

ENTREPRENEURIAL TALK SERIES

Introduction

UTAR Entrepreneurial Talk Series seeks to inspire people with the views and valuable sharing of accomplished entrepreneurs.

Focusing on leadership and business issues pertinent to our global landscape today, the talk series serves as an enriching platform for inspiring entrepreneurs.

The talk series is delivered by individuals who have demonstrated impeccable leadership and have made significant contributions in their respective fields to society. It will be a tremendous opportunity for audiences to draw on the foresight, knowledge and experiences of these distinguished speakers.

Mr Pua Khein Seng



Mr K.S. Pua graduated with a Bachelor of Electrical Control Engineering Degree with Honours in 1997 from National Chiao Tung University (NCTU), and obtained his Master of Electrical and Control Engineering in 1999 from the same university.

Mr K.S. Pua is the Chairman and CEO of Phison Electronics Corporation, Taiwan, which designed and produced the world's first single chip USB flash controller. Under his leadership, the company has become a worldwide leader in controller technologies related to USB flash drive as well as flash memory cards and due to exceptional engineering strength the company is able to deliver competitive solutions of USB flash drive, SD/MMC cards, PATA/SATA SSD, security and embedded solutions.

Phison Electronics, which was established in November 2000, has made its way into the world market. Mr K. S. Pua has won many awards and accolades for his contributions to Taiwan industries. Among them are:-

- Become a Fellow of Chinese Society for Management Of Technology in 2009
- ERSO Award 2009 of Pan Wen Yuan Foundation
- The Outstanding Young Malaysian Awards 2008 (TOYM Award 2008)
- Entrepreneur Of The Year 2008 (Taiwan) from Ernst and Young Group
- The President Award of National Management Excellence Award 2006
- 2006 Dr. Horiba Entrepreneur Award from AABI (Asian Association of Business Incubation)
- Outstanding Young Manager Award of Hsin Chu, Taiwan, 2005
- Outstanding Young Entrepreneur Award of Taiwan Business Awards, 2005

Programme

- Arrival of guests
- Welcome speech by YBhg. Ir. Professor Academician Dato' Dr. Chuah Hean Teik, UTAR President
- Talk title: "Driven to Success" by Mr Pua Khein Seng, Chairman & CEO, Phison Electronics Corp, Taiwan
- Q & A Session
- Closing

Free Admission

Date/Time

**4 February 2012,
2.30pm-5pm
(Saturday)**

Venue

**UTAR PJ Campus
Building PD (011)
No.9 Jalan Bersatu 13/4
46200 Petaling Jaya
Selangor**



Soft Skills Point Claimable!

For enquiries and registration, kindly contact:

Ronnie/Vincent/Ivy at Department of Consultancy and Commercialisation (DCC), PJ Campus.
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