

ASIA



Roundtable on Entrepreneurship Education Asia 2009

2009 亞洲創業教育圓桌會議



October 21-23, 2009
2009年10月21至23日

http://ree.stanford.edu/asia_2009

- Hong Kong and Shenzhen
- 香港及深圳

Co-hosts:
主辦機構:

The Chinese University of Hong Kong



STANFORD
TECHNOLOGY
VENTURES PROGRAM



香港中文大學 創新科技中心
Centre for Innovation and Technology
The Chinese University of Hong Kong

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The Chinese University of Hong Kong
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Dr. Tina SEELIG, Executive Director,
Stanford Technology Ventures Program, Stanford University
史丹福大學科技創業計劃主任Tom Byers教授及行政總監Tina Seelig博士 3

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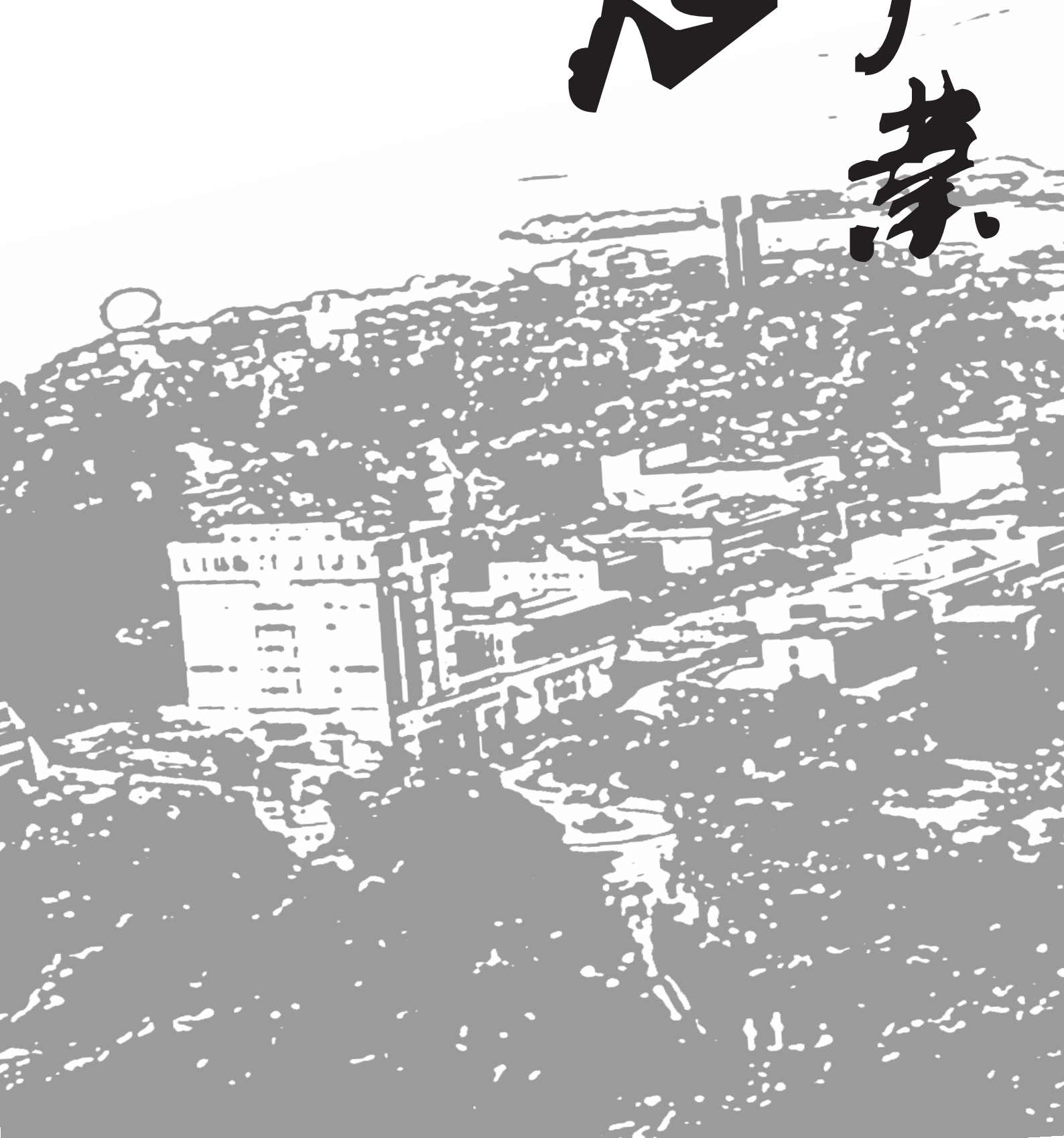
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二零零九亞洲
創業教育圓桌會議



創業





Professor Henry Nai Ching WONG
Pro-Vice-Chancellor,
The Chinese University of Hong Kong

香港中文大學副校長
黃乃正教授

Welcome to the Roundtable on Entrepreneurship Education Asia 2009.

On behalf of The Chinese University of Hong Kong and our co-organizers City University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong University of Science & Technology, The University of Hong Kong, Shenzhen University, and Shenzhen Association for Science and Technology, I would like to welcome our speakers, panelists, discussants, presenters and delegates to Hong Kong. You come from many companies, research institutes and universities in 17 countries spanning five continents. This conference is called REE Asia 2009, but interest in it clearly spreads beyond Asia as we explore the theme of Global Entrepreneurship.

Entrepreneurship education is critical to knowledge transfer which is one of the missions in our universities. It has long been recognized that "technology transfer" and "community outreach" are integral parts of university activities and this year the University Grants Committee of Hong Kong, the main government body that funds Hong Kong's public universities, has decided to set aside money especially to foster knowledge transfer from universities to the community. In this connection, the discussions of REE Asia 2009 delegates are of special interest to us here in Hong Kong. We aspire to be Asia's global city. This can only be achieved by transforming our considerable entrepreneurial traditions into those of a modern knowledge-based society.

Silicon Valley presents to the world an unparalleled model of successful knowledge transfer. Its world class research universities, its government funded laboratories and programs, its well developed industrial base, its clusters of leading global firms, its immigrant, open, optimistic culture, its world-renowned venture capital community, its vibrant, attractive lifestyle all contribute to the knowledge transfer model of Silicon Valley. Through REE, organized by the Stanford Technology Ventures Program under the tireless direction of Professor Tom Byers and Dr Tina Seelig, we examine that model and probe how it can best be adapted to local conditions around the world.

I thank the Innovation and Technology Commission and the Lee Hysan Foundation for sponsoring REE Asia 2009. I thank the Hong Kong Science and Technology Parks Corporation and Cyberport who are major players in transferring knowledge and who have provided venues for REE Asia 2009. My thanks also go to the Hong Kong Pei Hua Education Foundation, Microsoft, Chung Chi and United Colleges and other sponsors for their generous support.

We believe that, in this rapidly changing world, much can be gained from studying evolving models of knowledge transfer and entrepreneurship education.

A handwritten signature in black ink, appearing to read 'Henry N.C. Wong'.

Henry N.C. Wong



Professor Tom BYERS

Faculty Director,
Stanford Technology Ventures Program (STVP),
Stanford University

史丹福大學科技創業計劃主任
Tom Byers教授

Dr. Tina SEELIG

Executive Director,
Stanford Technology Ventures Program (STVP),
Stanford University

史丹福大學科技創業計劃行政總監
Tina Seelig博士

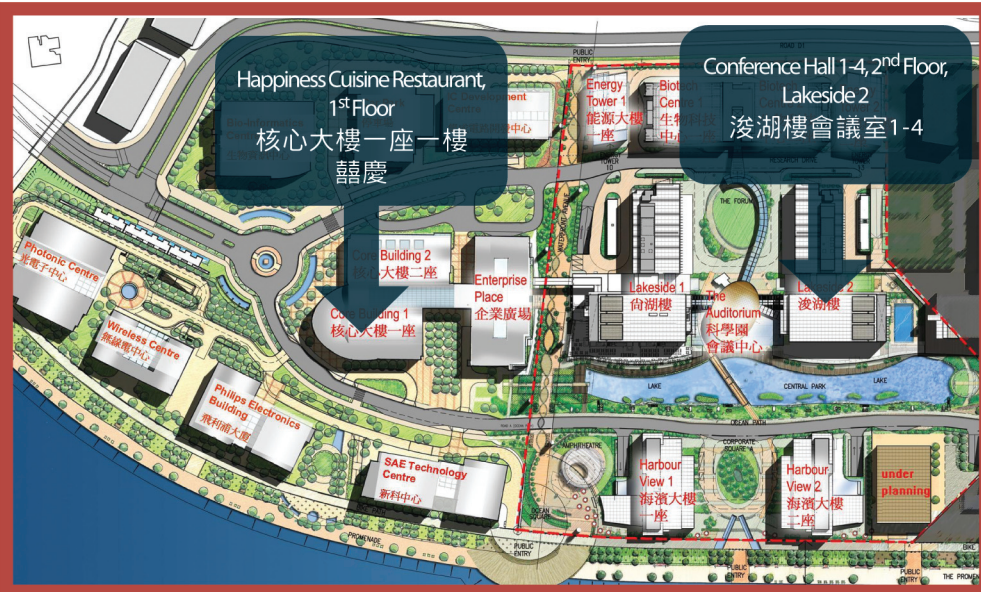
Welcome to REE Asia! As technology entrepreneurship educators, we are honored to be co-hosting such an esteemed collection of people from academia and industry. Given the economic, political, human health, and environmental challenges we currently face, there is no question that innovation and entrepreneurship have become more valuable than ever. It is clear that solutions will come from people with a vision, a combination of creative and technical skills, and the ability to get things done. And this, after all, is what entrepreneurship is all about! As educators, we have an important opportunity to prepare the next generation of entrepreneurial leaders to take on challenges around the world.

