



WSC 2001 Edward ZENG

Founder & CEO
Sparkice.com

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Edward Zeng is the Founder and CEO of Sparkice.com, a leading China based Internet and eCommerce company. Mr. Zeng has been recognized as one of China's pre-eminent "netrepreneurs" by TIME magazine in 1998, he has been named a Future Leader for Tomorrow by the World Economic Forum in 1998, and was a keynote Speaker at the Fortune 500 Shanghai summit last month. Mr. Zeng remains one of the most influential entrepreneurs in the emerging global ecommerce business to, from and within China.

Mr. Zeng is also involved in IT and eCommerce policy making and theory publishing within the Chinese government, TsingHua Business School, and many leading Chinese media sources. As the founder of the Internet cafe franchise in China, Mr. Zeng created the first generation of Business to Consumer open platforms in China and was the subject of numerous media reports, (including CNN, Business Week, Newsweek, Wired, etc..) and foreign dignitary visits. Mr. Zeng has also received strong support from the highest governmental leaders in China government leaders including President Jiang Zemin, Premier Zhu, and DPM, Lie lancing.

Edward Zeng was born in Beijing on January 5, 1963

Education:

1980-1985, BA in Applied mathematics at Tsinghua University, Top Prize Winner in 1985

1985-1986. MBA in IT Management at TsingHua University,

1986-1987, MA in advanced western Economics Sponsored by leading American institutions such as Harvard, Stanford, Michigan, MIT, and UCLA

1989-1990, MA in Finance at University of Toronto, scholarship winner.

Experience:

Project director of several programs for the National Information Center of China National Planning Committee, including "The Establishment and Analysis of the China National Macroeconomics Database ", and also published several books on Chinese economics and government policy. After joining the China National Information System Establishment, Mr. Zeng published over fifty articles in well-known newspapers and journals in the PRC. In 1989, Mr. Zeng went to Canada to study Finance & Economics at the University of Toronto, after which he was appointed project manager for the Canada-America Comprehensive National Power Competition Project by the Canadian government.

In 1991, Mr. Zeng started his business career, establishing several computer and International Trading Companies. Sparkice Asian Co. was established in 1993, specializing in financing Chinese-based companies for reverse take-overs on North American stock exchanges. He was also Managing Director of several large Canadian public Companies. During this period, Mr. Zeng created the Chinese-English Wanwei Network, the general agent for InternetPhone in the Chinese market. He also established two large direct-to-home satellite companies, Alpha Star and Tee Com., bringing Chinese-language TV programming to North America

In 1995, Mr. Zeng returned to China and established Sparkice Information System Engineering Co. Ltd., which in 1996 became Unicom-Sparkice, after forming a joint venture with China-Unicom. In the same year, Mr. Zeng opened the first Internet Cafe in China. There are, as of November 1999, 10 Sparkice cafes in Beijing, 2 in Tianjin and one under construction in Shanghai, making the Internet cafe chain the first and the largest e-commerce, marketing network in China.

In 1997, Mr. Zeng initiated the first global Chinese commercial interactive network. The Dragon Pulse network provided the tools necessary for Chinese-speakers worldwide to fully participate in the international business arena. In June 1998, U.S. President Bill Clinton, and Jiang Zemin, President of the People's Republic of China endorsed Dragon Pulse in a signing ceremony.

On May 20th, 1999, Mr. Zeng led Sparkice as it launched its e-commerce activities with a vision to become the leading builder and operator of interactive marketplaces for global e-Commerce to, from and within China in both the business to consumer, and business to business spheres.