



## Press Release

*[For Immediate Release]*

# **Dr Lui Che-woo Chairman of K. Wah Group visits Peking University to share his over 70 years of life experience in transcending difficulties and great aspiration of promoting world civilisation**

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(Hong Kong, Beijing, 24 June 2016) – Dr Lui Che-woo, Chairman of **K. Wah Group** (the “Group”), visited Peking University today at the invitation of the Peking University Education Foundation, and met with Professor Zhu Shanlu, Chairman, Peking University Council and Professor Wu Zhipan, Executive Vice-President of Peking University. Dr Lui also spoke at a forum where he shared his life philosophies, business principles of prudence and pragmatism, and great aspiration of promoting the world civilisation.

At the forum, Dr Lui had an insightful sharing with over 150 scholars and students of the Peking University about his entrepreneurial experience in transcending difficulties in the course of his career over the past 70 years, and his key concepts of life philosophies including measuring the value and prospect of a business based on human and societal needs, achieving personal success while sharing the fruits with the community; paying dedicated efforts on work that comes with innovation and creativity, winning without competing; being practical and realistic, stabilizing before moving forward; blending the best of both worlds from the East and West in managing a company, conducting oneself in a humble and serene manner.

In addition, Dr Lui explained his vision behind the establishment of the LUI Che Woo Prize – Prize for World Civilisation, in which the core spirits are to promote the value of harmony, positive attitude towards life and positive energy of enlightenment. He also expressed hope that leaders, scholars and students of the Peking University would support the development of the LUI Chi Woo Prize, for even just sowing a seed, it can be an act from the heart of Chinese people for building a harmonious world.

Professor Zhu Shanlu, Chairman, Peking University Council, gave his high acclaims for the LUI Che Woo Prize in his speech. Professor Zhu said, “The concept behind the LUI Che Woo Prize – Prize for World Civilisation has a lot in common with the educational philosophy of Peking University, both devoted to serving as a leading example for China and the world by instilling in them the virtuous and kind spirit of humanity, and as an effective guide in leading the progress of the society.”

“Sharing in Harmony” was the message Dr Lui most intended to share with the students at the forum. Dr Lui said, “Many people put tremendous efforts into the pursuit of fame, fortune and success, but it is impossible for everyone to make it. In fact, beyond fame and fortune, spiritual calmness and inner happiness are much more important. Therefore, when pursuing one’s goals, first and foremost he or she must keep happiness at heart, forget about the disputes, respect one another, and last but not least, enjoy the

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harmonious and peaceful moment and the valuable resources our Mother Earth gives us.”

The sharing by Dr Lui received enthusiastic response and bursts of applause from the attendees, who were keen to get more ideas about Dr Lui’s entrepreneurship, his family tradition of child education and the rewards he would have obtained from his philanthropic endeavours. Dr Lui patiently answered all those questions with detail in turn.

After the forum, Dr Lui presented his first authorized biography, *Lui Che-woo Biography*, which was published earlier this year, to the student representatives of Peking University. The book provides teachers and students alike an opportunity to understand Dr Lui’s valuable experience in leading K. Wah Group amid the many challenges that need to be faced along the way over the past 60 years and achieving era-spanning, diverse success, as well as demonstrates the determined and indomitable spirit of Hong Kong people altogether in this current generation or across generations.

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### Photo captions

**Photo 1 i and ii:** Dr Lui and Professor Zhu Shanlu, Chairman, Peking University Council, deliver speeches at the forum



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**Photo 2 i & ii:** Dr Lui shares his life philosophies and his great inspiration of promoting world civilisation with the scholars and students of the University. Participants are keen to raise questions to Dr Lui





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**Photo 3:** Dr Lui presents his first authorized biography, *Lui Che Woo Biography* to student representatives of Peking University





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**Photo 4 i, ii & iii:** Professor Zhu Shanlu, Chairman, Peking University Council, presents souvenirs to Dr Lui on behalf of Peking University. Dr Lui also presents a gold foil display with Bauhinia and the magnificent scene of Victoria Harbour.