Gatherings like this are crucial sources of inspiration. Amazing things happen when you bring together a diverse collection of thought leaders, give them some important issues to discuss, and set them loose in an environment of collaborative creativity. Our hope is that you will leave REE Asia feeling intellectually stimulated, inspired, and ready to take valuable ideas back to your schools, businesses, and communities. We also anticipate that you will build meaningful relationships with remarkable colleagues from across Asia and around the world.

Sincerely,

Tom Byers and Tina Seelig
Stanford Technology Ventures Program

Hong Kong Science Park
香港科學園



Cyberport
數碼港



Shenzhen University
深圳大學

Wednesday, 21 October 2009
10月21日(星期三)

Time 時間	Activity 項目	Venue 地點
Morning Session 上午環節		
09:00 - 10:00	Transportation to Hong Kong Science Park by Coach 乘坐專車前往科學園	
10:00 - 10:30	Registration 登記 Opening Remarks 歡迎詞 Professor Lawrence J. LAU, President and Vice-Chancellor, The Chinese University of Hong Kong 香港中文大學校長劉遵義教授	Auditorium, Hong Kong Science Park 香港科學園演講廳
10:30 - 10:45	Group Photo 大合照	
10:45 - 11:30	Speed Dating - Old Timers and New Comers 互相認識 - 舊會員與新會員	Fresh Dining Concept, Hong Kong Science Park 香港科學園湖畔餐廳
11:30 - 12:00	Walk around at Science Park (Free Time) 自由活動 可於科學園的大型中央人工湖及海濱閒步徑散步	
12:00 - 14:00	Luncheon 午餐會 Welcome Address 歡迎詞 Mr. E. Anthony TAN, Chief Executive Officer, Hong Kong Science and Technology Parks Corporation 香港科技園公司行政總裁陳蔭楠先生 Keynote Speech 主題演講 World Economic Forum's Report on Educating the Next Wave of Entrepreneurs 教育新世代創業家之世界經濟論壇報告 Professor Tom BYERS, Faculty Director, Stanford Technology Ventures Program, Stanford University 史丹福大學科技創業計劃主任Tom Byers教授	Happiness Cuisine, Hong Kong Science Park 香港科學園靚慶
14:00 - 14:30	Commercializing Technology Session 技術產業化環節 Poster Session 1 第一海報展示環節 Registration for Afternoon Session 下午環節參加者登記	Auditorium, Hong Kong Science Park 香港科學園演講廳
14:30 - 14:50	Introduction to Hong Kong's Technology Innovation 簡介香港的創新科技 Miss Janet WONG, Commissioner for Innovation and Technology 香港特別行政區政府創新科技署署長王榮珍小姐	
14:50 - 16:20	Panel Discussion on Commercialization of University Technologies 大學科研商業化情況專題討論 Convened by Professor Matthew M.F. YUEN, Acting Vice-President for Research and Development, The Hong Kong University of Science and Technology 由香港科技大學署理副校長(研究及發展)袁銘輝教授主持	

Simultaneous interpretation between Putonghua and English is provided except at the Research Paper Sessions on October 22.
會議全程設普通話、英文即時傳譯。(除10月22日上午之分組文章發表環節外)

Time 時間	Activity 項目	Venue 地點
	<p>Panelists 參與討論專家：</p> <p>Professor Cliff C.K. CHAN, Chief Executive Officer, TeleEye Holdings Limited 千里眼控股有限公司行政總裁陳作基教授</p> <p>Dr. Nim-kwan CHEUNG, Chief Executive Officer, Hong Kong Applied Science and Technology Research Institute Company Limited 香港應用科技研究院有限公司行政總裁張念坤博士</p> <p>Mr. Jun LI, Executive of Education & Research Department, Shanghai Technology Entrepreneurship Foundation for Graduates (STEFEG) 上海市大學生科技創業基金會李俊先生</p> <p>Professor Lak Kyoung SONG, Graduate School of Innovation and Technology Management, Korea Advanced Institute of Science & Technology 韓國科學技術院創新及科技管理研究學院 Song Lak Kyoung 教授</p>	
16:20 - 17:00	Refreshment Break and Poster Session 2 茶點及第二海報展示環節	
17:00 - 18:00	Innovation as an Extreme Sport 創新終極運動	
	<p>Dr. Tina SEELIG, Executive Director, Stanford Technology Ventures Program, Stanford University 史丹福大學科技創業計劃行政總監 Tina Seelig 博士</p>	
19:00 - 21:30	Banquet 晚宴	Chung Chi College Staff Club, The Chinese University of Hong Kong 香港中文大學崇基學院聯誼會

Thursday, 22 October 2009
10月22日(星期四)

Morning Session 上午環節

08:30 - 09:00	Transportation to Hong Kong Science Park by Coach 乘坐專車前往科學園	
09:00 - 10:20	Research Paper Session 分組文章發表及報告環節	Conference Rooms 1-4, Hong Kong Science Park 香港科學園會議室1-4
10:20 - 11:00	Refreshment Break and Poster Session 3 茶點及第三海報展示環節	
11:00 - 12:00	Entrepreneurship and Information: Does Location Matter? 創業及資訊：地理位置重要嗎？	
	<p>Professor AnnaLee SAXENIAN, Dean and Professor, School of Information, University of California, Berkeley 加州大學柏克萊分校訊息學院院長 AnnaLee Saxenian 教授</p>	
12:00 - 13:00	Transportation to Cyberport by Coach 乘坐專車前往數碼港	
13:00 - 14:15	Luncheon 午餐會	Cyberport 3 L3 Sea View Concourse 數碼港三座三樓海景廊
	<p>Welcome Address 歡迎詞</p> <p>Mr. Nicholas YANG, Chief Executive Officer, Hong Kong Cyberport Management Company Limited 香港數碼港管理有限公司行政總裁楊偉雄先生</p>	

Simultaneous interpretation between Putonghua and English is provided except at the Research Paper Sessions on October 22.
會議全程設普通話、英文即時傳譯。(除10月22日上午之分組文章發表環節外)

Time 時間	Activity 項目	Venue 地點
	<p>Keynote Speech 主題演講</p> <p>Two Types of Entrepreneurship: Start Up vs. Scale Up 兩類型的企業家精神：創業 vs. 擴充</p> <p>Mr. Po-yang CHUNG, Co-founder, DHL International DHL國際創辦人鍾普洋先生</p>	
13:45 - 14:15	<p>Investor Investee Session 創業者與投資者環節</p> <p>Registration for Afternoon Session 下午環節參加者登記</p>	<p>Cyberport 3 L3 Function Room 數碼港三座三樓會議廳</p>
14:15 - 15:00	<p>Case on Photonics Commercialization 個案：光電科技的商業化活動</p> <p>Professor Frank Fuk-kay TONG, Vice President, SAE Magnetics (H.K.) Ltd. 香港新科實業有限公司湯複基教授 Mr. Raymond S.H. LEUNG, Chairman and CEO, TDK China Co. Ltd 東電化(中國)投資有限公司董事長兼首席執行官梁少康先生</p>	
15:00 - 15:45	<p>Case on Venture Capital and Early Stage Investment for the Global Entrepreneur 個案：全球企業家的創業投資及早期投資</p> <p>Dr. Kenneth FONG, Chairman, Kenson Ventures, LLC Kenson Ventures, LLC 董事長方瑞賢博士</p>	
15:45 - 16:30	<p>Refreshment Break and Poster Session 4 茶點及第四海報展示環節</p>	
16:30 - 18:00	<p>Panel Discussion on Investment in Early Stage Ventures 新創辦企業的投資座談會</p> <p>Convened by Mr. K.O. CHIA, President, Hong Kong Venture Capital and Private Equity Association 由香港創業及私募投資協會會長謝國安先生主持</p> <p>Panelists 參與討論專家：</p> <p>Dr. Lee G. LAM, Chairman, Monte Jade Science and Technology Association of Hong Kong 香港玉山科技協會主席林家禮博士</p> <p>Dr. Samson TAM, Legislative Councilor (Information Technology Functional Constituency) 香港特別行政區立法會議員(資訊科技界)譚偉豪博士</p> <p>Mr. Guowu GAO, Director, Enterprise Management Office, Tongji University 同濟大學產業管理辦公室主任高國武先生</p>	

Friday, 23 October 2009
10月23日(星期五)

Morning Session 上午環節

08:00 - 10:00	<p>Transportation from Hong Kong to Shenzhen by Coach 乘坐專車從香港往深圳</p>	
10:00 - 13:00	<p>High Technology Site Visit 參觀高新產業區</p> <p>Tencent, Inc. at Shenzhen High-Tech Industrial Park and Entrepreneurship Park at Shenzhen University 位於深圳高新區的騰訊公司和深圳大學創業園</p>	<p>Shenzhen High-Tech Industrial Park 深圳高新區</p>
13:00 - 14:00	<p>Lunch 午餐</p>	

