

Seminar :

IT Consulting in Asia

Guest Speaker: Thomas Knierim

Date: 2 May 2007, Wednesday

Time: 7:00pm-8:30pm

Venue: Y402, 4/F, Y Core, The Hong Kong Polytechnic University

Language: English

****Free Admission****

Abstract

Thomas Knierim has been working as a software entrepreneur and consultant in Asia since 1993. He is based in Thailand where he currently works with local and international clients. Thomas will give a talk about the practical considerations of running a consulting business in Asia. Among the topics that will be addressed are: requirements for a successful consulting practice, marketing strategies, client relationships, and cultural peculiarities in Asia. Some specific types of IT consulting will also be discussed, including software consulting, media/web development, and outsourcing services. Finally, the advantages and challenges of marketing professional services on the Internet will be considered.

Bio of the Speaker

Thomas Knierim studied Electrical Engineering at the University of Wuppertal, Germany from 1987 to 1989 and subsequently moved to Kaiserslautern to study Informatics at the Technical University. He passed his final examination in 1991. After working with machine translation, CBT, and artificial intelligence for two years, Thomas moved to Bangkok, Thailand in 1993. There he worked in the role of CTO and co-founder of SoftControl Ltd., a local IT company. In 1996, he established another company, P&T Software Systems, which specialises in software and web development. Thomas served as Managing Director of this company until June 2002. Currently, Thomas works as an independent consultant for various international accounts, mainly in the area of software design and web development.

Online Registration: <http://www.mic.polyu.edu.hk/seminar/>

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