Dr. Bee Leng Chua
Global Entrepreneurial Trends: Who are Starting Businesses around the World and Why

BEE LENG CHUA, PhD. is the current Executive Director of HiBEAM, a not-for-profit organization created to help launch and build promising early stage Hawaii technology, biotechnology and life sciences companies by providing expert professional advice and access to funding sources. Dr. Chua was the first executive director of the Entrepreneurship Center in the College of Business Administration at HPU where she launched the school's first business plan competition and the Stanford Innovation Tournament @ HPU. Prior to working in Hawaii, Chua was the founding director of the Center for Entrepreneurship at The Chinese University of Hong Kong and also a teaching faculty member. Her goal is to build an Asian strategy for HiBEAM enabling its portfolio companies to raise funds, find new markets and customers, as well as business and research partners. In 2011, she launched the Hawaii Tech Asia program for HiBEAM to bring Hawaii technology companies to Asia to meet prospective investors, customers and strategic partners. Dr. Chua is also with the Global Entrepreneurship Monitor (GEM) Strategic and Outreach Staff responsible for National Team Recruitment. GEM is the largest study on early stage entrepreneurial activity in the world. She led the GEM Hong Kong research team from 2002 to 2007 while at The Chinese University of Hong Kong. She served on the Advisory and Vetting Committees of the Hong Kong Government’s Cyberport IncuTrain Centre (www.cyberport.hk), as a mentor in the Incubation Centre of the Hong Kong Science and Technology Parks and as an assessor with the Small Entrepreneur Research Assistance Programme (SERAP), Innovation and Technology Commission (ITC), in the Hong Kong Government.

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