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14:00 - 14:05	<p>Welcome Address 歡迎詞</p> <p>Professor Bigong ZHANG, President, Shenzhen University 深圳大學校長章必功教授</p>
14:05 - 14:30	<p>Keynote Speech 主題演講</p> <p>Immigration, China and Entrepreneurship 移民、中國創業</p> <p>Professor AnnaLee SAXENIAN, Dean and Professor, School of Information, University of California, Berkeley 加州大學柏克萊分校訊息學院院長AnnaLee Saxenian教授</p>
14:30 - 15:00	<p>Entrepreneurship Environment and Related Policy in Shenzhen 深圳創業環境及相關政策</p> <p>Mr. Luming ZHOU, Chairman, Shenzhen Association for Science and Technology 深圳市科協主席周路明先生</p>
15:00 - 15:30	<p>Entrepreneurship Education is System Engineering 創業教育是系統工程</p> <p>Professor Feng XING, Vice President, Shenzhen University 深圳大學副校長邢鋒</p>
15:30 - 16:00	<p>Refreshment Break and Poster Session 茶點及海報展示</p>
16:00 - 16:30	<p>Case on NucTech Company Limited from Tsinghua University 個案：清華大學的威視股份</p> <p>Professor Junli LI, Vice Director, Engineering Physics department, Tsinghua University 清華大學工程物理系副系主任李君利教授</p>
16:30 - 18:00	<p>A Global Perspective on Entrepreneurship Education: Lessons from the Global Entrepreneurship Monitor 創業教育的全球概覽：『全球創業觀察』的調查分享</p> <p>Convened by Professor Kristie SEAWRIGHT, Executive Director, Global Entrepreneurship Research Association (GERA) 由全球創業研究協會行政總監Kristie Seawright教授主持</p> <p>Panelists 參與討論專家：</p> <p>Professor Donna KELLEY, Babson College and GERA Board member Babson College 及全球創業研究協會理事會成員Donna Kelley教授</p> <p>Professor José Ernesto AMORÓS, Universidad del Desarrollo, GEM Chile team leader and GERA Board member Universidad del Desarrollo、『全球創業觀察』智利組組長及全球 創業研究協會理事會成員José Ernesto Amorós教授</p> <p>Professor Hyunsuk LEE, Seoul National University of Technology and GEM Korea team member Seoul National University of Technology 及『全球創業觀察』 韓國組組員Hyunsuk Lee教授</p> <p>Professor Ignacio DE LA VEGA, Instituto de Empresa, GEM Spain team leader and Chairma, GERA Board Instituto de Empresa、『全球創業觀察』西班牙組組長及全球創 業研究協會理事會主席Ignacio de la Vega教授</p>
19:00 - 21:00	<p>Dinner 晚餐</p> <p>Announcement and Presentations of the Best Paper Awards 公佈及頒發最佳文章獎項</p> <p>Conference Conclusion 會議總結</p>
21:00	<p>Coach Transportation back to Hong Kong with stops at Hyatt Regency Hong Kong, Sha Tin and Lan Kwai Fong, Central 乘專車返港至香港凱悅酒店-沙田及中環蘭桂坊</p>

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GROUP A - China Entrepreneurship Education

Chairman: Professor Kevin AU

Analyzing the Question of Incentive System of the Contemporary College Students' Innovation

Mr. Beng ZHANG, College of Management, Shenzhen University

Chinese Entrepreneurship Education

Professor Guirong DU, Mr. Lei XU, Department of Economics and Management, Harbin Institute of Technology Shenzhen Graduate School
Mr. Jinqun YU, Division of Control and Mechatronics Engineering, Harbin Institute of Technology Shenzhen Graduate School

Developing the Intellectual Entrepreneurship Education Programs for Graduate Students of Engineering and Science in Research Universities Mainland China

Ms. Sisi GUAN, Professor Lijun LIU, Center for Innovation and Entrepreneurship Education, School of Humanities and Social Sciences, Beijing Institute of Technology

Research on Comparison of China-US from Perspective of Entrepreneurship Education for Engineering and Science Students

Ms. Sisi GUAN, Professor Dacheng GUO, Professor Lijun LIU, Ms. Xuan MAN, Ms. Ying WANG, Mr. Yueyun WANG, Center for Innovation and Entrepreneurship Education, Beijing Institute of Technology
Mr. Lingyu HUO, School of Management and Economics, Beijing Institute of Technology

GROUP B - Mentorship and Financing

Chairman: Professor Hugh THOMAS

Consulting-based Entrepreneurship Education: Regional Cases

Professor Takeru OHE, Waseda Business School, Waseda University
Dr. SioHong TIH, Faculty of Economics and Business, Universiti Kebangsaan Malaysia (National University of Malaysia)

Hillman Entrepreneurs Program: A Holistic Entrepreneurship Program for Transfer Students Where Mentoring is a Critical Success Factor

Ms. Stacey ROUSSEL, School of Public Policy and R. H. Smith School of Business, University of Maryland
Ms. Karen THORNTON, Maryland Technology Enterprise Institute, University of Maryland

Microfinance Field Study Projects in Asia

Mr. George ABE, Mr. David CHANG, Priya MOHAN, AMR Program, Anderson School of Management, University of California, Los Angeles

Research on the Characteristics of Venture Capital in Jiangsu and the Financing Strategies for Entrepreneurial Firms

Ms. Juan CAI, Dr. Xu LANG, College of Economics and Management, Nanjing Agricultural University

GROUP C - Technology Transfer

Chairman: Professor Kam-fai WONG

Entrepreneurship, Firm Dynamics and Triple Helix

Mr. Younghwan KIM, Department of Industrial and Systems Engineering, Korea Advanced Institute of Science and Technology
Professor W. J. KIM, T.Y. YANG, Graduate School of Innovation and Technology Management, Korea Advanced Institute of Science and Technology

Organizational Antecedents of Academic Entrepreneurship in Malaysian Public Research Universities

Mr. Mohar YUSPF, Bank Rakyat School of Entrepreneurship, Tun Abdul Razak University

The Case for Actively Seeking Startup Companies for "Technology-push" Inventions from Universities: A Research Agenda

Professor Paul SWAMIDASS, Thomas Walter Center for Technology Management, Auburn University

The Timing Sequence of Opportunity Identification and Entrepreneurial Decision: An Exploratory Study of IT Spin-outs in Singapore

Ms Virginia CHA, Institute of Systems Science and Division of Engineering Technology Management, National University of Singapore
Ms Gu QIAN, Department of Business Policy, Business School, National University of Singapore

GROUP D - Special Topics

Chairman: Professor Tom KOSNIK

Gender Differences in Early Stage of Technology Transfer to China

Mr. John Qi DONG, School of Business and Management, Hong Kong University of Science and Technology

Social Entrepreneurship Education Across the Disciplines: Engineering and Business Students Co-learn

Mr. Bonjin KOO, Professor Joosung J LEE, Mr. Vathana Duong TE, Information & Industrial Engineering, Yonsei University
Professor Hun-Joon PARK, School of Business, Yonsei University

Teaching Entrepreneurial Business Strategies in Global Markets: Comparison of CleanTech Venture Assessment in the US and China

Professor Peter ADRIAENS, Department of Civil and Environmental Engineering, The University of Michigan
Professor Timothy FALEY, Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies and Ross School of Business, the University of Michigan

The Combination of Separate Module and Cross Platform: Entrepreneurship Education Mode in the Universities for Science and Engineering

Dr. Ying WANG, School of Humanities and Social Sciences, Beijing Institute of Technology

The Research Paper Session will be held
09:00 – 10:20, October 22

- **A Brief Analysis of Entrepreneurship Education's Present Situation and Future**
Mr. Spoon HUI, College of Management, Marketing, Shenzhen University
Mr. Tunghay YU, Business School, Finance, Shenzhen University
- **A Dynamic Perspective on Entrepreneurial Orientation: Evidence from the Chinese Manufacturing Sector**
Professor Yuan DING, Department of Accounting and Finance, China Europe International Business School (CEIBS)
Professor Véronique MALLERET, Department of Accounting and Management Control, HEC, Paris
Professor S. Ramakrishna VELAMURI, Department of Management, China Europe International Business School, CEIBS
- **Analyzing the Question of Incentive System of the Contemporary College Students' Innovation**
Mr. Beng ZHANG, College of Management, Shenzhen University
- **Chinese Entrepreneurship Education**
Professor Guirong DU, Mr. Lei XU, Department of Economics and Management, Harbin Institute of Technology Shenzhen Graduate School
Mr. Jinquan YU, Division of Control and Mechatronics Engineering, Harbin Institute of Technology Shenzhen Graduate School
- **Consulting-based Entrepreneurship Education: Regional Cases**
Professor Takeru OHE, Waseda Business School, Waseda University
Dr. SioHong TIH, Faculty of Economics and Business, Universiti Kebangsaan Malaysia (National University of Malaysia)
- **Developing the Intellectual Entrepreneurship Education Programs for Graduate Students of Engineering and Science in Research Universities, Mainland China**
Ms. Sisi GUAN, Professor Lijun LIU, Center for Innovation and Entrepreneurship Education, School of Humanities and Social Sciences, Beijing Institute of Technology
- **Empowering Young Inventors: An Experimental Course on IP and Patent Application Drafting at Auburn University, USA**
Professor Paul SWAMIDASS, Thomas Walter Center for Technology Management, Auburn University
- **Entrepreneurship Education in the Higher Educational Institutions in China: From Pedagogical Perspective**
Dr. Weihui MEI, Department of Education, Zhejiang University
- **Entrepreneurship, Firm Dynamics and Triple Helix**
Mr. Younghwan KIM, Department of Industrial and Systems Engineering, Korea Advanced Institute of Science and Technology
Professor W. J. KIM, T.Y. YANG, Graduate School of Innovation and Technology Management, Korea Advanced Institute of Science and Technology
- **Entrepreneurship Laboratory Design**
Mr. Eko SUHARTANTO, Department of Organization & Human Resources, Prasetiya Mulya Business School Indonesia
- **Gender Differences in Early Stage of Technology Transfer to China**
Mr. John Qi DONG, School of Business and Management, Hong Kong University of Science and Technology
- **Hillman Entrepreneurs Program: A Holistic Entrepreneurship Program for Transfer Students Where Mentoring is a Critical Success Factor**
Ms. Stacey ROUSSEL, School of Public Policy and R. H. Smith School of Business, University of Maryland
Ms. Karen THORNTON, Maryland Technology Enterprise Institute, University of Maryland
- **Main Characteristics of Entrepreneurial Activity in Romania**
Lecturer Annamária BENYOVSZKI, Lecturer Lehel Zoltán GYORFY, Lecturer Tünde Petra PETRU, Department of Statistics, Forecasting and Mathematics, Faculty of Economics and Business Administration, Babeş-Bolyai University
Professor Dumitru MATIS, Department of Accounting, Faculty of Economics and Business Administration, Babeş-Bolyai University
Professor Agnes NAGY, Department of Finance, Faculty of Economics and Business Administration, Babeş-Bolyai University
- **Microfinance Field Study Projects in Asia**
Mr. George ABE, Mr. David CHANG, Priya MOHAN, AMR Program, Anderson School of Management, University of California, Los Angeles
- **Moving Inside the City Walls - Chinese Entrepreneurs' Location and Orientation in Prato, Italy**
Dr. Anja Michaela FLADRICH, Monash Asia Institute, Monash University
- **Organizational Antecedents of Academic Entrepreneurship in Malaysian Public Research Universities**
Mr. Mohar YUSOF, Bank Rakyat School of Entrepreneurship, Tun Abdul Razak University
- **Research on Comparison of China-US from Perspective of Entrepreneurship Education for Engineering and Science Students**
Ms. Sisi GUAN, Professor Dacheng GUO, Professor Lijun LIU, Ms Xuan MAN, Ms Ying WANG, Mr. Yueyun WANG, Center for Innovation and Entrepreneurship Education, Beijing Institute of Technology
Mr. Lingyu HUO, School of Management and Economics, Beijing Institute of Technology
- **Research on the Characteristics of Venture Capital in Jiangsu and the Financing Strategies for Entrepreneurial Firms**
Ms. Juan CAI, Dr. Xu LANG, College of Economics and Management, Nanjing Agricultural University, Nanjing China
- **Social Entrepreneurship Education Across the Disciplines: Engineering and Business Students Co-learn**
Mr. Bonjin KOO, Professor Joosung J LEE, Mr. Vathana Duong TE, Information & Industrial Engineering, Yonsei University
Professor Hun-Joon PARK, School of Business, Yonsei University
- **Teaching Entrepreneurial Business Strategies in Global Markets: Comparison of CleanTech**
Professor Peter ADRIAENS, Department of Civil and Environmental Engineering, The University of Michigan
Professor Timothy FALEY, Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies and Ross School of Business, the University of Michigan
- **The Combination of Separate Module and Cross Platform: Entrepreneurship Education Mode in the Universities for Science and Engineering**
Dr. Ying WANG, School of Humanities and Social Sciences, Beijing Institute of Technology
- **The Phenomenon of Born Global in Colombia**
Professor Piedad Cristina MARTÍNEZ CARAZO, Business School of Universidad del Norte, Barranquilla, Colombia
- **The Role of Education in the Development of Entrepreneurship: Evidence from GEM Findings**
Dr. Nezamadin FAGHIH, Ms. Nastooh NOCHIAN, Dr. S. Mostafa RAZAVI, Dr. Mohammad Reza ZALI, University of Tehran, Faculty of Entrepreneurship
- **The Timing Sequence of Opportunity Identification and Entrepreneurial Decision: An Exploratory Study of IT Spin-outs in Singapore**
Ms. Virginia CHA, Institute of Systems Science and Division of Engineering Technology Management, National University of Singapore
Ms. Gu QIAN, Department of Business Policy, Business School, National University of Singapore
- **What Drives New Campus Venture to a Global Online Survey Company - AIP Case Study**
Professor Chang-xiang ZHAO, Law & Politics School, Ocean University of China

