



WORKING TOGETHER IN CREATING SYNERGY IN THIS DIFFICULT TIME

Virtual Signing Ceremony

On 29th November, 2020, one week after the formal announcement of launch of the creation of ELITE O2O Innovation University by Professor Richard Li-Hua, Founder and President of Camot Academy Cambridge, an Memorandum of Understanding (MOU) for strategic partnership and collaboration was signed between Amnim d.o.o. Centre for Scientific Visualization (Bioanim), Ljubljana, Slovenia, and Camot Academy Cambridge (CAC), Cambridge, UK.

Bioanim, a technology innovation-driven firm from Slovenia, started to participate in EU projects in 1999 and has been since involved in FP5, FP6, FP7, Lifelong learning and other types of EU projects. The firm designed, developed and produced (web)3D visualizations and e-learning software, especially from the field of biology, ecology, medicine and other related fields. In particular, the firm specialises in the design, development and production of educational material in 3D virtual reality - typically including strong flavours of gamification (edutainment style).

“I feel quite excited to collaborate with CAMOT Academic Cambridge for the creation of an innovative and entrepreneurial O2O university of the future”

Dr Tomaz Amon

Camot Academy Cambridge (CAMOTac) was founded in September, 2015, at St John Innovation Centre, Cambridge, which can be traced back to 2006 when a group of outstanding management scholars launched China Association for Management of Technology (CAMOT) at the International Association for Management of Technology (IAMOT) International Conference delivered at Tsinghua University. CAMOT was subsequently registered in the UK. CAMOTac started offering bespoke corporate and executive development programmes, leadership development and coaching programmes, and delivery of China Embracing Innovation Forums in Bournemouth and Stafford with local government, UK and in Helsinki, Finland. CAMOTac focuses on the global vision with a paradigm of "West meets East" in delivery of programmes and conferences and forums and highlights green and sustainable development, and

constantly build global network and accumulate global academic resources with global responsible leadership.

“I am a biologist, I earned my Ph.D. on the nervous system of insects (crickets) and worked for ten years on the institute of biology as a pure scientist. Then I discovered the educational possibilities that were made possible by the computer boom in the nineties. So for the last 19 years I have been designing and producing educational software in the virtual reality and coding with my company. I feel quite excited to collaborate with Camot Academy Cambridge for the creation of an innovative and entrepreneurial O2O university of the future”. Dr Amon stressed during the virtual signing.

“What you can bring to us is your innovative education software in VR/AR/RC, which is an important building block of this innovative and un-traditional university”

Professor Richard Li-Hua

“Welcome Dr Amon to join the journey of the creation of ELITE Innovation University of the future. What you can bring to us is your innovative education software in VR/AR, which is an important building block of this innovative and un-traditional university. This innovative university is borne during the pandemic with a purpose. The educational and learning lose of the students during the university closures is not temporary. Many negative aspects,

such as, the curbing of educational aspirations, the disengagement from the university system and absence from the familiar academic ambience on campus will have a long-term impact on students’ journey and learning outcomes. Our strategic intention of creating this innovative university is with consideration of all these issues properly attended”. Professor Li-Hua responded to Dr Amon’s remarks.

This MOU confirms that the two parties are working together in creating synergy.

For further information, please contact the Editor of the news at: camotac2020@gmail.com