

Sustainable Innovation 2019

Road to 2030: Sustainability, Business Models, Innovation and Design

22nd International Conference

4th – 5th March 2019

UCA Business School

Epsom, Surrey, UK



**Professor Bashir Makhoul, Vice Chancellor,
University for the Creative Arts, UK**

Professor Bashir Makhoul is the current Vice Chancellor for the University for the Creative Arts (UCA); the Times and Sunday Times Good University Guide's 'Modern University of the Year 2018'. Professor Makhoul's appointment marks the first time a Palestinian academic has been appointed as Vice Chancellor for a British University.

In an academic career spanning 22 years, Professor Makhoul has specialised in creating overseas partnerships and has spearheaded the creation of two Chinese campuses: the Birmingham Institute of Fashion and Creative Arts in Wuhan, and Southampton's first overseas campus in Dalian, China. He speaks rudimentary Chinese and is fluent in English, Hebrew and Arabic.

Professor Makhoul is also a prolific writer, editor and artist. He maintains a studio in Beijing and has exhibited at a range of high-profile venues and events including the Hayward Gallery, Tate Liverpool, 2013 Venice Biennale and the Aichi Biennale in Japan. He is a published author who has written several books about Palestinian art and themes of conflict and identity, including the 'The Origins of Palestinian Art' and 'Conflict and Compassion.'