



Luncheon Seminar

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

Date: Saturday, 13 Nov 2010

Time: 1:15 – 2:20pm (Refreshments 12:40 – 1:15pm)

Venue: Lecture Theater F (Lift 25/26), HKUST

**Speaker: Mr. Alex Li
VP of Managed Services, Middle East Region
Huawei Technologies Co. Ltd.**

**Topic: The Business Culture Differences between US Global Companies and
a Chinese Global Company**

Bio-sketch of Mr. Alex Li

Mr. Alex Li started his career as a computer Programmer in 1980 in Hong Kong, and he soon became a Systems Engineer in various US based computer vendors, including Data General, Tandem Computers, Concurrent Computer and Stratus Computer. His work encompassed both pre-sales and post-sales technical support functions. From the 1991, he escalated to the management level and began to take charge of region-wide customer services (CS) responsibilities. In 1996 he was 3Com's CS Director for the Asia Pacific Region, in 1999 Nortel Networks' CS Director for North Asia then Professional Services Director for Asia Region, in 2003 NetScreen Technologies' CS Director for the Asia Pacific.

So for two and a half decades with these North American multi-national companies, Alex travelled extensively for work, and had tremendous opportunities to deal with customers and counterparts from what are commonly considered the "developed" part of the world.

In May 2005, Alex made a major change to his career path. He joined Huawei Technologies, a rising Chinese high tech giant, and has since then been posted to

various “developing” locations. He had his first base in Malaysia for almost 1.5 years to oversee technical services of the Asia Pacific Region. He then moved to Egypt in January 2007 for half a year. In 2008 he was transferred back to the headquarters at Shenzhen to head the Managed Services Competence Center (commonly known as the SWAT team) providing expert support to major operations worldwide. At present, Alex is the Vice President of the Managed Services (MS) Department of the Middle East Region based in Bahrain.

For Huawei alone, Alex has performed work in 26 countries. Among them are Bangladesh where he spent 6 months to stabilize MS operation in Citycell, Egypt for half a year to set up the Etisalat MS project, Nigeria regarding the 5th telecom licence, Denmark TDC, Ireland Meteor, Iran MTN Irancell, Saudi Arabia Mobily, Kuwait Viva, Libya Libyana, Indonesia Axis and USA COX. Last year he spent 4 months in Iran to handle critical operational issues when there was political unrest subsequent to the presidential election.

Alex holds a Higher Diploma in Information System and is a lifetime member of the HK Computer Society.

Synopsis of the talk:

In the face of globalization, people increasingly find life, particularly work, not confined to a single location. It is very common nowadays that people have to travel extensively for work, and to work with people of different nationalities, cultures and values. Ability to work across cultures is crucial to personal development as well as international business success.

For the 30 years, Alex has worked for various major American and Chinese high tech companies. His base of work has covered developed countries like US, Singapore and developing countries like Egypt, Bangladesh and Iran. At present moment he is based in the Middle East and he has to deal with people from all parts of the world.

In this seminar, Alex would like to share his experiences in working with people of different cultures and the success stories of Chinese vendor in overseas. He wants to help HK students to prepare themselves to survive in this Global Village.

All are welcome!

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

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