SRII/Tsinghua University Special Program

“Innovating Entrepreneurship for Digital Economy”

June 27—July 1, 2016
Tsinghua University, Beijing, China

This is a special course designed for young entrepreneurs and experienced professional to provide a much deeper understanding of major sectors of global economy and their major challenges and opportunities and how digital solutions and services (Cloud, Mobile, Big data, IoT, Social, Security) can help address and those challenges and opportunities.

This course also prepares students to start building solutions while they are still studying at university.
The course outlines to include the following:

- **Historical perspectives on “Evolution of Digital Economy”**
  - Agriculture Economy
  - Industrial Economy
  - Internet Economy
  - Knowledge Economy

- **Major Sectors of Digital Economy: Challenges & Opportunities**
  - Manufacturing
  - Healthcare
  - Financial
  - E-Commerce
  - Government
  - Agriculture
  - Education
  - Smart City

- **Major advances in Digital Technology:**
  - Cloud Computing
  - Big data analytics
  - Mobile Services
- Security
- Social Networking
- Internet of Things

- Innovation process/methodology/strategy
- Innovation: Startups companies vs large established companies
- Startups Ecosystem/Funding: Different models
- Innovation Global Ecosystem: Industry, Academia, Government partnership
- Digital Economy Innovation for Developed Economies vs Emerging Economies

This course will be taught by industry experts as well as key leaders from academia, research and government organizations from around the world. This course will discuss the specific case studies of various industries and how “digital innovation” is transforming major sectors of global economy.
Program speakers will include the following key leaders from industry, academia, research and government organizations from around the world:

Kris Singh,
President & CEO at SRII, Silicon Valley, CA, USA
https://www.linkedin.com/in/singhkris
Subject: “Innovating Entrepreneurship for Digital Global Economy”
Invited Speakers will include:

Yan Chow, MD, MBA
Physician Executive & Technology Innovator,
Silicon Valley, CA

https://www.linkedin.com/in/yanchow

Subject: Innovating Healthcare Services
Jonathan Reichental

Chief Information Officer (CIO), Palo Alto, California

https://www.linkedin.com/in/reichental

Subject: Innovating Smart City
Krijn Poppe
Research manager and Senior Economist, Netherlands

https://www.linkedin.com/in/krijnpoppe

Subject: Digital Innovation for Agriculture & Food Safety
Xiaowei Shen

CTO of IBM Greater China Group,
Director of IBM Research - China

https://www.linkedin.com/in/xiaowei-shen-7340142

Subject: Innovating Cognitive Computing
Alexander Pflaum
Fraunhofer Research
Friedrich-Otto-Universität Bamberg, Germany

https://www.linkedin.com/in/alexander-prof-dr-pflaum-3ab0b535/en

Subject: Innovating Digital Supply Chain
Freimut Bodendorf

Director, Institute of Information Systems at
University of Erlangen-Nuremberg

https://www.linkedin.com/in/freimut-bodendorf-66145b56/en

Subject: Innovating Digital Commerce
Alok Batra
CEO at Atomiton, Silicon Valley, CA

https://www.linkedin.com/in/alokbatra

Subject: Innovating IoT Solutions & Services
Truls Berg

Innovation Forum Norway

https://www.linkedin.com/in/trulsberg

Subject: Innovating Nordic Economy
Jay Lee
Professor, Univ. of Cincinnati & Director of NSF I/UCRC IMS Center

https://www.linkedin.com/in/jay-lee-116ba59

Subject: Innovating Digital Manufacturing
Qiang Shen
Technology Entrepreneurship & Innovation Advocate
Microsoft Startup Accelerator
Beijing City, China

https://www.linkedin.com/in/qiangshen

Subject: Startup Ecosystem Innovation
Vivian Lu

Deputy Director, Big Data Research Center, Tsinghua University, Beijing

Subject: Innovating Big Data & Predictive Analytics
Amy Wang: President of A. Brain Consulting/CEO of China Manufacturing Management International Forum (CMMIF)

Subject: “Innovating Manufacturing Economy for China”
Paul Iske: Professor at the School of Business and Economics, University Maastricht, Netherlands

Subject: FinTech Disruption