



## **Luncheon Seminar**

**Department of Information Systems, Business Statistics & Operations  
Management  
School of Business and Management, HKUST**

- Date: Saturday, 16 May 2009**
- Time: 1:15 – 2:20pm (Refreshment 12:40 – 1:15pm)**
- Venue: Lecture Theater F (Lift 25, 26), HKUST**
- Speaker: Mr. Ming Li, VP, Southeast Asia and Pacific,  
Qualcomm International**
- Topic: A Special Business Model - Qualcomm licensing business case study**

### **Bio-sketch of Mr. Ming Li**

In the last 30 years, Mr. Li has lived and worked in Canada, China, Hong Kong, Taiwan and USA. Currently, he is the Vice President of Southeast Asia and Pacific for Qualcomm Incorporated, pioneer and world leader of Code Division Multiplex Access (CDMA) digital wireless technology.

Prior to joining Qualcomm, Mr. Li held several senior executive positions with Nortel Networks in Asia during the 1990's. He was a senior executive for Digital Equipment Corporation in Asia responsible for its China business in the 1980's. Mr. Li graduated from the Chinese University of Hong Kong and received a master degree in computer science from Indiana University in USA.

### **Synopsis of the talk:**

In July 1985, seven industry veterans came together and decided they wanted to build "QUALity COMMunications" and outlined a plan that has evolved into one of the telecommunications industry's greatest start-up success stories: Qualcomm Incorporated. Today, Qualcomm plays a central role in the rapid adoption and growth of 3G and next-generation wireless around the world. Qualcomm's current intellectual property portfolio includes more than 7,200 United States patents for wireless technologies, with more than 145 telecommunications equipment manufacturers licensing them worldwide. With the extensive experience as a senior executive in Qualcomm, the speaker will share Qualcomm's unique business model and licensing practice as well as how does it facilitates the 3G industry growth.

**All are welcome!**

Free Registration: <http://www.bm.ust.hk/mscism/>

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