

Online Registration

Please register on or before
24th June 2016, Friday



Bridging IOT and Industry 4.0 Innovation to China

Speakers:	Prof. Michael Sung, Adjunct Associate Professor, Department of Electronic & Computer Engineering, HKUST CarbonBlue Innovations, Managing Director
Date:	24th June 2016, Friday
Time:	4:00 pm – 4:45 pm (Registration starts at 3:45 pm)
Venue:	Room 501 – Room 502, 5/F, Photonics Centre, 2 Science Park West Avenue, Hong Kong Science Park, Shatin, Hong Kong
Language:	English
Online Registration:	http://www.astri.org/registration-form/?pid=19552

Speaker's Biography



Prof. Michael Sung is a high-tech innovator and entrepreneur, and has started a number of successful ventures in the advanced materials and semiconductor industries, and is a recognized expert in diamond/LED/CMP technologies. He has a proven track record in building start-up companies from the ground up, capable of leading early-stage R&D development through large-scale manufacturing build out to profitability. Prof. Sung has a strong focus in intellectual property strategy and technology roadmap development. He has lead various high-profile technology joint-development projects between the US/Taiwan into China and Japan.

Prof. Sung is focused on developing the innovation and entrepreneurship ecosystem at HKUST as well as in Greater China by providing linkages to key technology innovation centers around the world. A regular invited speaker at technical conferences and industry events, Prof. Sung is the author of over 10 patents & 50 conference/journal papers. He has received various awards for technology entrepreneurship including Jiangsu Province's Innovation and Entrepreneurship Talent People and MIT Enterprise Forum's Most Visionary Technology Award. Prof. Sung received his Ph.D in EECS while working at the MIT Media Lab/CSAIL and also has an advanced financial engineering degree from MIT Sloan Business School.

Abstract

The Internet-of-Things (IOT), Industry 4.0, semiconductor, and robotics/automation industries are all coming of age with advances in mobile, sensor, low-power IC, cloud, and big data technologies reaching maturity and critical mass. The unique characteristic of this emerging innovation revolution in hardware is the fact that these technologies need to be physically manufactured, so the world's electronic and product manufacturing ecosystem in Shenzhen/Pearl River Delta has become the epicenter for both driving the development/manufacturing as well as the market adoption of these products.

Connecting to China has thus become an essential imperative for international companies and startups around the world, but there are major issues in IP protection, business culture norms, and the lack of transparency on how to effectively access the resources and opportunities in China. This seminar, will outline the strategies to develop a new class of hybrid companies that combine the best features from the west and east: bleeding-edge innovation from abroad coupled with the ability to truly operate locally that can navigate and access the supply chain/governmental resources/huge market potential of China.

With the addition of design-for-manufacturing and crowdfunding platforms that all innovators around the world can now leverage, there has been a huge innovation explosion of smart devices coming on-line in just the last few years. This seminar will also give a whirlwind tour of the latest trends of innovative connected devices developed abroad and within China. We will explore the sophistication of new connected product offerings, shifting gradually from the predominant physical gadgets that exist today to actually useful services that enable the richness of human interaction. We are living at an exciting inflection point in history, where the next vanguard of smart device innovation will finally touch upon the promise of a truly connected world of everything.