MEDIA ADVISORY

UNISA TO HOST AUTOMOTIVE INDUSTRY PARTNERSHIP BUSINESS BREAKFAST IN GQEBERHA

Approved for public release.
Date: Monday, 23 November 2026

The University of South Africa (Unisa) will host an Automotive Industry Partnership Business Breakfast on Tuesday, 24 November 2026, at the Boardwalk International Convention Centre in Gqeberha, Eastern Cape.

Themed ***"Strengthening Strategic Partnerships between Unisa and the Automotive Industry"*****,** the engagement seeks to strengthen collaboration between the university and key stakeholders in the automotive sector, while exploring opportunities for skills development, student workplace exposure, research, innovation and graduate employability.

Through this engagement, Unisa aims to bridge the gap between academic training and industry requirements by showcasing its academic programmes, student capabilities and research initiatives, with particular emphasis on qualifications aligned to the university's Catalytic Niche Areas (CNAs), including the Automotive Catalytic Niche Area.

The business breakfast will bring together representatives from automotive manufacturers (Original Equipment Manufacturers), component manufacturers, vehicle dealerships, automotive service providers, government departments, Sector Education and Training Authorities (SETAs), industry associations, TVET colleges and other relevant stakeholders.

The programme will feature presentations on Unisa's Catalytic Niche Areas, qualifications offered by the College of Science, Engineering and Technology (CSET), and automotive-related research projects. The engagement will also provide a platform for meaningful dialogue and networking between the university and industry representatives.

A key focus of the engagement will be to identify opportunities for Work-Integrated Learning (WIL), internships, graduate recruitment and collaborative initiatives that will expose students to practical workplace environments and enhance their readiness for the labour market.

Through this initiative, Unisa seeks to establish sustainable partnerships that will benefit both the university and the automotive industry, while contributing to the development of a skilled workforce capable of responding to the sector's cur and cover rent and future needs.

The Members of the media are invited to attend and cover the Business Breakfast as follows:

Date : Tuesday, 24 November 2026.
Time : 08:30 – 12:00
Venue: Boardwalk International Convention Centre Beach Road, Summerstrand, Gqeberha (formerly Port Elizabeth), Eastern Cape

University of South Africa
Preller Street, Muckleneuk Ridge, City of Tshwane
PO Box 392 UNISA 0003 South Africa
Telephone: +27 12 429 3111 Facsimile: +27 12 429 4150
www.unisa.ac.za

The automotive manufacturing sector remains a significant contributor to South Africa's economy, particularly in the Eastern Cape, which is a major hub for vehicle manufacturing and assembly. As the industry continues to evolve in response to technological advancements and changing skills requirements, partnerships between higher education institutions and industry have become increasingly important in preparing graduates for the world of work.
/Ends.

ISSUED BY UNISA MEDIA AFFAIRS AND THE NATIONAL PRESS CLUB

For interviews requests, please contact Tommy Huma (Unisa: Senior Media Officer) on 072 218 6197 / 012 429 3981 / humartm@unisa.ac.za OR Edgar Rathelele on 063 731 5456 / 012 429 3981 / ratheme@unisa.ac.za