

## DIALOGUE OF GREAT MINDS THIS SATURDAY

英文電子報

The Industrial and Business Friendship Club of TKU Alumni is hosting a series of events entitled “Dialogue with Great Masters”. The first will be held at TKU’s Taipei campus at 4:00 p.m. this Saturday (March 13). The ‘great masters’ that are Chen Fei-lung, a TKU alumnus and the Chairman of Nan-chiao Group and Chen Ding-ko, the Dean of TKU’s College of Management. They will be talking about the strategies of grasping new directions on market trends in the 21st century.

The idea of establishing this club was initiated by Dean Chen who also inaugurated it not long ago. Despite its young age, the club is developing into a full-fledged organization and has already hosted several successful events in which many outstanding alumni who work in various industries and businesses were invited. Stemming from these events, the Academic Activity Team of the club put forward the concept of arranging a series of talks having these alumni and other accomplished entrepreneurs engaging in a dialogue on specific issues.

The speakers of the first dialogue, Chen Ding-ko and Chen Fei-lung are both accomplished in their individual fields. The former is the first person that earned an MBA degree from a Taiwan local university whereas the latter is a pioneer in Taiwan in terms of branding and creating market trends. This meeting between an entrepreneur and an academia will surely sparkle some heated debates.

The participants of the events are mostly invited alumni and students on TKU’s EMBA program however, all other alumni and students are also welcome. There will be a dinner reception for members of the association after the discussion.