel members. This should not take more than five minutes.
- Panellists introduce their insight into the topic for about three minutes each followed by an open discussion.
- Delegates will be invited to contribute to the discussions from the floor.
- All Panel Discussions will be recorded

RECAP OF THE SESSION AT THE CLOSING CEREMONY:

The outcomes and findings of the Panel Discussions will be summarised by the Adjudicators for presenting succinctly in the Closing Ceremony and in more detail for the post-MaDE2020 Conference Report.

MaDE2020 PANEL DISCUSSION TOPICS

Panel 1:

How can we develop our MaDE students to be industry ready?

Monday 7 December, 2.15 – 3.30pm | Venue: Great Room 4

ADJUDICATOR:

Mark Battley – *Associate Professor (Engineering Science); Associate Dean Research, Faculty of Engineering, The University of Auckland; IMM Programme Lead*

PANELLISTS:

- Allen Guinibert – *R&D Collaboration Manager, Product Development, Fisher & Paykel Appliances*
- Mike Fry – *CEO, Titanium Industry Development Association (TiDA)*
- Rahul Jangali – *Doctoral Assistant, University of Waikato*
- Simon Fraser – *Professor, School of Design Innovation, Victoria University of Wellington*
- Tava Olsen – *Professor and Deputy Dean, Faculty of Business and Economics, The University of Auckland*

INTENDED OUTCOME:

A well-educated and adaptable workforce is crucial to New Zealand having a successful MaDE industry. Currently each of the Manufacturing, Design and Entrepreneurship disciplines is typically taught separately, and there is a lack of integration across different parts of the education sector, often with limited connectivity between education providers and industry.

This panel will identify and discuss possible approaches and strategies that could be used to strengthen the MaDE workforce through a holistic approach to their education. We are interested to hear views and ideas from education providers, industry, and recent graduates.

Panel 2:

Sustainability and the Circular Economy - what does it mean for MaDE?

Tuesday 8 December, 10.45am – 12.00pm | Venue: Great Room 4

ADJUDICATOR:

Simon Bickerton – *Professor (Mechanical Engineering), Faculty of Engineering, The University of Auckland*

PANELLISTS:

- Derek Kawiti – *Senior Lecturer (Digital Design Communication), School of Architecture, Victoria University of Wellington*
- Florian Graichen – *GM, Forest to Biobased Products, Scion*
- Harry Burkhardt – *Chair, Ngāti Kuri Trust Board Incorporated; MD, Replas Ltd*
- Kim Pickering – *Professor and Associate Dean Research (Engineering), University of Waikato*
- Rebecca Percasky – *CEO, The Better Packaging Co.; MaDE2020 Keynote Speaker*

INTENDED OUTCOME:

Establishment of a circular economy provides a prime opportunity for the merging of manufacturing, design and entrepreneurship. The broad concept of sustainability is evolving, but spans environmental, cultural, social, and economic dimensions. Within the context of MaDE, there is a need to address existing waste streams, develop carbon neutral manufacturing processes, as well as to design new materials and products that take into account product end-of-life. Technical advances in these fields, along with new marketing strategies and business models, can equip New Zealand industry with the tools to succeed in a circular economy.

This panel will be an opportunity for industry and research providers across the MaDE disciplines to come together for a discussion on the creation of a sustainable future. It will be a forum for sharing of opinions, and experiences with sustainable technology and business developments, also to debate the critical needs of industry that should be addressed by the MaDE Network.

Panel 3:

How should MaDE be different for New Zealand post-pandemic?

Tuesday 8 December, 2.00 – 3.15pm | Venue: Great Room 4

ADJUDICATOR:

Olaf Diegel – *Professor (Additive Manufacturing), Faculty of Engineering, The University of Auckland; Director, Creative Design and Additive Manufacturing Lab; MaDE Network Leader*

PANELLISTS:

- Catherine Beard – *Executive Director: ManufacturingNZ, ExportNZ, BusinessNZ*
- Johan Potgieter – *Professor (Robotics and Automation), Massey Agrifood Digital lab; Director, Massey University Centre for Additive Manufacturing*
- Kent Parker – *GM and Lead Designer, Formway Design Studio*
- Rod Oram – *International Business Journalist, Author and Celebrity Speaker (Entrepreneurship and Innovation)*

INTENDED OUTCOME:

MaDE, in the wider sense, is about an integrated approach to manufacturing, design and entrepreneurship, centred around advanced technologies, in order to add true value to New Zealand businesses. MaDE, if applied for good reasons and in a suitable way, promises multiplied value and leads to better and more sustainable products and processes. However, for New Zealand companies that still rely on silo-based disciplines, many challenges exist in the 'Why', 'How' and 'When' to engage with integrated MaDE.

This Panel will discuss both what should be unique about MaDE for New Zealand in order to suit the characteristics of new New Zealand enterprises, as well as how MaDE can be used to generate new and value-added business opportunities for New Zealand. The panel will debate the challenges from both a business and an applied research perspective.