



THE
HENDRIK VAN DER BIJL
MEMORIAL LECTURE

2018

THE FOURTH INDUSTRIAL REVOLUTION

Digital transformation – an opportunity to reposition

Dr Gustav Rohde (Chief Operating Officer – Aurecon)

Dr Rohde is a professional engineer with a PhD from Texas A&M University in the USA. He completed an Executive Development Programme at the Kellogg School of Business (North-Western University, USA) and is a Fellow of the South African Academy of Engineering

The Fourth Industrial Revolution is changing industry completely. The previous three industrial revolutions had a significant impact on engineering, but this revolution is larger and faster than before, and will significantly disrupt engineering activities. This wide spectrum of digital disruptions can either be seen as a threat or an opportunity to reposition ourselves. We should strive for digital transformation. Our deep scientific and mathematical skills place engineers in a unique position to strongly contribute to a digitally rich future.

25 SEPTEMBER 2018 | 17:30 | SENATE HALL, UP HATFIELD CAMPUS

LECTURE OPEN TO THE PUBLIC

RSVP by 24 September: estie.powell@up.ac.za

Access through RSVP only

The Hendrik van der Bijl Memorial Lecture is a proud collaboration between the Faculty of Engineering, Built Environment and Information Technology at the University of Pretoria (UP) and the South African Academy of Engineering



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