UC Berkeley EMBA Program Selects Tamkang for On-Site Learning: Chee Ching, Khein-Seng Pua, and Cheng-Kuang Lee Share Insights on AI Strategic Development

Campus focus

On the afternoon of June 2, a group of 28 faculty and students from the Executive MBA (EMBA) program at the Haas School of Business, University of California, Berkeley (UCB), visited Tamkang University's Artificial Innovative Intelligence College. Led by EMBA course professor Dr. Janine Lee, they attended a session featuring 3 leading figures in Taiwan's AI industry: Dr Chee Ching, President of Far EasTone Dr. Khein-Seng Pua, Founder of Phison Electronics and Dr. Cheng-Kuang Lee, Tech Leader at Nvidia AI Technology Center-Taiwan. The speakers shared insights on the latest AI application trends, industry outlooks, and Taiwan's practical achievements and forward-looking strategies in AI development.

The visit was part of UC Berkeley's "Seminars in International Business" (SIB) EMBA course. Accompanying Dr. Lee were Course Director Justine Roades, Teaching Assistant Angela Liu, and 25 EMBA students, with Tamkang students also joining the event online. Dean Tzung-Hang Lee—an alumnus of UC Berkeley and Dean of Tamkang's Colleges of Engineering, Artificial Innovative Intelligence, and Precision Healthcare—remarked that being the only designated academic visit site in Taiwan for the UC Berkeley EMBA program reflects a strong recognition of Tamkang's AI education capacity and industry-academic collaboration. He also noted that the welcome banquet on June 1 was attended by Director-General Dr. Yu-Jiuan Lee of the Ministry of Education's Department of International and Cross-Strait Education and Mayra Alvarado, Deputy Chief of the Economic Section at AIT, underscoring the significance both Taiwan's Ministry of Education and the American Institute in Taiwan placed on the UCB visit.

The session took place in the reality field of the Artificial Innovative Intelligence College and was moderated by Dean Lee. It featured 3 corporate leaders and strategic partners of the college, all of whom are deeply

engaged in AI and digital transformation. Drawing from their practical experience, the speakers offered strategic perspectives and insights into enterprise-level AI adoption, helping UCB students better understand key developments in technology and industry trends.

Dr. Khein-Seng Pua, one of the inventors of USB and founder of Phison Electronics, opened the session with a presentation titled "AI for Everyone: Democratizing Edge AI with Phison's aiDAPTIV+." He introduced Phison's AI storage solution "aiDAPTIV+," emphasizing the crucial role of sufficient memory storage in enabling localized AI. Unlike traditional GPU-dependent systems that require high-speed connectivity, aiDAPTIV+ utilizes SSDs as memory to address capacity limitations in AI computing. This innovation, he explained, is one reason Phison is part of Nvidia's supply chain.

Dr. Cheng-Kuang Lee of Nvidia gave a sweeping overview of AI's evolution—from image recognition and language-based algorithms to generative AI, deep learning applications in medical and industrial imaging systems, autonomous vehicles, AI agents, digital twins, quantum simulation, and the construction of virtual worlds. He presented a comprehensive and engaging explanation of the interplay between virtual and real-world applications and invited UCB students and faculty to connect with him for further discussion.

Dr. Chee Ching, President of Far EasTone (FET), predicted that companies would increasingly develop their own on-premise AI systems or adopt the broader concept of sovereign AI—a vision heavily advocated by Nvidia's Jensen Huang. "As AI becomes more widespread and the talent gap narrows, this trend is inevitable," she said. She further explained FET's efforts in integrating "big data, AI, and IoT" to drive enterprise transformation. She cited real-world use cases of their 5G services, such as telecom fraud prevention and remote healthcare consultations.

The UCB faculty and students showed great interest in the speakers' discussions, which spanned technical and applied perspectives on AI in Taiwan. They asked numerous questions and actively interacted with the speakers. Topics discussed included AI's impact on carbon footprints,

global competition, shared value in AI, and Taiwan's hardware ecosystem. The session ran over 40 minutes beyond its scheduled time due to the enthusiastic engagement.

Dean Lee concluded by emphasizing Tamkang's longstanding commitment to the university development vision of "AI+SDGs=∞" and "ESG+AI=∞." Through hands-on field applications and immersive learning, Tamkang is building an AI education platform that blends deep theory with broad applications. He expressed Tamkang's intent to continue strengthening partnerships with top global universities and industry leaders.


5. Responsible AI
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