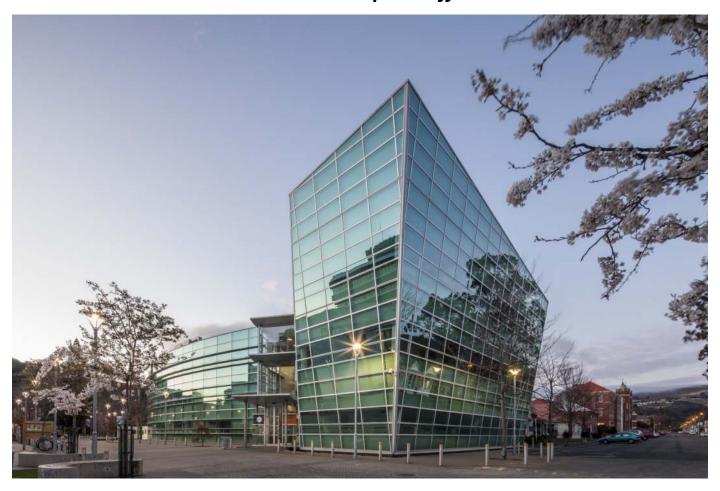
## Industry Engagement; increasing research impact

Dr Stephen Sowerby, Otago Innovation Ltd, Mr David Powell, Enterprise Manager UoO Auckland, and Assoc. Prof Paul Hansen of Commerce UoO.

MC's: Hon. Pete Hodgson, Otago Innovation Ltd and Dr Gavin Clark,
Research and Enterprise office UoO



**Abstract:** The University of Otago is increasingly mindful of the need for further industry engagement, of the growing opportunity to commercialise intellectual property, and of the obligation to maximize the impact of research through better translation in general.

Society and government have growing expectations in this regard. The University of Otago has embraced and responded to these societal shifts to good effect. This is reflected in our success in the latest MBIE round, the increased number of IP disclosures Otago Innovation sees each year, our role in assorted national science challenges, and so on.



12:00 noon, Thursday, 30 March 2017
L1 Lecture Theatre
School of Surveying
310 Castle Street