(in alphabetical order of the poster topic)
(以海報题目的英文字母次序排列)

Poster Sessions will be held
14:00 - 14:30, October 21, Auditorium, Hong Kong Science Park
16:20 - 17:00, October 21, Auditorium, Hong Kong Science Park
10:20 - 11:00, October 22, Conference Room, Hong Kong Science Park
15:45 - 16:30, October 22, Function Room, Cyberport
15:30 - 16:00, October 23, Shenzhen University



Professor José Ernesto AMORÓS

Universidad del Desarrollo, GEM Chile team leader and GERA Board member

Universidad del Desarrollo、『全球創業觀察』智利組組長及全球創業研究協會理事會成員

José Ernesto Amorós 教授

Professor Amorós will participate in the Panel Discussion on a Global Perspective on Entrepreneurship Education:
Lessons from the Global Entrepreneurship Monitor
16:30 - 18:00, October 23

José Ernesto is professor and director of Global Entrepreneurship Research Center at Universidad del Desarrollo, Santiago, Chile. He is the coordinator and main researcher of Chile's *Global Entrepreneurship Monitor* project. He is also member of the GEM Board. Member of Iberoamerican Academy of Management and lecture from several Latin-American and Spanish universities.



Professor Tom BYERS

Faculty Director, Stanford Technology Ventures Program, Stanford University

史丹福大學科技創業計劃主任

Tom Byers教授

Professor Byers will present the World Economic Forum's Report on Educating the Next Wave of Entrepreneurs
12:00 - 14:00, October 21

Tom Byers is a professor at Stanford University, where he focuses on technology entrepreneurship education. He is founder and co-director of the Stanford Technology Ventures Program (STVP), which serves as the entrepreneurship center for the engineering school. STVP includes the Mayfield Fellows work/study program, Entrepreneurship Corner website of video clips and podcasts, and its global Roundtable on Entrepreneurship Education conferences. He is co-author of a popular textbook called *Technology Ventures: From Idea to Enterprise* published by McGraw-Hill. He was given the Gordon Prize from the National Academy of Engineering and received Stanford's highest honor for excellence in teaching (Gores Award). He currently serves on the governing boards of BioFuelBox, Flywheel Ventures, and MyThings. Tom was executive vice president and general manager of Symantec during its formation.



Professor Cliff C.K. CHAN

Chief Executive Officer, TeleEye Holdings Limited

千里眼控股有限公司行政總裁
陳作基教授

Professor Chan will participate in the
Panel Discussion on Commercialization of
University Technologies
14:50 - 16:20, October 21

Professor Cliff C.K. Chan is the founder and Chief Executive Officer of TeleEye Holdings Limited. TeleEye Group was Hong Kong's first university spin-off company to become a public listed company. Prior to managing the Group on a full-time basis in 2001, Professor Chan had lectured at the City University of Hong Kong for fifteen years. He has published extensively in signal and image processing fields and has received numerous awards including the IEEE Third Millennium Award in 2000. In 1996, the EDN ASIA Magazine also named him an "EDN ASIA Innovator" for his contributions in image compression research. TeleEye Group has also won numerous awards in product innovation and business areas including the Gold Award 2007 HKEIA Award for Outstanding Innovation & Technology Products Top Brand Award and the 2007 Hong Kong Top Brand Award.

Professor Chan is a Council Member of Hong Kong Productivity Council and an adjunct professor of City University of Hong Kong. He is an external departmental advisor of the Hong Kong Polytechnic University and The Open University of Hong Kong. He is also an external examiner of master and PhD degrees of various universities. He served as the Chairman of Industry and Technology Committee of Hong Kong General Chamber of Commerce from 2006 to 2009 and the Chairman of IEEE Hong Kong Section from 1995 to 1996. He is also an assessor of SERAP under the Innovation and Technology Fund.

Professor Chan received his PhD in 1984 from the Chinese University of Hong Kong and his MSc and BSc in Electrical Engineering from UCLA in 1978 and 1977.



Dr. Nim-kwan CHEUNG

Chief Executive Office, Hong Kong Applied Science
and Technology Research Institute Company Limited

香港應用科技研究院有限公司行政總裁
張念坤博士

Dr. Cheung will participate in the
Panel Discussion on Commercialization of
University Technologies
14:50 - 16:20, October 21

Before joining ASTRI, Dr. Cheung Nim-kwan was Executive Consultant of Telcordia Technologies in the U.S. and President of the international IEEE Communications Society in 2006 and 2007. After receiving his B.Sc. (General) and B.Sc. (Special) degrees, both with First Class Honours, from the University of Hong Kong in 1969 and 1970 respectively, Dr. Cheung pursued further studies at the California Institute of Technology in the U.S., where he received his Ph.D. degree in Physics in 1976. He is Fellow of IEEE and Telcordia Technologies. He joined Bell Laboratories upon his graduation to conduct pioneering research in innovative single-mode fiber optic systems. In 1984, he became District Manager of Advanced Lightwave Technology in Bell communications Research, where he created three world-class research programmes in high-speed, coherent, and subcarrier-multiplex lightwave systems. In 1999, Dr. Cheung became Vice President of Applied Research Government Programme in Telcordia Technologies. Under his leadership, the Government-funded research programme portfolio grew at double-digit rate per year.

Since 2004, Dr. Cheung has been serving as a Consulting Professor in Electrical Engineering at Stanford University. He has also served on the Electrical Engineering advisory boards of Columbia University, Polytechnic University of New York, and New Jersey Institute of Technology.

In 2005, Dr. Cheung was elected the 18th President of the IEEE Communications Society, which is an international professional organization with 45,000 members in 180 chapters around the world. After completing his term, he served as immediate Past President of the Society to provide assistance to the President.

Dr. Cheung has published over 150 journal publications, and has served in different editorial positions, including Editor-in-Chief of the renowned IEEE Communications Magazine.



Mr. K.O. CHIA

Co-president, Hong Kong Venture Capital and Private Equity Association

香港創業及私募投資協會會長
謝國安先生

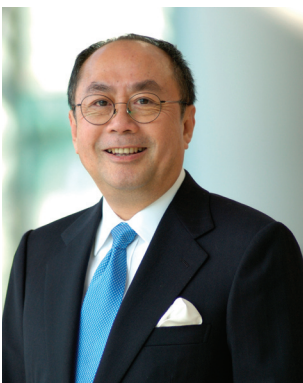
Mr. Chia will convene the
Panel Discussion on Investment in Early Stage Ventures
16:30 - 18:00, October 22

Mr. Chia serves as President of Hong Kong Venture Capital & Private Equity Association. He brings more than 30 years of unique experience of both private equity investing and extensive operational management.

Previously as Managing Director at Walden International, a US\$1.6B US-Asia venture capital company, he was involved in fund raising, managed the China and other funds and invested and managed portfolio companies in the technology and consumer sectors through several economic cycles.

