

Day 4 Report: SSIU Team Visit to BUV – Hanoi, Vietnam

Cultural Learning and Academic Engagement at BUV

The day commenced at the **BUV campus**, where SSIU student participants engaged in an enriching session focused on **Vietnamese cultural activities**. During the first half of the day, students were introduced to the rich heritage, traditions and artistic expressions of Vietnam. This interactive cultural exposure fostered cross-cultural understanding and strengthened global perspectives among the participating students.

In the second half of the day, students attended an insightful **lecture on AI-based technological innovation in entrepreneurship**. The session emphasized the growing role of **Artificial Intelligence in startup ecosystems**, innovation-driven enterprises and future entrepreneurial models. The discussion highlighted how AI is transforming ideation, product development, decision-making and scalability for startups, aligning closely with SSIU's innovation-centric academic philosophy.

Strategic Academic Visit to Hanoi University of Pharmacy (HUP)

Parallel to the academic activities at BUV, **Mr. Jiten Thakkar, Head – Swarnnim Incubation Center (SIC) and Head – Swarnnim IP Cell**, undertook a strategic visit to **Hanoi University of Pharmacy (HUP)**. Established in **1902**, HUP is one of the **oldest and most prestigious pharmacy universities** in Vietnam, with a rich legacy in pharmaceutical education and research.

During the meeting, Mr. Thakkar formally represented **Swarnnim Startup & Innovation University (SSIU)** and presented SSIU's **education pedagogy**, innovation-driven curriculum and integrated **research–startup–incubation ecosystem**. He elaborated on the role of the **Pharmacy Institute of SSIU**, the **Swarnnim Incubation Center (SIC)** and the comprehensive **Intellectual Property (IP) support framework** provided to startups, innovators and researchers at SSIU.

The leadership of **HUP** shared insights into their historic contribution to pharmacy education, research excellence and their long-standing academic legacy in Vietnam. Both institutions expressed strong mutual interest in collaboration and **agreed in principle** to work together on:

- Student exchange programs
- Research collaboration
- Startup and innovation-driven initiatives
- Academic and institutional knowledge exchange

It was jointly decided that both universities would proceed with the preparation of a **draft Memorandum of Understanding (MoU)** to formalize this collaboration.

Historic MoU Signing Ceremony between SSIU and BUV

The **most significant outcome of Day 4** was the **MoU Signing Ceremony between SSIU and BUV**, marking a new chapter in international academic and innovation collaboration.

The **MoU Exchange** was formally executed between:

- **Ms. Hien Nguyen (Jenny)** *Head – International Mobility and Partnerships, BUV*

and

- **Mr. Jiten Thakkar** *CEO – Swarnim Incubation Center (SIC) & Head – Swarnim IP Cell*

The ceremony was held in the presence of:

- **Administrative officer, BUV**
- **Assoc. Prof. Ms. Maushmi Mukherjee**

This MoU establishes a strong framework for **student mobility, joint innovation programs, academic collaboration, startup support and future research partnerships** between the two institutions.

Day 4 stood out as a **remarkable and milestone-driven day** for both **SSIU and BUV**. From cultural learning and advanced technological discourse to strategic international partnerships and formalized institutional collaboration, the day perfectly reflected the shared vision of **global education, innovation and entrepreneurship**.

The outcomes of the day are expected to create **long-term academic, research, and startup synergies**, benefiting students, faculty, innovators and institutions across borders.







