



MScISM Luncheon Seminar

**Department of Information Systems, Business Statistics & Operations
Management
School of Business and Management
The Hong Kong University of Science and Technology**

Date: Saturday, 12 February 2011

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

Venue: Lecture Theater H (Lift 27-28), HKUST

**Speaker: Ir. Allen TB Yeung
Vice President
Business Development & Technology Support
Hong Kong Science & Technology Parks Corp.**

Topic: Experience Sharing on Technology Entrepreneurship

Bio-sketch of Ir. Allen TB Yeung

Ir. Allen TB Yeung holds the positions of Vice President, Business Development and Technology Support at Hong Kong Science and Technology Parks Corporation (HKSTPC). Ir. Yeung is responsible for incubating technology and innovative design startup companies, creating synergies among industry and academic sectors, and providing advanced laboratory support facilities for innovation and technology development. In this capacity, he works with government organizations, non-profit organizations, industry, associations and investment community groups to promote technology development in Hong Kong.

Ir. Yeung has over 20 years experience with extensive business and management background across private equity investment, information technology, and electronics industries.

He started his career in Silicon Valley of the United States, where he served at several multinational companies including Seagate Technology, LSI Logic and Cadence Design Systems. In 1995, he relocated to Hong Kong to develop the Asian market for Cadence. He successfully established business footholds in China and the Asia Pacific region for both global and local companies. Prior to joining HKSTPC, he was an investment consultant for a US private equity firm.

Ir. Yeung holds Executive MBA degree from Kellogg School of Management, Northwestern University – HKUST, Master of Science in Electrical Engineering degree from Purdue University, and Bachelor of Science in Electrical Engineering degree from University of Texas, Austin.

Ir. Yeung serves as Chairman respectively at the HKTREE organizing committee, HK Business Angel Network organizing committee and Preliminary Judge Panel of Hong Kong Award for Industries - Technological Achievement.

Ir. Yeung is an advisor to the Department of Electronic Engineering, the Chinese University of Hong Kong; and the member of Dept Advisory Committee DAC of HK Polytechnic University's Electronic & Information Engineering Dept. He is the Board Member of Monte Jade Science & Technology Association of Hong Kong; the Fellow Member of The Hong Kong Institute of Engineers (FHKIE); and the Executive Committee Member of Green ICT Consortium (GICTC).

Synopsis of the talk:

HKSTPC runs an incubation programme for technology start-up companies. As of today, there are 250 companies graduated and 90 companies in the programme.

In this seminar, Ir. Yeung will share his observations on key success factors for start-up companies to grow into a sizable enterprise. One of the many critical success factors hinges on the capability to raise angel or venture capital funding to carry on the operation and to fund the needed expansion. Ir. Yeung will also talk about the fund raising process and how to increase the chance of raising such investment.

All are welcome!

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

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