Earlier in his career, he gained entrepreneurial experience in building the Asia-Pacific business of Premisys Communications, Inc., a successful venture-backed technology start-up company. He also had an extensive corporate career with Apple Computer Asia, Hewlett-Packard and Agilent Technologies Scotland & Asia-Pacific.

He holds an MBA from Strathclyde Business School, Scotland, DipMS from Edinburgh Napier University and BEng(Hons) from Sheffield University, England. He serves on numerous committees on education, technology and social capital, including the HKSAR government's Community Investment & Inclusion Fund (CIIF) to promote community revival.



Mr. Po-yang CHUNG

Co-founder, DHL International

DHL國際創辦人
鍾普洋先生

Mr. Chung will present the
Two Types of Entrepreneurship: Start Up vs. Scale Up
13:00 - 14:15, October 22

Mr. Chung was born in Macao. He attended St. Stephen's College at Stanley. He obtained a degree in fisheries management from California State University at Humboldt in 1968 and attended the Stanford Executive Program at Stanford University in 1981. He obtained a Master of Fine Art from Royal Melbourne Institute of Technology University in 2005.

In 1972, Mr. Chung co-founded DHL International and built the company into a global network. At 52, he stepped down from his day-to-day running of the company and subsequently sold his shares in DHL.

Over the years Mr. Chung has been tireless in his community service activities, especially in the areas of arts and culture, management and general education, philanthropy and social entrepreneurship and promoting Hong Kong's creativity and innovation. For these contributions he has been awarded the Outstanding Third Age Citizens Award. Mr. Chung founded "Business For Art Foundation" and was awarded an OBE in 1995 and he started the Hong Kong Logistics Development Council and was awarded a Silver Bauhinia Star in 2002.

In 2004, he spearheaded the creation of the Centre for Asian Entrepreneurship & Business Values at The University of Hong Kong and has taught a course in Entrepreneurship in the years since. His latest project is to organize a freshman liberal arts curriculum, when Hong Kong's eight universities convert from a three to four-year undergraduate system in 2012.

This year, Mr. Chung published, *THE FIRST 10 YARDS – The 5 Dynamics of Entrepreneurship and how they made a difference at DHL and other successful startups*, a book for those who want to explore how to survive the "first ten yards" of a new company and then thrive.



Professor Ignacio DE LA VEGA

Instituto de Empresa, GEM Spain team leader and Chairman, GERA Board

Instituto de Empresa、『全球創業觀察』西班牙組
組長及全球創業研究協會理事會主席
Ignacio de la Vega 教授

Professor De La Vega will participate in the
Panel Discussion on a Global Perspective on
Entrepreneurship Education:
Lessons from the Global Entrepreneurship Monitor
16:30 - 18:00, October 23

Ignacio de la Vega believes that entrepreneurship's day is dawning, particularly with the growth of venture capital financing and the emergence of business angels. "There is also a huge improvement in the cultural environment that is benefiting entrepreneurs and their activities" he says. "And so people, and companies, are getting into the entrepreneurial arena." Ignacio de la Vega is currently working with large firms, like GE, Siemens, Banesto, Iberdrola, Pfizer and others, in the development of corporate entrepreneurship activities.

What is still missing, he says, is sufficient support - not just financial but also in terms of information and in tax treatment - on entrepreneurship. This is a gap he believes he and his colleagues can help fill. "This used to be a very dark area with little information and support available. We're trying to bring some light into that," he says. "let's not forget that entrepreneurship is the major force in creating employment, collective wealth and innovation". This can be found in the Global Entrepreneurship Monitor (GEM) that Instituto de Empresa and De la Vega lead in Spain (www.ie.edu/gem).

The fact that he is author of three books on entrepreneurial management gives Professor de la Vega great credibility in this mission, as does his role as director and founder of the International Centre for Entrepreneurship and Ventures Development (ICEVED) at IE. Also his activities as active entrepreneur and investor allows De la Vega to bring back to the classrooms real and exciting examples and cases.

Another exciting new area for Professor de la Vega is the increasingly popular field of social entrepreneurship whereby non-profit and community organisations can become more efficient through the use of entrepreneurship techniques. "We have a competition for technology-based firms that allows non-profit organisations and multisectorial entrepreneurs and SME's to develop their projects with an entrepreneurial point of view."



Dr. Kenneth FONG

Chairman, Kenson Ventures, LLC

Kenson Ventures, LLC 董事長
方瑞賢博士

Dr. Fong will present a
Case on Venture Capital and Early stage
Investment for the Global Entrepreneur
15:00 - 15:45, October 22

Dr. Kenneth Fong is currently the Chairman of Kenson Ventures, LLC based in Palo Alto, CA. Kenson has 21 biotechnology companies in its investment portfolio.

Dr. Fong was the founder and CEO of CLONTECH, which develops and markets Molecular Biology products to academic and pharmaceutical laboratories in the US and thirty other countries. Until the company was merged with BD in late 1999, CLONTECH grew to about 400 employees including 65 Ph.D. Scientists. The company was selected in 1994, 1995, 1998 and 1999 by San Jose and San Francisco Business Journals as one of the 100 fastest-growing private companies in the Bay Area.

Dr. Fong sits on the Boards of five biotech companies. He also served as an advisory board member over the years in a number of biotech-related entities in the US, China, Taiwan and Hong Kong. A member of the Committee of 100 (US), Dr. Fong was also the past President of SCBA (Society of Chinese Bioscientists in North America) where there are more than 2,000 members worldwide, including the most renowned bioscientists.

Dr. Fong received his Ph.D. from Indiana University.



Mr. Guowu GAO
 Director, Tongji Branch Foundation
 Director of University Spin-offs Management,
 Tongji University

同濟大學產業管理辦公室主任
 高國武先生

Mr. Gao will participate in the
 Panel Discussion on Investment in Early Stage Ventures
 16:30 - 18:00, October 22

From September 2006 to now, Mr. Gao has been in charge of Tongji University Branch Foundation of STEFG, where he is responsible for entrepreneurship education, projects evaluation and project funding.

In two years, under the leadership of Mr. Gao, Tongji University Branch Foundation held more than 20 entrepreneurship training and entrepreneurship education-related activities, which attracted more than 2000 college students, graduate students to participate in. Moreover, Tongji University Branch Foundation raised 11 million funds, received 152 applications of business start-up teams, and funded 29 enterprises. Among those, 12 won Innovation Fund granted by Ministry of Science and Technology, Shanghai Municipal and Yangpu District Government.

Mr. Gao believes that it is imperative to provide capital for graduate students to start their own businesses. Meanwhile, it is of great significance to provide them education and training to foster their entrepreneurial mind-sets and improve their entrepreneurial skills. Led by him, Tongji University Branch Foundation has launched various entrepreneurship training programs, including *Entrepreneurship Theories & Practices*, *Graduate Entrepreneurship Foundation* and so on in order to equip students with entrepreneurial knowledge and capabilities. Mr. Gao also served as the Entrepreneurship Mentor, sharing his experiences and advice with those graduate entrepreneurs.

Moreover, Mr. Gao boasts rich experience in enterprise management. He currently also serves as Director of University Spin-offs Management, Chair of three companies, Board Member of six companies, as well as Supervisor of two listed companies.



Professor Donna J. KELLEY
 Babson College and GERA Board member

Babson College 及全球創業研究協會理事會成員
 Donna Kelley 教授

Professor Kelley will participate in the
 Panel Discussion a Global Perspective on
 Entrepreneurship Education:
 Lessons from the Global Entrepreneurship Monitor
 16:30 - 18:00, October 23

Donna Kelley is an Associate Professor of Entrepreneurship at Babson College, and holds the David H. Park '91 Term Chair in Entrepreneurship. She is a board member of the Global Entrepreneurship Research Organization, the oversight organization for the *Global Entrepreneurship Monitor* (GEM). Her current research streams include: (1) the characteristics of breakthrough patents, (2) innovation and entrepreneurship in new ventures and established organizations in Korea, and (3) management practices for corporate entrepreneurship. She is also a coauthor on research and reports based on GEM.



Dr. Lee George LAM

Chairman, Monte Jade Science and Technology Association of Hong Kong

香港玉山科技協會主席
林家禮博士

Dr. Lam will participate in the
Panel Discussion on Investment in Early Stage Ventures
16:30 - 18:00, October 22

Dr. Lee George LAM is Chairman of Monte Jade Science and Technology Association of Hong Kong, having gained extensive experience as a CEO, company director and investment banker. He is a Senior Honorary Research Fellow at the Baptist University Centre of Corporate Governance and Financial Policy, a Fellow and a Member of the Corporate Governance Committee of the Hong Kong Institute of Directors, an Adjunct Professor at the Chinese University of Hong Kong Department of Management as well as a Visiting Professor at the Tsinghua University School of Economics and Management. A member of the Hong Kong Bar with a focus on corporate, commercial and financial law, Dr. Lam is also committed to community service and interested in public policy and world affairs, currently serving as a director of East-West Center Foundation, the Honorary Treasurer of the Hong Kong-Vietnam Chamber of Commerce, an Honorary Research Fellow at the HKU Hong Kong Institute for the Humanities and Social Sciences (incorporating the Centre of Asian Studies). He has served as a part-time Member of the Central Policy Unit of the Government of the Hong Kong Special Administrative Region. Dr. Lam holds a BSc in sciences and mathematics, an MSc in systems science, and an MBA from the University of Ottawa in Canada, a post-graduate diploma in public administration from Carleton University in Canada, a post-graduate diploma in English and Hong Kong law and an LLB (Hons) in law from the Manchester Metropolitan University in the UK, a PCLL in law (and has completed the Bar Course) from the City University of Hong Kong and a PhD in the area of economic development from the University of Hong Kong. He has also attended executive development programs at Harvard University, the University of Oxford and Tsinghua University in China.