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**Photo 5:** Dr Lui Che-woo, Chairman of K. Wah Group (seventh from left), Professor Zhu Shanlu, Chairman, Peking University Council (eighth from left); Professor Wu Zhipan, Executive Vice-President of Peking University (sixth from left), Mr Chen Zuoer, Chairman of the Chinese Association of Hong Kong & Macau Studies (fifth from left), and other leaders of Peking University and K.Wah Group management



**Photo 6:** Group photo of VIP guests and students of Peking University



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## Speech of Dr Lui Che-woo 嘉華集團主席呂志和博士講辭

尊敬的朱善璐書記、吳志攀副校長、各位嘉賓、  
北京大學的老師們、同學們、媒體的好朋友們：

大家早上好！首先，我非常感謝北京大學安排我來到這裡與大家見面，  
也感謝朱書記和吳校長剛才對我的介紹。

今天是一個日新月異的世界，北京大學作為中國的最高學府，則是引  
領世界前進的基地。在這裡與大家相見，並分享一些過來人的經歷和  
體會，這是我的榮幸。

我生於戰亂時代，十來歲被迫輟學，踏足社會謀生，那時候物質匱乏，  
人們顛沛流離，要賺取每天的生活還得動動腦筋，從食品、汽車零件、  
機械貿易、填海築路，到建材、房地產、酒店以及娛樂休閒，我都是  
由零開始，一步一步的發展。

到了今天我可以算是有一點成就，每次被邀請到不同場合演講時，總  
有人希望聽一聽，一個經歷過這麼多風風雨雨的人，到底有甚麼樣的  
秘訣，能在變化的環境中獲得成功。

老實說，我才疏學淺，不懂得跟大家講高深的學術思想，就我個人的  
經歷而言，以下幾點在我的人生中都是至關重要的。

### 第一，以他人與社會的需要衡量事業價值

過去 75 年，我總在學習和思考社會需要甚麼？大眾需要甚麼？

因為看到戰後香港基礎建設對機械設備的需求，所以做了機械設備貿  
易；因為看到城市建設對石礦建材業的需求，所以進入石礦建材業；  
因為看到人們安居樂業的需求，所以進入地產業；因為香港邁向國際



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大都會對酒店旅遊業的需求，所以進入酒店業；因為看到澳門對經濟轉型的需求，所以去澳門大力推動多元化旅遊休閒度假模式。

回顧過去幾十年，我總是以他人和社會的需求去衡量一個事業的價值和前景，可以說是在成就社會的過程中去實現自己的事業。

無論作為創業者還是受薪階層，你的貢獻能惠及別人和社會，你的成功才有生長的土壤。

## 第二、以創新創建更好的價值

從創業到今天，我做的都是充滿競爭的行業。有人問，你在競爭中獲勝的秘訣是什麼，我的答案是：不和別人競爭，而是做好有自我創新與創見的事情，去為他人和社會創造出更好的、獨一無二的價值。

我的創新與創見，不是發明新技術或新產品，而是對已有技術、產品、管理等不斷改良，把大家習以為常的事做得更好，更要追上時代創新的需要。

在食品業，我把人人可得的食材做出新口味的產品；在石礦業，我以機械化、自動化改良傳統手工作業模式，推動香港石礦建材業走向現代化；在酒店業，我從細節入手洞悉顧客的需求，創出貼心優質的服務；在澳門，我打破傳統博彩業的框架，將焦點集中於多元化旅遊休閒娛樂模式之上。這些創新讓我把整個行業的發展推到新境界，也獲得事業的持續成功。

從已有的事物裡，發掘並創造出更新更有價值的東西，進而改善我們所處的環境與世界，創造並改良自己的成功路向，是我對創業者極力推薦的一個建議。

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如何擁有創新創建的本領？我的經驗是：永無止境的學習、反思和反覆檢討改良的新方向、至善的執行。直到今天，我還在以自己是一個新人物、一個創業者的心態和姿態去改進和度過每一天。

要真正創新創建一個可持續的新事業，需要有相當深入的研究和投入，需要長時期的沉著應戰，以務實的態度着眼於人類未來的真正需要。

### **第三、實事求是，量力而行，穩中求進**

讓創新卓有成效，而且可持續發展，需要穩健的經營和事業體系做支撐，能實事求是，量力而行，穩中求進。

真正的成功者，都是對失敗研究得多，對風險管理得好的人。獲得持續的成功，最重要的是「審時度勢，居安思危」。本來可以做十件事，但為了穩妥我通常只做五件。即使大浪打來，也不會全軍覆沒。

發展事業，做得好比做得大更重要，做得穩比做得快更重要，站得住比站得高重要。以我集團旗下的銀河娛樂為例，十多年前我們剛到澳門發展娛樂休閒業務，最初以「城市俱樂部」模式熟悉市場運作，站穩陣腳再開設首家旗艦「星際酒店」，實踐「亞洲心」的服務理念，在市場贏得正面口碑，後來開設大型綜合渡假城「澳門銀河」第一、二期，全面配合澳門發展成為世界旅遊休閒中心的定位，深受世界各國旅客的歡迎，連續數年獲得「全球最佳渡假村」的美譽。我的實踐證明，凡事必須做得好、做得穩、站得住，才有基礎做得大、做得快、站得高。

