



## **Luncheon Seminar**

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

- Date: Saturday, 5 December 2009**
- Time: 1:15 – 2:20pm (Refreshment 12:40 – 1:15pm)**
- Venue: Lecture Theater H (Lift 27, 28), HKUST**
- Speaker: Dr. Edmund Sun  
Chair Professor at Academia Sinica and co-PI of Foresight Taiwan**
- Topic: High Tech Entrepreneurship**

### **Bio-sketch of Dr. Edmund Sun**

After obtained M.S.EE and Ph.D. in Applied Physics, Electrical Engineering and Business Economics in California Institute of Technology, Dr Edmund Sun took an integral roles in technological development for General Electric and Hewlett Packard.

From 1981 to 2006, Edmund started 4 ventures, Weitek Corporation, C-cube Microsystems, Digital Video Systems, Inc. and C2 Microsystems, Inc. (3 of them are listed in NASDAQ). Being the innovator of video and graphics processing technology, he was recognized as one of the inventors of MPEG technology and he introduced compression and decompression chip used in satellite and cable broadcast, Video CD and DVD player/recorder. He created China VCD market by working with the China Ministry of Electronic, Tsing Hwa University and WanYen Electorics in Anhuei Province. In 1999, he received the Lifetime Achievement Award in DVD/MPEG technology during the European American DVD Summit conference.

After nearly twenty years of entrepreneurship, Dr Sun worked as the Visiting Professor at National Chiao Tung University business school and Beijing University Information technology graduate school in 2006. Currently, he is the Chair Professor at Academia Sinica and co-PI of Foresight Taiwan.

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

How do high tech ventures differ from ordinary ventures? What should you consider before starting up a new high tech company? What are the do's and don'ts for a high tech start-up?

As a successful and experienced entrepreneur, Dr Edmund Sun will share his views on entrepreneurship in different sectors of high technology industry. In this seminar, Edmund will give you a step-by-step guide on setting up a successful high tech venture.

**All are welcome!**

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

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