

Industry and Academia

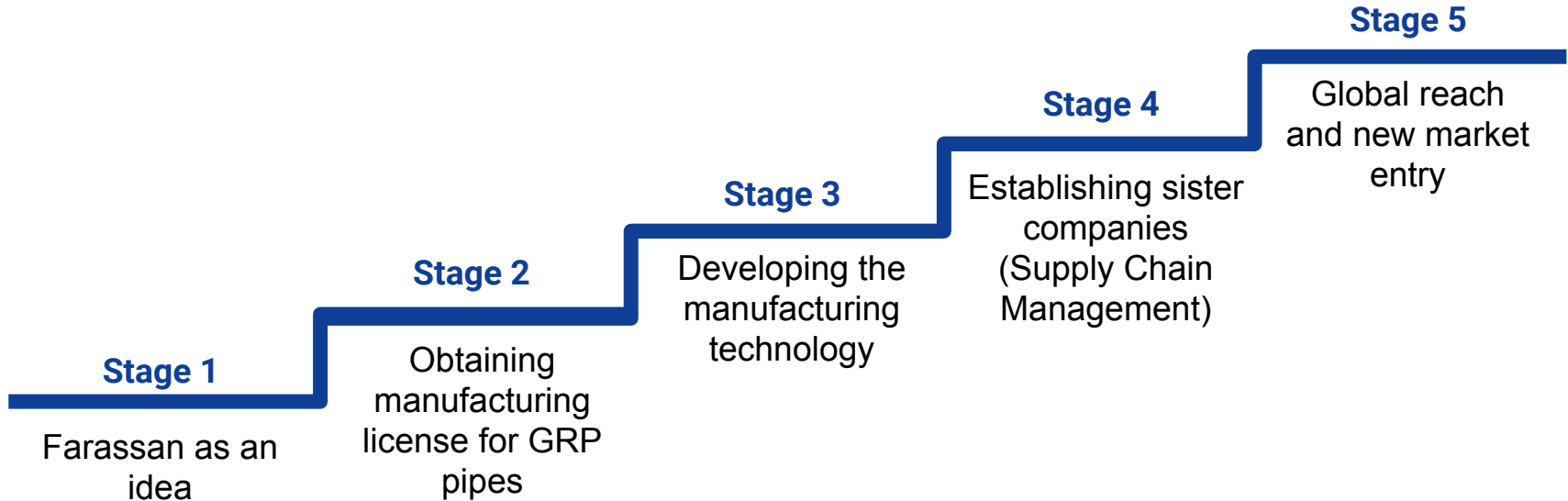
“Optimizing the Industry:
Synchronization and Action”



By: Mohammad Reza Zahiremami - CEO of Farassan Inc., Member of the Board of Trustees of Shiraz Industrial University

Farassan Manufacturing and Industrial Company

Farassan Formation Process:



Universities and the Need for a Fresh Attitude

Redefining Academia's Relationship with the Industry

The starting point:

- ❑ Developing a multi-faceted understanding of the industry's needs
- ❑ Redefining the relationship between academia and the industry based on client-server model



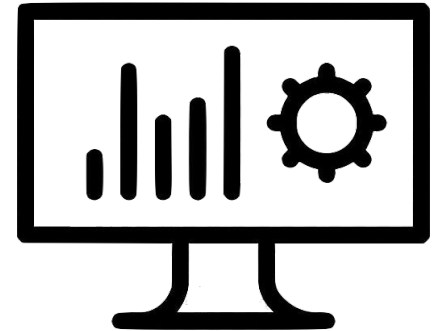
The Role of the Industry in Fostering Growth: **Steps to be Taken**

Developing a multi-faceted understanding of the industry's needs.



A Novel Perspective: **Industry Optimization**

What is industry optimization and how can we achieve it?



Optimization in Industry: **Situations where Universities Can Step in**

- ❑ Aiding in the recovery of inactive industrial units
- ❑ Increasing the efficiency of existing companies
- ❑ Translating academic knowledge and capabilities into technological know-how for industries



Some **Key** Questions

- ❑ Assuming universities to be physicians for the body and soul of the industry, how “fit” are they for this role?
- ❑ Are there any deficiencies in their performance of this role?
- ❑ What is the role of confidence in establishing a direct channel of communication and collaboration between universities and the industry?

The Pre-requisites of Optimization in the Industry

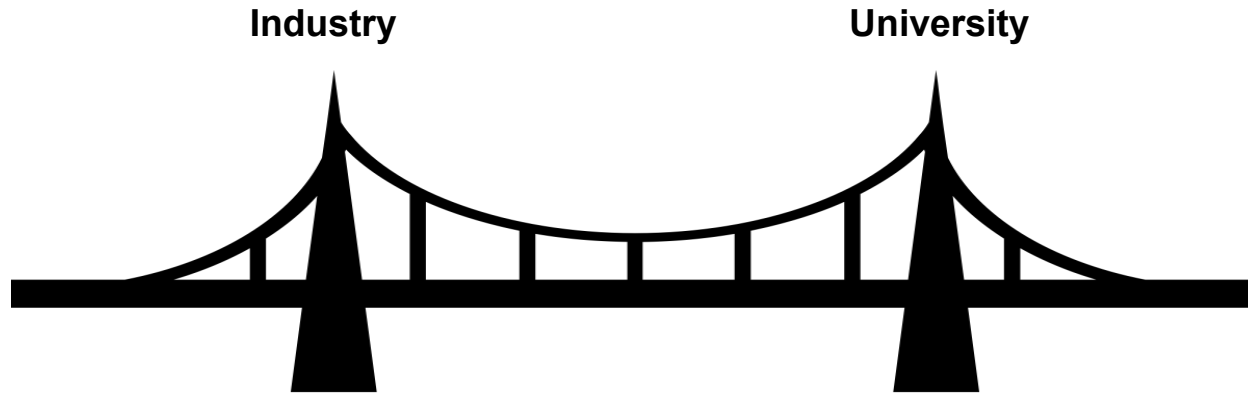
- ❑ The need for mutual concern and understanding
- ❑ Developing a common language
- ❑ Reaching a common strategy(Written or unwritten)



The Need for a Framework

- ❑ To make the nature of relations between the industry and the universities are transparent and purposeful
- ❑ To define the desired value chains by both parties
- ❑ To establish the legal relations between the two parties

The “**Bridge Model**” and its Efficiency



Thank you for your attention!

Questions?