## Product vs Process in Chemical Engineering Education: A New Zealand Perspective

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Chemical Engineering education is undergoing a major change in emphasis to include more on product design and development and less on the more traditional area of process design and engineering. The change is being driven by the shift in where graduate chemical engineers find work.

Global consolidation of many process industries, like pulp and paper, have resulted in less process engineers being employed as competing companies try to get more with less. While the shift to product design moves chemical engineers into competition with mechanical engineers in some cases, the change is welcome especially in the new and emerging field of Biochemical Engineering where the identification and development of new products is driving process design and engineering.

How we are dealing with this challenge in NZ will be discussed with the aid of several case studies

Case study 1: 1st year engineering and a mini "America's Cup Boat Race"

Case study 2: Multi discipline final year design project

Case study 3: Classical Chemical Engineering brings energy savings to
Lime kiln Operation