Professor Lawrence J. LAU

President and Vice-Chancellor,
The Chinese University of Hong Kong

香港中文大學校長
劉遵義教授

Professor Lau will give the
Opening Remarks
10:00 - 10:30, October 21

Professor Lawrence J. Lau has been serving as Vice-Chancellor (President) of The Chinese University of Hong Kong since 1 July 2004. He received his B.S. degree (with Great Distinction) in Physics and Economics from Stanford University in 1964, and his M.A. and Ph.D. degrees in Economics from the University of California at Berkeley in 1966 and 1969 respectively. He joined the faculty of the Department of Economics at Stanford University in 1966, becoming Professor of Economics in 1976 and the first Kwoh-Ting Li Professor in Economic Development at Stanford University in 1992. From 1992 to 1996, he served as a Co-Director of the Asia-Pacific Research Center at Stanford University, and from 1997 to 1999, as the Director of the Stanford Institute for Economic Policy Research. He became Kwoh-Ting Li Professor in Economic Development, Emeritus, at Stanford University in 2006. Professor Lau is concurrently Ralph and Claire Landau Professor of Economics at The Chinese University of Hong Kong.

Professor Lau specializes in economic development, economic growth, and the economies of East Asia, including that of China. In 1966, he developed one of the first econometric models of China. He has authored, co-authored, or edited five books and published more than 160 articles and notes in professional journals.

Professor Lau is a Fellow of the Econometric Society, an Academician of Academia Sinica, Taipei, an Honorary Member of the Chinese Academy of Social Sciences and an Academician of the International Eurasian Academy of Sciences. He currently serves as an Executive Vice-Chairman of the China Center for International Economic Exchanges, an International Adviser to the PRC's National Bureau of Statistics and the China Investment Corporation, and a member of the Board of Directors of the Chiang Ching-kuo Foundation for International Scholarly Exchange, Taipei. He is also a non-official member of the HKSAR's Executive Council.



Professor Hyunsuk LEE
Seoul National University of Technology and
GEM Korea team member

Seoul National University of Technology及
『全球創業觀察』韓國組組員
Hyunsuk Lee教授

Professor Lee will participate in the
Panel Discussion on a Global Perspective on
Entrepreneurship Education:
Lessons from the Global Entrepreneurship Monitor
16:30 - 18:00, October 23

Hyunsuk Lee is an Assistant Professor at Seoul National University of Technology in Korea. She was a research member of the Global Entrepreneurship Monitor Korea in 2008. She has been working in the area of small business and entrepreneurship for many years. Her current research areas are innovation and entrepreneurship in high-tech based venture companies and management practices for family business. Prior to working at Seoul National University of Technology, she did her research at Babson College as a visiting scholar for two and half years.



Mr. Raymond S.H. LEUNG
Chairman, TDK China Co. Ltd.

東電化 (中國) 投資有限公司董事長兼首席執行官
梁少康先生

Mr. Leung will present a
Case on Photonics Commercialization
14:15 - 15:00, October 22

Since 2005, Raymond Leung has been the Chairman and CEO of TDK China, overseeing all businesses in the region including SAE Magnetics, the company he helped founded 29 years ago and currently is the world's largest magnetic head manufacturer with an annual turnover of over 2 billion USD, out of the total 4 billion USD of the entire business portfolio under his responsibility. Raymond also serves as the Sr. Vice President of TDK Corporation, the Chairman of SAE and a Board Member of Imation, a US based company focusing on multimedia technology.

Raymond is well regarded in the community as a high-tech entrepreneur with a mission of nurturing and growing high-tech industry. In particular, he was credited in helping many technology startup companies in the region. In 1999, he has founded Amperex Technology Limited that grew to become the world's second largest supplier of lithium polymer battery for mobile devices, and became a member of TDK Group in 2005. He was also instrumental in SAE's acquisition of Headway Technologies in 2000, a wafer fab in US, and Acasia Technologies in 2004 focusing on transceiver modules for optical communication and a spin off from Applied Science and Technology Research Institute of the Hong Kong Government.

Raymond currently serves as the Chairman of the Industrial Consortium of City University of Hong Kong, the Chairman of both the Advisory Committee on Industrial and System Engineering Department and the Manufacturing, Industrial, Logistics, Enterprise and Systems Alumni Association of the Hong Kong Polytechnic University, a Member of the Technology Committee of the Nano and Advanced Materials Institute, and a Founding Member of One Laptop Per Child Asia Pacific.

Raymond graduated with an MSc degree from the University of Hong Kong.



Mr. Jun LI

Executive of Education & Research Department, Shanghai Technology Entrepreneurship Foundation for Graduates

上海市大學生科技創業基金會教育研究部總監
李俊先生

Mr. Li will participate in the Panel Discussion on Commercialization of University Technologies
14:50 - 16:20, October 21

Since April 2007, Mr. Li has worked in Shanghai Technology Entrepreneurship Foundation for Graduates (STEF) as the Executive of Education and Research Department.

Under the leadership of Mr. Li, the Education and Research Department has made great efforts to promote entrepreneurship education and research through various activities and means. In May 2008, the first phase of International Entrepreneurship Educators Program, China was initiated in collaboration with NCGE. In November 2008, he organized the Entrepreneurship & High Education University Presidents Roundtable. The Roundtable brought together university presidents from leading universities in China for inspiring and instructive discussions on building the entrepreneurial campus.

Mr. Li has over 10 years' experience in education and training management. Before working in STEFG, he was Vice President of the 5plus1 training center. In 2005, he was appointed as the training manager of Chai Tai Management Development Center of Fudan University.

Mr. Li has been appointed as a guest lecturer of Entrepreneurship by Fudan University, Shanghai University & Shanghai University of Finance and Economic.

Mr. Li has conducted and published applied research on entrepreneurship among Shanghai college students and comparisons between US and Chinese experience in entrepreneurship education.



Professor Junli LI

Vice Director, Engineering Physics department, Tsinghua University

清華大學工程物理系副主任
李君利教授

Professor Li will present a Case on NUCTECH Company Limited from Tsinghua University
16:00 - 16:30, October 23

Professor Li received his PhD, MA and BA from 1991 to 1995 in Nuclear Engineering and Safety from Tsinghua University, where he has worked for about 12 years in the department of Engineering Physics. He is currently Vice Dean of the department.

He is a committee member of Infectious Disease & Outbreak Health Accident Commission in Beijing. He is also a member of Committee of Radiation Health Standardization Technology, Radioprotection Instrument Branch of the Committee of Nuclear Instrument Standardization Technology, and the 4th Editing Board of Chinese Journal of Radiological Health. He is the Vice Chairman of the Committee of Monte Carlo Method & Application of Chinese Computational Physics society.

He has national prominence in various research projects and most recently has been in charge of the Natural Science Foundation Project on the key issues of radiation protection for the high energy proton accelerator.

He won the first prize of Scientific and Technological Progress, Ministry of Education, 2001; Chinese National Invention Patent Gold Medal, 2003; Science and Technology Progress, P.R.China, 2003, and Scientific and Technological Progress, Ministry of Education, 2007.



Professor AnnaLee SAXENIAN
Dean and Professor, School of Information,
University of California, Berkeley

加州大學柏克萊分校訊息學院院長
AnnaLee Saxenian教授

Professor Saxenian will present the
Entrepreneurship and Information:
Does Location Matter?
11:00 - 12:00, October 22 and
Immigration, China and Entrepreneurship
14:05 - 14:30, October 23

AnnaLee Saxenian has made a career of studying regional economics and the conditions under which people, ideas, and geographies combine and connect into hubs of economic activity. Her latest book, *The New Argonauts: Regional Advantage in a Global Economy* (Harvard University Press, 2006) explores how and why immigrant engineers from Silicon Valley have transferred the institutions of technology entrepreneurship to emerging regions in their home countries—Taiwan, Israel, China and India in particular—and launching companies far from established centers of skill and technology. The “brain drain,” she argues, has now become “brain circulation”—a powerful economic force for the development of formerly peripheral regions that is sparking profound transformations in the global economy.

Saxenian is the dean of U.C. Berkeley’s School of Information and a professor in Berkeley’s department of city and regional planning. Her prior publications include *Regional Advantage: Culture and Competition in Silicon Valley and Route 128* (Harvard, 1994), *Silicon Valley’s New Immigrant Entrepreneurs* (Public Policy Institute of California, 1999), and *Local and Global Networks of Immigrant Professionals in Silicon Valley* (PPIC, 2002). She holds a PhD in political science from MIT, a master’s in regional planning from U.C. Berkeley, and a BA in economics from Williams College.



Professor Kristie SEAWRIGHT
Executive Director, Global Entrepreneurship
Research Association (GERA)

全球創業研究協會行政總監
Kristie Seawright教授

Professor Seawright will convene the
Panel Discussion on a Global Perspective on
Entrepreneurship Education:
Lessons from the Global Entrepreneurship Monitor
16:30 - 18:00, October 23

Kristie Woodland Seawright is Executive Director of the Global Entrepreneurship Research Association, the organization that oversees the *Global Entrepreneurship Monitor* (GEM). The GEM Consortium is composed of more than 60 country teams that gather data on entrepreneurial activity; analyses of these data are annually reported in the GEM Global and GEM National Reports. Kristie is also on the faculty of the Marriott School of Management at Brigham Young University (BYU) where she has focused her research in the area of international entrepreneurship and economic self reliance. She has taught entrepreneurial executive seminars in Rostov-na-Dony and Tver, Russia; Ho Chi Minh City, Vietnam; and Minsk, Belarus where she was a Fulbright Scholar. She developed and directed twelve Asia study abroad programs in international business for the Marriott School of Management at BYU. She also directed a graduate study abroad program in International Development Management in Accra, Ghana. These programs focused on providing students and faculty hands-on experiences comparing multiple cultures, governments, economic systems, and economic development levels—and the impact of these elements upon taking businesses global and developing economies.

Professor Seawright has also done research in the areas of cross-cultural entrepreneurship. Her publications include articles in *The Academy of Management Journal*, *Frontiers of Entrepreneurship Research*, *Entrepreneurship: Theory and Practice*, *Journal of Small Business Management*, and *Global Focus*.

