



# FROM IDEA TO PRODUCT

YOUR BRILLIANT IDEA CAN BECOME A VIABLE PRODUCT

The SABS Design Institute invites product designers and innovators to attend the IDEA TO PRODUCT seminar:

- Pitfalls of developing a new product
- Protecting intellectual property
- Access to financial and government incentives
- Access to technical assistance
- The role of the industrial designer
- Individual strategy and entrepreneurship

PRESENTED BY EXPERTS IN THE FIELD

Supported by



SPII

Support Programme  
for Industrial Innovation  
an initiative of the dsi

**Date:** 21 August 2009  
**Venue:** Japie van Lill Auditorium  
Central University  
of Technology, Bloemfontein  
**Time:** 08:00 to 15:00  
**Price:** R75 per person  
R50 for students with  
a valid student card  
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**Register:** By 19 August 2009

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DESIGN INSTITUTE

40 YEARS  
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