

伍沾德博士

榮譽工商管理學博士

贊辭

伍沾德學長祖籍廣東台山，出生於美國，幼年返國後就讀於香港嶺南小學、廣州嶺南大學附中及嶺南大學。伍學長曾出任嶺南大學香港同學會主席、嶺南大學校董及嶺南教育機構成員，致力發展嶺南教育事業。1987年，伍學長向國家教育委員會申請於廣州嶺南大學原址復校，以實現其「嶺南教育，重現康樂」的宏願。1989年，嶺南（大學）學院成立，伍學長出任第一屆董事會主席，帶領學院發展為名列前茅的中國商學院。

伍學長最為人所樂道的成就，是創辦譽滿天下的美心餐飲王國。1956年，伍學長與兄長伍舜德先生在中環開設法國式美心餐廳，為香港華人涉足西餐走出成功的第一步。1970年，伍學長為大阪萬國博覽會香港館提供廣東小菜和點心，贏得讚譽，奠定美心在香港經營中菜的基礎。伍學長以「三益」為經營宗旨，將美心發展為香港首屈一指的飲食名牌。今天的美心以70多個品牌，590多家店舖，每日為逾54萬人服務。

1979年中美達成通航協議，從北京直飛三藩市的航機須要配餐，中國航空當局通過香港新華社找伍學長幫忙。當時中國未有中外合資的經驗，伍學長奔走兩地，終於和北京航空當局組成中國第一家中外合資企業「北京航空食品有限公司」，並獲得中國外資管理委員會頒發「外資審字[1980]第一號」證書。伍學長引進一條以美國機器運作的生產線，如期在1980年5月開業配餐。伍學長後來將北京的成功經驗應用到上海、大連、青島、廈門、深圳、海口、成都、南京、寧波和蘭州等地的機場，協助中國民航事業走上現代化的道路。

2008年，中國企業改革發展研究院為表揚伍學長對中國改革開放的卓越貢獻，頒予「中國改革開放30年十大突出貢獻人物」榮譽稱號。香港特別行政區政府亦先後於2001年和2009年頒予銀紫荊星章和金紫荊星章，以嘉許伍學長在推動香港飲食業和旅遊業方面的傑出成就。

伍沾德學長多年來致力實踐「作育英才·服務社會」的嶺南精神，為國家、為香港、為嶺南作出了無私的貢獻，可謂嶺南人的傑出典範。校監先生，本人謹恭請閣下頒授榮譽工商管理學博士銜予伍沾德學長。

由劉智鵬博士撰寫及宣讀

Dr James Tak Wu *GBS, SBS, HonHD*

DOCTOR OF BUSINESS ADMINISTRATION *honoris causa*

Citation

A native of Taishan, Guangdong, Dr James Tak Wu was born in the US and returned to his home country when he was a child. He studied at Lingnan Primary School in Hong Kong, Guangzhou Lingnan University Affiliated Secondary School and Lingnan University. Dedicated to furthering Lingnan's educational goals, Dr Wu served as Chairman of the Lingnan University Hong Kong Alumni Association, a member of the Lingnan University Council and a member of the Lingnan Education Organization. In 1987, Dr Wu submitted an application to the State Education Commission to reopen Guangzhou Lingnan University at its original location, so as to fulfil his wish of "reviving Lingnan education at Kangle Village". Lingnan (University) College was established in 1989, and Dr Wu became Chairman of the first Board of Trustees, leading the college on its path to become one of the top business schools in China.

Professionally, perhaps Dr Wu's most celebrated achievement is his founding of the renowned Maxim's food and beverage kingdom. In 1956, Dr Wu and his brother Mr S. T. Wu opened a French-styled Maxim's Restaurant in Central, which was the first step for Chinese businesses in Hong Kong to get a footing in Western catering. In 1970, Dr Wu won acclaim for providing Cantonese dishes and dim-sum for the Hong Kong Pavilion at the Osaka World Expo, laying the foundation for Maxim's to operate Chinese cuisine business in Hong Kong. With "Triple-Win" as his business mission, Dr Wu developed Maxim's into a top catering brand in Hong Kong. Today, Maxim's serves more than 540,000 people every day through more than 70 brands and over 590 shops.

In 1979, when China and the US reached an air transportation agreement, there was a need to provide catering services on direct flights from Beijing to San Francisco. China's Aviation Authority solicited Dr Wu's support through the Xinhua News Agency in Hong Kong. At that time, China did not have any experience in Sino-foreign joint ventures. Travelling back and forth between Hong Kong and the Mainland, Dr Wu set up Beijing Aviation Food Company Limited in partnership with the Beijing's Aviation Authority, the first Sino-foreign joint venture in China, receiving the first joint venture certificate, "Wai Zi Shen Zi [1980] No. 1", from the China Foreign Investment Regulatory Commission. Dr Wu introduced a production line operated by US-made machines, and the flight catering service was launched in May 1980 as scheduled. The successful experience he gained in Beijing was subsequently applied to other airports in China, including Shanghai, Dalian, Qingdao, Xiamen, Shenzhen, Haikou, Chengdu, Nanjing,

Ningbo and Lanzhou. This helped China's aviation industry progress along the path to modernisation.

For his remarkable achievements, Dr Wu was honoured as one of the "Top Ten Outstanding Contributors in China's 30 Years of Reform" by China Enterprise Reform and Development Institute in 2008. He was also awarded the Silver Bauhinia Star and the Gold Bauhinia Star by The Government of the Hong Kong Special Administrative Region in 2001 and 2009 respectively, in recognition of his outstanding achievement in enhancing the catering and tourism industries in Hong Kong.

Over the years, Dr James Tak Wu has been committed to practising Lingnan's motto of "Education for Service". He has made voluntary contributions to our country, to Hong Kong and to Lingnan, and is a truly distinguished model for Lingnians. Mr Chancellor, may I present Dr James Tak Wu to you for the conferment of the degree of Doctor of Business Administration *honoris causa*.

Written and delivered by Dr Lau Chi-pang