Professor Seawright was the director of the Marriott School of Management Center for International Business Education from 2000-2002. In this assignment she was responsible for grant writing and fundraising and strengthened relationships among international and national networks of colleagues.

As an Associate in BYU’s Office of Planning and Assessment Kristie has responsibilities that include strategic planning, chairing the University Academic Unit Review Committee and coordinating on-campus and external reviewers and review processes.



Dr. Tina SEELIG
Executive Director, Stanford Technology Ventures Program, Stanford University

史丹福大學科技創業計劃行政總監
Tina Seelig博士

Dr. Seelig will present the
Innovation as an Extreme Sport
17:00 - 18:00, October 21

Tina Seelig is the Executive Director for the Stanford Technology Ventures Program (STVP), the entrepreneurship center at Stanford University's School of Engineering. STVP is dedicated to accelerating high-technology entrepreneurship education and creating scholarly research on technology-based firms. STVP provides students from all majors with the entrepreneurial skills needed to use innovations to solve major world problems.

Tina teaches courses on creativity, innovation, and entrepreneurship in the department of Management Science and Engineering, and within the Hasso Plattner Institute of Design at Stanford. Tina was recently awarded the 2009 Gordon Prize from the National Academy of Engineering, recognizing her as a national leader in engineering educational. She also received the 2008 National Olympus Innovation Award, and the 2005 Stanford Tau Beta Pi Award for Excellence in Undergraduate Teaching. In 2004, STVP was named the NASDAQ Entrepreneurship Center of the Year.

Tina earned her Ph.D. from Stanford University Medical School in 1985 where she studied Neuroscience. She has worked as a management consultant for Booz, Allen, and Hamilton, as a multimedia producer at Compaq Computer Corporation, and was the founder a multimedia company called BookBrowser.

Tina has also written 15 popular science books and educational games. Her books include *The Epicurean Laboratory and Incredible Edible Science*, published by Scientific American; and a series of twelve games called *Games for Your Brain*, published by Chronicle Books. Her newest book, to be released by HarperCollins in Spring 2009, is titled *What I Wish I Knew When I Was 20: A Crash Course on Making Your Place in the World*.



Professor Lak Kyoung SONG
Graduate School of Innovation and Technology Management, Korea Advanced Institute of Science & Technology

韓國科學技術院創新及科技管理研究學院
Song Lak Kyoung教授

Professor Song will participate in the
Panel Discussion on Commercialization of
University Technologies
14:50 - 16:20, October 21

Based on 22 years-experience of start-up financing at KTB network Corp(www.ktb.co.kr), which is one of the representative venture capital firms in Korea, Professor Song assumed a principal position of Managing Director & Chief Project Manager in Daedeok Innopolis HQ (www.ddi.or.kr) in September 2005. As a commanding R&D complex in Korea, Daedeok Innopolis has been evolving and moving forward to be a world class innovation cluster since the early 1970's. Professor Song was in charge of technology commercialization programs which are planned to enable R&D institutions, universities and high-tech firms to develop their R&D results such as intellectual properties, know-hows etc. into more commercially value businesses. For those purposes, Professor Song has designed and implemented *Daedeok Open Innovation System*, *Daedeok Commercialization Investment Fund(US\$80mil)*, *Design-first Innovation*, and *High technology Start-up(High-up) Camp*.

Since January 2009, as a visiting professor of Korea Advanced Institution of Science & Technology, Professor Song has lectured on Technology Commercialization for undergraduates and graduates, too. In addition, Professor Song has worked for such on-campus entrepreneurship programs as *Innovation and Entrepreneurship Committee*, *Gifted Young Entrepreneurs Program*, and *Campus Start-up incubating Program* etc. Besides, Professor Song has participated various national and regional innovation policy making programs such as *National S&T Advisory Committee (Part: International Science & Business Belt)*, *Daejeon Medical R&D Forum*, etc. Especially, Professor Song has engaged in managing Daedeok Technology Holdings in order to incorporate ideas and technologies more effectively into businesses, working together with commercialization experts.

Professor Song majored in Mechanics & Design in Seoul National University in Korea(BS, 1981), Human resource management in Sogang University in Korea (MBA, 1992), and studied Technology & Innovation Management in SPRU, Sussex University in UK(MSc, 1994). And he is willing to study more about innovation strategy or entrepreneurship.



Dr. Samson TAM
Legislative Councilor (Information Technology
Functional Constituency)

香港特別行政區立法會議員 (資訊科技界)
譚偉豪博士

Dr Tam will participate in the
Panel Discussion on Investment in Early Stage Ventures
16:30 - 18:00, October 22

Dr. Samson Tam is a Legislative Councilor from the functional constituency of Information Technology and he is the founder of Group Sense (International) Ltd. He is now a member of Digital 21 Strategy Advisory Committee, the Small and Medium Enterprises Committee and Deputy Chairman of the Hong Kong Productivity Council. He is also the Chairman of the TechMatrix Research Centre, which is a local technology think tank.



Mr. E. Anthony TAN
Chief Executive Officer, Hong Kong Science
and Technology Parks Corporation

香港科技園公司行政總裁
陳蔭楠先生

Mr. Tan will give the
Welcome Address
12:00 - 14:00, October 21

Mr. E. Anthony Tan has been the Chief Executive Officer of Hong Kong Science and Technology Parks Corporation (HKSTP) since April 2008.

Mr. Tan oversees the development and management of HKSTP in its mission to provide the world-class infrastructure and services for Hong Kong to become a regional hub of innovation and technology. In this capacity, Mr. Tan leads and manages Hong Kong Science Park, InnoCentre and three Industrial Estates that are entities within HKSTP.

Before assuming his current role, Mr. Tan also served on the board of HKSTP from May 2001 to June 2006 and the board of Hong Kong Applied Science and Technology Research Institute from May 2000 to October 2006.

Mr. Tan has more than 35 years of experience in general management, marketing, strategic planning and technological development. He spent 33 years with DuPont where he helped establish the company's strong business profiles in Asia-Pacific and global markets. His responsibilities covered a wide range of product lines from chemicals and synthetic fibres, to electronic imaging and medical products. Mr. Tan began his career with DuPont in the US before returning to Asia in the mid 80s, thereafter becoming a pioneer in establishment of DuPont's China operations.

Prior to joining HKSTP, Mr. Tan was Corporate Services Director of Airport Authority Hong Kong (AAHK) between 2006 and 2008. He was responsible for legal, human resource and administrative duties as well as improvements in management process.



Professor Frank F.K. TONG
Vice President, SAE Magnetics (H.K.) Ltd.

香港新科實業有限公司
湯復基教授

Professor Tong will present a
Case on Photonics Commercialization
14:15 - 15:00, October 22

Dr. Frank Tong (Fellow, IEE) obtained his PhD degree from Columbia University while performing his thesis work at MIT Lincoln Lab. After his graduation in 1987, he joined IBM Research, first working on blue-green emitting solid-state lasers for optical recording, and on multiwavelength optical communications modules and subsystems/systems for the optical communications group. Frank received numerous awards from IBM, including the prestigious IBM Outstanding Innovation Award in 1995. From 1996 to 2004, he was a Professor of the Information Engineering Department of the Chinese University of Hong Kong. In 2001, under a secondment arrangement, he joined the Hong Kong Applied Science and Technology Institute heading the Photonics Group. The research group along with the technologies developed was acquired by manufacturing giant SAE Magnetics, a wholly owned TDK subsidiary focusing in providing all range of storage solutions and products. Frank is currently heading the Optical Communications Component Group in SAE family, responsible for all passives, optical subassembly and transceiver lines of business.

Frank has been very active in community and professional activities. He has been an Associate Editor for *IEEE Photonics Technology Letters* from 1993 to 2004, and served as program chairman and technical committee member for numerous conferences. He has authored and co-authored over 160 papers and 10 patents. Frank has also served as consultants to several local and international companies, including Lucent Technologies in 2000.



Miss Janet W.C. WONG
Commissioner for Innovation and Technology
Commission

香港特別行政區政府創新科技署署長
王榮珍小姐

Miss Wong will present the
Introduction to Hong Kong's Technology Innovation
14:30 - 14:50, October 21

Miss Janet Wong assumed her present post as the Commissioner for Innovation and Technology in September 2009. Miss Wong joined the Civil Service as an Administrative Officer in 1980. She was promoted to Administrative Officer Staff Grade B1 in 2005. She headed the MC6 Co-ordination in 2004 before she took up the post of Deputy Secretary (Works) in 2006 in the former Environment, Transport and Works Bureau which became the Development Bureau upon the re-organisation of the Government Secretariat in July 2007.

Over the years Miss Wong has also worked in various Government bureaux and departments including the Civil Service Branch, Food & Environmental Hygiene Department and Home Affairs Department.



Professor Feng XING
Vice President, Shenzhen University

深圳大學副校長
邢鋒教授

Professor Xing will present the
Entrepreneurship Education in System Engineering
15:00 - 15:30, October 23

Professor Xing Feng is the leader of civil engineering at Shenzhen University. He is also the Vice President of Shenzhen University and the Director of Shenzhen Key Lab on Durability of Civil Engineering. He obtained his PhD from the Tsinghua University in 1992 and worked in the Hong Kong Polytechnic University and the University of California-San Diego as a Post-doctoral researcher and a senior research associate, respectively. His main research interests are structural durability, advanced constructional material, as well as the development of new types of concrete and their application. Based on the Performance and Reliability Based Service Life Design frame, he has made valuable contributions in the degradation of coastal concrete structures and applications. He has published more than 100 research papers. In 2009, he was awarded the National Science Fund for Distinguished Young Scholars by the National Natural Science Foundation of China.



