



## **MScISM Luncheon Seminar**

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

**Date: Saturday, 5 November 2011**

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

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

**Speaker: Mr. Ray Chung, Founder of OpenRice.com**

**Vice-Chairman (Internet), HK Software Industry Association**

**Topic: The Success of OpenRice.com**

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

OpenRice.com (transliterated from its Chinese name meaning “Time for meal!”) is a food and restaurant guide website which currently operates in Hong Kong, Macau, China, Singapore, Indonesia, Philippines and Thailand. Since its launch in Hong Kong in 1999, OpenRice.com has been well received by local diners. Ranked among Hong Kong’s Top 10 Most Viewed Local Website, OpenRice.com receives over 80 million page views and 2 million visitors per month. As of July 2011, it has about 35,000 recorded restaurants, 450,000 registered diners and over 500,000 ratings and comments. Ray Chung will share his experience in founding and running OpenRice.com.

### **Bio-sketch of speaker:**

Ray Chung began his career as a business news reporter for the Hong Kong Economic Journal. He co-founded OpenRice.com, the most popular and reputable dining guide in Hong Kong. Ray has vast experience in location-based website management and created a successful business model with mobile Internet technology and Internet Marketing.

Ray is an active member in the Hong Kong Software Industry Association and a regular columnist for local print media, such as *Oriental Daily* and *PC Magazine*. Since 2000, he is the host of “Go for IT” which is broadcast by Metro Radio. He earned his computer science degree in the United States.

**All are welcome!**

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

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