



EMERGING TRENDS AND TECHNOLOGIES

Being 'future-fit' for the emerging world of tomorrow

A business solutions partner of choice

WHY PARTNER WITH US?

Customised, innovative and real-world relevant research and advisory services driven by scientific evidence.

Access to comprehensive knowledge resources from the University of Pretoria.

Personalised services to achieve unique business and professional development goals.

Innovative solutions for targeted training and businesses decisions support insights.

An extensive international footprint spanning six continents.

Leading domestic and international industry experts and thought leaders.

**FOR MORE INFORMATION,
CONTACT US TODAY.**



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In an age of rapid digital transformation, staying ahead of technological change is no longer optional, it is a strategic imperative. Technologies are evolving at an unprecedented pace, with new innovations constantly reshaping industries, markets, and business models. As such, it is crucial for organisations to continuously scan the technological horizon to identify and respond to emerging trends that could pose either significant opportunities or substantial threats.

The fast-moving nature of technological advancement introduces what are known as **strategic innovation risks**, risks that can disrupt existing operations, render business models obsolete, or alternatively, create pathways for differentiation and growth. Proactive identification and management of these risks can be the difference between maintaining competitive relevance and falling behind.

To support organisations in navigating this complex and shifting landscape, **Enterprises University of Pretoria (Pty) Ltd (Enterprises UP)** provides customisable solution. We offer **bespoke software platforms** designed to monitor developments in a wide spectrum of **emerging technologies**, from AI, robotics, and quantum computing to biotechnology, green technologies, and beyond, on a **continuous, global scale**.

What sets our solution apart is the **tailored curation of data** to match an organisation's specific focus areas, industries, or strategic goals. We do not just provide raw data, we assist in interpreting and analysing the information to extract **actionable intelligence**. This ensures that organisations not only understand what is changing, but also what it means for them.

Beyond monitoring and analysis, Enterprises UP works closely with clients to:

- **Identify relevant emerging technologies** and trends.
- **Assess their potential impact**, both as risks and as opportunities.
- **Strategically manage innovation risks** through scenario planning, business model alignment, and innovation readiness assessments.
- **Inform strategic decision-making** and technology investment planning.

By leveraging our expertise and tools, organisations are empowered to anticipate change, innovate confidently, and adapt strategically, ensuring long-term sustainability and competitive advantage in a technology-driven world.

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