Mr. Nicholas YANG
Chief Executive Officer, Hong Kong Cyberport
Management Company Limited

香港數碼港管理有限公司行政總裁
楊偉雄先生

Mr. Yang will give the
Welcome Address
13:00 - 14:15, October 22

In October 2003, Mr. Yang joined Hong Kong Cyberport Management Company Limited as the Chief Executive Officer. He is responsible for overseeing the development, management and marketing of the US\$2 billion Cyberport Project and formulating strategies for the company, a private limited company wholly-owned by the Hong Kong Government.

Mr. Yang has more than twenty nine years of general management, sales, marketing, strategic planning, consulting, and technology development expertise in various industries. He started his career in U.S. working for Intel Corporation in 1978 as senior design engineer. After graduating from Stanford Business School, he worked as a strategic management consultant for Bain & Company. In 1983, Mr. Yang left U.S. and came to Hong Kong, and worked for 16 years in Hong Kong and China as the Executive Director and Deputy Group Managing Director of Shell Electric Mfg. (Holdings) Ltd., focusing on investing and managing infrastructural and technology ventures. In 1999, Mr. Yang joined JDS Uniphase Corporation as Vice President of Asia in Strategic Planning and Sales & Marketing, specializing in fiber-optic telecommunication products. In 2002, he became senior consultant and director of several well-known venture capital and private equity investment firms.

Mr. Yang earned his BS degree in Electrical Engineering and Applied Mathematics from California Institute of Technology in the U.S. He also received MS degree in Electrical Engineering and an MBA degree from Stanford University.

Mr. Yang was born in Taiwan and is a permanent resident of Hong Kong.



Professor Matthew M.F. YUEN

Acting Vice-President for Research and Development, The Hong Kong University of Science and Technology

香港科技大學署理副校長 (研究及發展)
袁銘輝教授

Professor Yuen will convene the Panel Discussion on Commercialization of University Technologies
14:50 - 16:20, October 21

Professor Matthew Yuen is currently the Acting Vice-President for Research and Development at The Hong Kong University of Science and Technology (HKUST). He is also the President and Chief Operating Officer of the HKUST R&D Corporation. He serves also as the Director of the HKUST R&D Corporation subsidiaries in Guangzhou and Shenzhen. Academically, he is also the Head of the Department of Mechanical Engineering at HKUST.

Professor Yuen graduated from the University of Hong Kong with a 1st Class Honours in Mechanical Engineering and obtained his Ph.D. in Mechanical Engineering from Bristol University. He worked for GEC and Babcock & Wilcox in UK before returning to Hong Kong to lecture at the University of Hong Kong. He joined HKUST as one of the founding members of the Department of Mechanical Engineering in 1992. He had served as the Associate Dean of Engineering, the founding Director of the CAD/CAM Facility and the founding Director of the EPACK Laboratory at HKUST. He had served as the Director of the Technology Transfer Center at HKUST and Vice President of the HKUST R&D Corporation. Professor Yuen has published more than 150 papers in international journal and conferences. He has won Best Paper Awards from both the Institution of Mechanical Engineers and American Society of Mechanical Engineers. He was also a Commonwealth Fellow and a United Nation Industrial Development Organization Fellow. He is a Fellow of the Institution of Mechanical Engineers, UK and a Fellow of the Hong Kong Institution of Engineers.

His research interests include CAD/CAM/CAE (Featured-based modeling, Soft Object modeling and Collaborative Product Development) and Electronic Packaging (Interfacial delamination, MEMS Packaging and Molecular modeling).



Professor Bigong ZHANG

President, Shenzhen University

深圳大學校長
章必功教授

Professor Zhang will give the Welcome Address
14:00 - 14:05, October 23

President Zhang Bigong, is a professor in Chinese Classical Literature, and was born in Tongling, Anhui Province, China, on November 3, 1949. He currently serves as President of Shenzhen University (SZU) and Dean of SZU's Normal School.

In 1984, Zhang graduated from Beijing University with an M.A. degree in Chinese Classical Literature, and in the same year he started teaching at SZU. At SZU, he has been successively assigned to various posts from Deputy Dean of the Chinese Department, Dean of Chinese Culture and Communication, Director of the President's Office, Dean of the Normal School, Vice President of SZU, to President of SZU.

Professor Zhang is an Excellent Teacher of China, an honorary title awarded by the Ministry of Education and a renowned scholar in the field of Chinese Classical Literature. Now he is also SZU's academic leader in Chinese Classical Poetics and Literature, and receives a Special Subsidy from the State Council for outstanding academic achievements.

Professor Zhang has spent most of his lifetime in Chinese universities, dedicated to teaching, research and administration. He has endeavored to explore the ways of reform and innovation in Chinese Higher Education and has made great contributions to the promotion of SZU's international profile.



Mr. Luming ZHOU

Chairman, Shenzhen Association for Science and Technology

深圳市科協主席
周路明先生

Mr. Zhou will present the
Entrepreneurship Environment and Related Policy
in Shenzhen
14:30 - 15:00, October 23

Mr. Zhou Luming is the Chairman of Shenzhen Association for Science and Technology, China. He is a standing member of Shenzhen People's Congress. Mr. Zhou is also a guest professor at Shenzhen Graduate School, Tsinghua University.

Mr. Zhou Luming obtained his B.S from Huazhong Normal University and M. Ec from Tsinghua University. He was a teacher at South-Central University for Nationalities from 1984 to 1992. In 1992, Mr. Zhou entered the local government in Shenzhen. He was successively the Director for Departments of Legislative Affairs, General Office, Planning, and later on the Deputy Director-General of Shenzhen Science and Technology Bureau. Mr. Zhou participated in a series of planning, reform schemes, and policies making in the city's science and technology development. He is active in innovation research and has published 70 professional articles. His ideas on independent innovation have become influential in the research area of science and technology in China.

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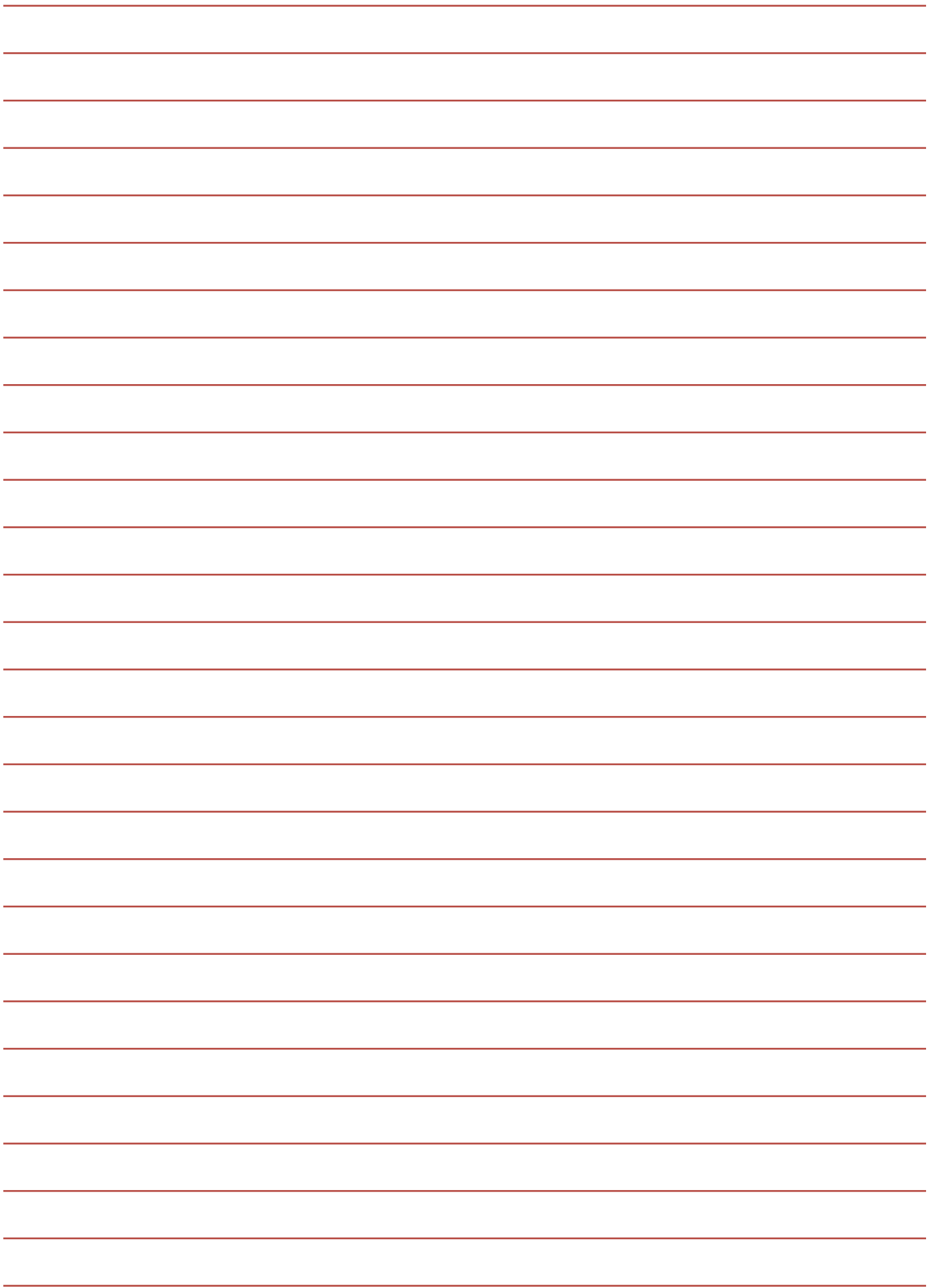
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Stanford Club of Hong Kong





Stanford Technology Ventures Program, Stanford University

史丹福大學科技創業計劃

<http://stvp.stanford.edu/>

Center for Entrepreneurship, The Chinese University of Hong Kong

香港中文大學創業研究中心

<http://www.cuhk.edu.hk/centre/entrepreneurship/>

Centre for Innovation and Technology, The Chinese University of Hong Kong

香港中文大學創新科技中心

<http://www.cintec.cuhk.edu.hk/>

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