



THE PAKISTAN ACADEMY OF ENGINEERING

Free Training Workshop on **“Knowledge Creation and Management for Sustainable Competitive Advantage”**

23th November, 2019, DHA Suffa University Karachi.

Introduction and Background:

The Pakistan Academy of Engineering since inception is committed to add value in engineering community leading to the growth in the economy of Pakistan. PAE has arranged various workshops on critically important topics which are being neglected in Pakistan due to lack of commitment or resources or both. Knowledge management is one of the key areas which has been repetitively emphasized by our President Dr. – Ing. Jameel Ahmad Khan in our symposia being held on regular basis. Knowledge has been a basis of competitive advantage of nations since known history but in this era of Big Data, 5G and Cloud Computing, knowledge management and creation has undoubtedly become a decisive factor. Even countries with small populations or inherent natural resources disadvantage are sustaining their competitive edge because of their knowledge base. Endowment of natural resources combined with knowledge base is of course a lethal combination to move forward in this era of enormous commercialization potential of knowledge base.

It is unfortunate that in terms of number of patents, Pakistan as a country stands nowhere mainly because of non-existence of policy initiative from government and lethargic attitude from academia baring few exceptions with no significance on national level. Whatever knowledge base we accumulate, we do not utilize it efficiently for better future planning. Availability of data and that too accurate in any area has become a major hurdle in our strategic planning and national development. Pakistan Academy of Engineering has therefore decided to arrange a workshop on “Knowledge Creation and Management for Sustainable Competitive Advantage” for the engineering organizations and community. Our focus on the engineering segment is for a reason. In developed countries, 35 – 40 % of the GDP growth is because of growth and expansion in engineering area.

About Training:

Program Objectives

Major objective of this program is to create awareness about the importance of knowledge creation and management. Why it is important for nations to decide about focus areas where they will create knowledge and how an organization can create and sustain competitive advantage based on knowledge and innovation will be discussed and audience will be taught methods of using knowledge base for lasting success.

Major Topics of the Workshop

- Information and Knowledge
- Innovation
- Abilities required for knowledge acquisition
- Organizational knowledge and knowledge workers
- Knowledge creating companies
- Sustainable competitive advantage through knowledge management

Who Should Attend

- Engineers and executives who want to create knowledge based competitive advantage for their organizations
- Entrepreneurs in formation phase
- Family business owners
- Knowledge workers
- Strategists

Panel of Trainers

Dr-Ing. Syed Mushahid Hussain Hashmi

Dr.-Ing. Syed Mushahid Hussain Hashmi earned a mechanical engineering degree and later MS in Energy Systems from NED University. He accumulated field exposure while working for Lakson Tobacco and then Trans Mobile Ltd. He went to Institute of Thermodynamics, Helmut Schmidt University, Hamburg, Germany for PhD in thermal modeling of fuel cell. Currently he is Chairman of Department of Automotive Engineering & Marine Engineering in NED University.

Dr. Irfan Ahmed

Dr. Irfan Ahmed received his PhD in the field of electronics engineering and is an expert in cutting edge communication technology. He possesses over 25 years of industrial, administrative and research experience. EPC contracting, project management, cold and hot commissioning, and academic research are the components of silhouette. He is teaching a wide variety of subjects in NED University.

Mr. Syed Iqbal Hashmi

Mr. Syed Iqbal Hashmi is a seasoned professional possessing more than 30 years of industry experience mainly on top positions in local as well as multinational companies. He is also involved in teaching as visiting faculty in various universities. His first degree was in engineering and later he did MBA as well. He has done professional courses from abroad on retail management, industrial marketing, international management, business strategy and leadership.

Keynote Address:

President PAE

&

Chairman ITAT

Dr. – Ing. Jameel Ahmad Khan

Registration

For further information and registration, please contact:

Key Takeaways

- World class knowledge on a topic of strategic importance
- Summarized Training Slides
- Case Study
- Certificate from Pakistan Academy of Engineering

Free Workshop

- This is a free workshop and only first 25 registrations will be accommodated.

Program

- 0900 – 0930: Attendance and Morning Tea
- 0930 – 0940: Recitation from Holy Quran
- 0940 – 1000: Welcome Address and Keynote Speech by Dr. – Ing. Jameel Ahmad Khan, President Pakistan Academy of Engineering.
- 1000 – 1130: Training Session
- 1130 – 1200: Coffee Break and Networking
- 1200 – 1300: Training Session
- 1300 – 1400: Prayer/Lunch Break
- 1400 – 1500: Training Session
- 1500 – 1530: Coffee Break and Networking
- 1530 – 1600: Case Study
- 1600 – 1630: Interactive Session
- 1630 – 1700: Feedback and Certificate Distribution

Duration: One day – 9:30 am to 5:00 pm

Important Note: The workshop is free for selected participants. It is requested that organization should nominate by first conducting appropriate training need assessment of the prospective candidate.

Lunch: Complementary

THE PAKISTAN ACADEMY OF ENGINEERING

Pakistan Academy of Engineering

The Pakistan Academy of Engineering – PAE was registered on December 20, 2013 at Karachi. PAE was established with the purpose to provide national forum for the discussion of engineering and technological issues currently being faced by the industries of Pakistan. PAE is endeavoring to promote the application of emerging technologies for the benefit of Pakistani nation. PAE provides independent advice on the issues of engineering and technology that addresses many questions of national and strategic importance. We are engaged more efficiently with the public and public policy process to promote strengthening and integration of academia, industry, government and society in the country. We firmly believe that creation of engineering culture in the country is the key source of developing sustainable competitive advantage. To pursue our strategy we regularly conduct studies, symposia and workshops in Pakistan and have got recognition from eminent professionals all over the world.

The Pakistan Academy of Engineering is a member The International Council of Academies of Engineering and Technological Sciences, Inc. – CAETS, USA.



This particular workshop is being conducted under PAE's constituent entity Institute for Technology Assessment and Transfer (ITAT). The Basic objective of the ITAT is to conduct independent and objective analysis, and make an assessment of the potential of future technologies. It will also assess the consequences of introduction of new technologies. Timely attention and relevance to the country will be the over-riding considerations for the conduct of its business.

THE PAKISTAN ACADEMY OF ENGINEERING (PAE)

For Registration: Please contact Mr. Waqar Hassan
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www.pacadengg.org



























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| - Renewable Systems for Smart World | Real-time Data Mining |
| - Systems and Systems of Systems | Support for Global Security |
| - Engineering the Future of Smart World | Support for Information Systems |

Next Steps





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