



Luncheon Seminar

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

- Date: **Saturday, 18 October 2008**
- Time: **1:15 – 2:25pm**
Buffet Lunch 12:30 – 1:15pm
- Venue: **Lecture Theater F (Lift 25, 26)**
- Speaker: **Mr. Arthur Leung,
Director, Professional Services
Enterprise Mobility Services, Motorola Inc.**
- Topic: **RFID, emerging technology that promise to improve competitive edge
for Modern Businesses - What makes it ticks?**

Bio-sketch of Mr. Arthur Leung

Graduated from University Of British Columbia in Electrical Engineering, Arthur has over 30 years experiences on managing leading edge technology related Businesses.

His experience began in UBC while he was an under-grad, working in the Electric Vehicle research project. After graduation, he joined the Research & Development section of B.C. Hydro, a Canadian Utility company, working on the military-grade Ultra-high speed data acquisitions system development.

In 1990, Arthur returned to Hong Kong to offer his extensive technical and business know-how to MNCs. Technical engagement such as leading the Digital Equipment project team to implement the Global Email System (GEM) for HSBC and accepting the task from Sema as the Region Operations Manager, to deploy the advanced Mobile billing services for Asia Pacific region.

To further utilize his experience, Arthur took on the General Manager position from Hutchison Global Crossing, responsible for the success of Internet Data Center Business. He implemented the world class infrastructure and developed many innovative services such as Bandwidth On Demand that captured many mission-critical businesses

Met with a golden opportunity, Arthur joined Motorola, as the Professional Services Director to designed, developed and implemented the world's first and largest RFID project for the Hong Kong Airport Baggage Handling System

Synopsis of the talk:

Perhaps RFID is one of the latest inventions that promises to improve business operations across many vertical industries.

For the past 5 years, tremendous amount of work have been done and many industries have adopted the RFID systems for their operations. In parallel, many government regulatory compliance and industries standards have been developed.

Yet, RFID is still sitting at the end of the runway, with the engine spinning, waiting for the green light

What does it take to flourish the RFID business growth?

Given the maturity of RFID, what is holding it back? Cost? Or What else?

The presentation will discuss some of the possible catalysts for RFID growth with case study.

All are welcome!

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

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