

# Starting up a Successful Business

**Speaker: Dr. Carter Tseng**  
**Founder & CEO of the Little Dragon Foundation**

**Time:** 10/6/03 (Monday) 6:30 PM

**Place:** Formosan Restaurant

1655 S. De Anza Blvd. (at Prospect), Cupertino, CA

Tel: (408) 257-1120

**Host:** NATEA SIG - Entrepreneurship

**Fee:** W/ Dinner: NATEA member \$15, Non-member \$20

## Abstract

There were many new businesses started before. But only a few were successful. And there are more entrepreneurs just about starting their new businesses and are not sure how to get started.

In this seminar, Dr. Tseng, a very successful entrepreneur, will share with us his success story building one of the first IPO'ed companies, Microtek in Taiwan. He will touch key success factors in the areas of motivation, vision, mission, business model, business plan, and establishing a competitive advantage by creating core competence, plus DOs and DONT's when starting up a company. He will also talk about winning strategies on product, people and market.

Being a long time investor in Asia market, Dr. Tseng will also share with us his perspective on investment environment and reality in Taiwan and China.

With Dr. Tseng's experience, credential, and track record, this seminar will be very interesting and helpful to those who work up the courage and want to create a successful business and career for himself/herself.

## About The Speaker



Dr. Carter Tseng ([tsengabc@public.bta.net.cn](mailto:tsengabc@public.bta.net.cn)) has over 20 years of experience in the highly competitive Information and Communication Industries. A founder, Vice Chairman, and CEO of E-Tech, Inc, a world leader on communications and information transfer technology, Dr. Tseng was also a founder and EVP of Microtek Inc, one of the first and most successful IPO companies based in Taiwan's highly prestigious Science Park.

Prior to returning to Taiwan, Dr. Tseng spent over 10 years in USA based companies such as Lockheed, Xerox, and NRL where he held increasingly responsible positions in such areas as system design, technical marketing and Hi-Tech enterprise management. As a skillful negotiator, Dr. Tseng has used his skills and entrepreneurial talents to secure many highly lucrative OEM, ODM, and distribution contracts with large globally present concerns such as Siemens, Philips, Hitachi, GEC, Data I/O, Panasonic, Rockwell, and NEC etc. to name but a few.

After graduating with a B.Sc. in electrical engineering from National Taiwan University in 1970, Dr. Tseng went on to earn Masters, then Doctoral degrees in computer science and Electronics Engineering from UCLA. Dr. Tseng holds patents such as for Keyboardless Input Method, and has been active in publications.

Presently in addition to his responsibilities as founder & CEO of the Little Dragon Foundation, whose mission is to guide entrepreneurs of tomorrow, Dr. Tseng also holds seats on the board of several high technology enterprises and educational organizations. He serves as Vice Chairman of Arlotto Comnet, Inc. and Prime View International and director of AIPTEK and Arima. He also serves on the technical advisory board of Industrial Technology Research Institute, the Review Committee of the National Science Council, and the Oral Committee of National Chao Tung University.

Dr. Tseng is the member of “Committee of 100 ” and Co-founder of ECO Foundation. He is an adjunct professor at City University of Hong Kong, Adjunct professor of the University of Alberta/Canada, Consultant Professor at Shanghai University, and CEO Training Professor of Tsing Hua University. He is also the founder of the Organization for Chinese-American Entrepreneurs Advisory Network (OCEAN) and Co-founder of Monte Jade Science & Technology Association.

Dr. Tseng is very happily married with one daughter and presently divides his time between Beijing and Taiwan in order to fulfill his many duties and commitments.

### 曾憲章博士

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曾憲章博士，祖籍福建，1948年生，1970年畢業於台灣大學獲電機學士，1976年畢業於美國加州大學獲電腦博士學位。在美期間服務於高科技中心－矽谷的PARC (XEROX的研究中心)，1980年回台灣，在新竹科學園區創立全友電腦 (MICROTEK)，於1988年上市，在掃描儀市場佔有率，全世界第一位，成為台灣新竹科學園區第一家高科技上市公司，並培育了近百位高科技企業經營管理人才。

曾博士目前擔任新竹科學園區鼎賀副董事長及天瀚、華宇、元太等公司董事，從事高科技企業的經營及策略聯盟，並兼任加拿大 Alberta 大學客座教授、香港城市大學客座教授、北京清華大學總裁培訓班教授、上海大學顧問教授、天津南開大學、四川大學及成都電子科大客座教授。同時亦擔任天津市政府經濟顧問、天津泰達經濟技術開發區 (TEDA) 高級顧問及天津市電子儀表局高級顧問。兼任四川郎博西部中小企業研究院名譽院長。

曾博士成立「曉龍基金會」負責培訓中國大型企業經營管理人才，較著名的有天津中環電子計算機公司、天津通信廣播公司、深圳 TCL 電腦及 TCL 通訊、北京東方電子集團等大型上市公司。引進卡內基培訓課程及全球華人競爭力基金會，推動軟件 CMM 認證及 6 SIGMA 質量管理，大幅度提升中國各企業的競爭力。

曾博士是美國百人會(Committee of 100)的成員，也是美國玉山(Monte Jade)科技協會及四海(OCEAN)創業諮詢協會的創辦人之一，協助中美兩岸三地華人創業。2000年成立益客(ECO)基金會，在北京、四川、雲南等地大量種樹造林。

曾博士不僅是位高科技企業的經營者，也是人力培訓的熱愛者及執行者。目前擔任「曉龍基金會」執行長，提供數百名大學生獎助學金，及擔任「南開國際管理論壇」執行主席。

## 簡 歷

<b>學歷:</b>	台灣大學電機學士	(1970)	
	美國加州大學電腦碩士	(1973)	
	美國加州大學電腦博士	(1976)	
<b>經歷:</b>	美國Lockheed Aircraft Co. 高級設計工程師	(1973 – 1974)	
	美國Intermetrics Inc. 高級顧問工程師	(1974 – 1975)	
	美國Xerox專案經理	(1976 – 1980)	
	新竹科學園區全友電腦創辦人及執行副總	(1980 – 1988)	
	新竹科學園區東怡科技創辦人,總經理及副董	(1989 – 1997)	
<b>現任:</b>	美國百人會		會員
	ChinaLab(加速孵化器)		創辦人
	曉龍基金會(教育&創投)		創辦人兼執行長
	鼎賀科技(LAN & Optical Ethernet)		副董事長
	天瀚科技(DSC),元太科技(LCD),華宇電腦		董事
	工研院電通所		產業技術顧問委員
	交通大學		論文指導及口試委員
	加拿大Alberta大學,香港城市大學		Adjunct教授
	天津南開大學,四川大學,成都電子科大		客座教授
	上海大學,福建師大		顧問教授
	北京清華大學		總裁培訓班教授
	四川郎博西部中小企業研究院		名譽院長
	天津市政府		經濟顧問
	南開國際管理論壇		執行主席
	天津市電子儀表局及TEDA		高級顧問
	美國 OCEAN 創投及玉山科技		創辦人之一

(Organization for Chinese-American Entrepreneurs' Advisory Network)

**專利:**「無鍵盤式輸入法」、「汽車變速箱桿系」等

**著作:**「8086/8088微電腦系統設計 - MICE-II 工作原理與實習」、「電子計算機概論」、「微算機原理」等

**發表:**「高科技產品之市場定位策略」、「微電腦產品的工程規劃與管理」、「國際市場的開拓與策略」等