### **第四、中西合璧做事，中庸精神處世**

管理學界似乎常常存在一個這樣的問題：到底用東方的文化，還是西方的制度來管理我們的事業。我認為是「中西合璧」。

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西方在企業管理與商業運作方面比較先進，因此在我創立嘉華集團之初，便不斷引入西方的管理制度提升營運效益，聘用海外專業人士出任公司的高管，也把兒女以及優秀員工送到海外學習。我在八十年代開展酒店業務時，也採用特許經營模式與世界知名的酒店品牌合作，以規範化的管理制度提供優良服務。

以上種種都行之有效，但我並不是一個全面西化的中國企業家，相反卻是一個非常熱愛而且致力傳承中國傳統文化的人。如今，全球化已經不是一個新名詞。在我看來，全球化是既要與世界融合又要不失自己的特色，我認為「中西合璧」是出路：以中國文化思想為核心價值，運用西方嚴謹的制度，以制管事，用心育人。

北大是培養未來領袖的基地，我真誠地期待，我們能以中西合璧為視野，引領未來世界的人才培養乃至價值觀的塑造，在世界走向繁榮的同時締造和諧善美。

每位創業者都渴望獲得商業的成功，但商業的成功只是人生成功的一部分。一個真正的企業家，不光要正派經營並追求卓越的經營績效，也要分享成果，為社會的整體進步貢獻力量。

我深信，企業的持續發展與社會的不斷進步息息相關，過去數十年，我和我的公司一直有參與和支持社會公共事務與慈善公益，即使在艱難的時期，我們都從未間斷對教育、醫療、科技、文體等方面的關注，我相信這也是嘉華集團能夠持續發展至今的重要原因。

然而，這些年行走世界，我愈來愈為一個更大的問題憂慮：可持續發展與道德文明建設。

我們創造前所未有的物質文明和科技進步，但生態破壞、階級分化、社會矛盾激化、政治紛爭，甚至戰爭殘殺，種種不和諧與危機正為未來埋下巨大隱憂。人的內心愈來愈不安寧，似乎成為了現代人的通病。

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這一切都源於人性的貪婪和道德文明的缺失，是價值觀層面出了問題。因而，以物質捐助支援公益慈善事業的同時，我將更多的精力投入到提升道德文明，關注可持續發展之上。

我希望我們的社會，不但有經濟的繁榮，還有精神的高貴，不但有科技的發達，還有人文的璀璨。這一切都需要從心開始，需要有良好的榜樣來推動和激勵。

為此，我在去年捐資二十億港元成立了「呂志和獎——世界文明獎」，打破國界、民族、信仰等等界限，推動全球攜手尋找人類道德文明與可持續發展的榜樣，宣揚和諧共融的價值觀，倡導積極正面的人生觀及振奮人心的正能量。

北京大學是人文與科技的搖籃，也是引領中國文明與思潮的殿堂，我衷心期待各位領導、專家學者和同學們，幫助「呂志和獎——世界文明獎」的發展，哪怕只是播下一顆種子，這也是我的心意，是我們中國人建立和諧世界的一個善行。

「和諧共享」是我在這裏最想跟大家分享的心聲。很多人花費很大的力量追求名成利就，但上天不可能做到人人都有一份；其實在名利以外，心靈的安穩、內在的快樂才是最重要。面對自己的目標，我們除了努力爭取、實事求是以外，最重要還是保持歡喜的心懷，忘記紛爭，彼此尊重，共享此時此刻和諧恬淡的美好時光和地球的寶貴資源。爭名逐利畢竟是煩惱的根源，安樂的心態卻是每個人皆能自我培養。名利非但是人類的頂點，反是煩惱的根源，為甚麼一定要爭取？讓心靈安享歡樂是否更上算呢？

如果我們有美好的夢想，無論成敗，我們都付諸實踐，讓改變看得見，我們的中國夢才會變成璀璨的現實。謝謝各位！

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### **About K. Wah Group**

K. Wah Group was founded in 1955 by Dr Lui Che-woo, who transformed the company into a multinational corporation. Core businesses include property development and investment, entertainment and leisure resorts, hospitality and construction materials. The Group has a business presence in Mainland China, Hong Kong, Macau, Southeast Asia and major cities in the US. The Group includes two Hong Kong-listed flagships: K. Wah International Holdings Limited ("KWIH"; HK stock code: 0173) and Galaxy Entertainment Group Limited ("GEG"; HK stock code: 0027 and a member of the Hang Seng Index). Other major subsidiaries include Stanford Hotels International and K. Wah Construction Materials Limited and, in the US, Stanford Hotels Corporation and Cresleigh Homes. To date, the Group has over 200 subsidiaries and more than 33,000 staff worldwide.

Website: <http://www.kwah.com/>.

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