



Luncheon Seminar

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

Date: Saturday, 25 Sep 2010

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

Venue: Lecture Theater E (Lift 22), HKUST

**Speaker: Mr. Peter Yeung
General Manager
Microsoft Hong Kong Limited**

Topic: Enabling Social and Economic Transformation with Technology

Bio-sketch of Mr. Peter Yeung

As General Manager for Microsoft Hong Kong Limited, Peter Yeung oversees overall strategy, business operations and outreach for the company in Hong Kong. He leads an executive team responsible for Microsoft's business in Hong Kong including key customer organizations, business and marketing groups, and technical support and consultancy services.

A seasoned and respected industry veteran, Yeung has more than 30 years of IT and leadership experience running multinational IT companies in Hong Kong. Prior to the appointment as General Manager of Microsoft Hong Kong, Yeung served as Managing Director, Jardine OneSolution (JOS) since 2005, where he was responsible for the strategic planning and development of all of JOS's operations in Hong Kong, including Systems Integration & Provisioning and Technologies Management & Sustainment.

Before this, Yeung was Country Manager of the Hong Kong chapter of Digital Equipment, before Digital was acquired by Compaq in 1998. Subsequently named Managing Director of Compaq Computer HK, he was again appointed as Managing Director of the Hewlett-Packard Hong Kong office following Compaq's 2002 merger with Hewlett-Packard.

Mr. Yeung holds a Bachelor of Social Sciences degree from the University of Hong Kong.

Synopsis of the talk:

Mr. Peter Yeung, general manager of Microsoft Hong Kong and a respected veteran of the information and communications technology (ICT) industry, will discuss Microsoft business strategies and the opportunities and challenges facing this sector. Mr. Yeung will cover the importance of innovation to knowledge economies, and the role of the ICT industry in driving innovation and transforming businesses. In particular, he will discuss the development of cloud computing and its future role in supporting different industries and the socio-economic development of communities around the world. He will also explore the importance of corporate social responsibility (CSR) to businesses, drawing on examples of Microsoft's own CSR philosophy and vision to help people of all walks of life – from young entrepreneurs to the unemployed -- to realize their potentials through the power of technology. On a more personal note, Mr. Yeung will share his 30 years of experience and the ups and downs he sees in the ICT industry.

All are welcome!

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

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