

**Honorary Fellow – Citation**  
**Dr Michael Chan Yue-kwong**

Dr. Chan Yue-kwong holds a bachelor's degree in sociology and political science and a master's degree in city planning from the University of Manitoba, as well as an honorary doctorate from the Southern California University. He is also an honoree of Beta Gamma Sigma, the Hong Kong University of Science and Technology (HKUST) Chapter, and a Court member of HKUST. Dr. Chan is currently the Executive Chairman of Café de Coral Holdings Limited in Hong Kong, in charge of the largest publicly listed Chinese fast food conglomerate in the world.

Dr. Chan has rendered valuable service to the catering industry and to community through a number of public posts. He is currently an Executive Committee Member of the Hong Kong Retail Management Association, a Council Member of the Employers' Federation of Hong Kong, a member of the Hong Kong Tourism Board, a Government appointed member of the Provisional Minimum Wage Commission, Chairman of the Business Enterprise Management Centre of the Hong Kong Management Association, an elected member of the Quality Tourism Services Association, Honorary President of Hong Kong Foodstuffs Association, an honorary adviser to the Hong Kong Institute of Marketing, a Fellow of The Chartered Institute of Marketing , and a Governor of the Canadian Chamber of Commerce.

Dr. Chan joined Café de Coral in 1984 as Corporate Planning Advisor overseeing the listing of the company, which had fewer than 30 outlets then. In 1986, Café de Coral became the first local catering group listed on the Hong Kong Stock Exchange. Dr. Chan was appointed Managing Director of Café de Coral in 1989 at the young age of 39, and became Chairman of the Group in 1997. With strategic vision and people-oriented management style, Dr. Chan has led Café de Coral to evolve from a domestic fast food corporation to a diversified international catering conglomerate. Today, Café de Coral owns over 580 operating outlets in the U.S., Canada, Hong Kong and China. Dr Chan's corporate philosophy is that "profit is only a by-product of management excellence." He has replaced an old-fashioned, profit-driven mode of management with a new concept of quality and customer satisfaction, which

has resulted in steady and long term profit growth.

Through the years, Café de Coral has walked through multiple-crises hand in hand with the Hong Kong community, turning crisis into opportunity under Dr. Chan's leadership. In the wake of the financial crisis in 1998, the catering sector of Hong Kong shrank drastically, but most operators were bent on cutting costs. Dr. Chan invested substantially in upgrading and enhancing the corporate image of Café de Coral, turning the company into a thriving business amid a bleak environment. In 2003, the food and beverages sector in Hong Kong was devastated by SARS, which also severely affected Café de Coral as a major meal contractor for a number of public hospitals. Nevertheless, Café de Coral upheld its commitment as a good "corporate citizen" by maintaining catering service not only to medical staff in the hospitals, but also to those confined to the Amoy Garden quarantined area. Through the time tested management strategy, earning him a number of local and international awards in management and entrepreneurship, including Director of the Year and Entrepreneur of the Year Award. He was once a recipient of "The Stars of Asia Awards". Today, with four decades of success, the story of Café de Coral has become a model for emulation and a good case study for researchers.

Dr. Chan has made an enormous contribution to entrepreneurial development and service to the community. Mr. Chairman, may I present Dr Chan Yue-kwong to you for the conferment of an honorary fellowship.

## 榮譽院士贊辭

### 陳裕光博士

陳裕光博士於加拿大曼尼托巴大學取得社會及政治學學士以及城市規劃碩士學位。其後更獲 Southern California University 頒授榮譽博士學位，並獲香港科技大學頒發 Beta Gamma Sigma 資格及委任為顧問委員會委員。現為香港大家樂集團執行主席，領導全球最大的上市中式快餐集團。

陳博士亦熱心為業界服務和擔任多項社會公職。現任香港零售管理協會執委會成員、香港僱主聯合會理事會成員、香港旅遊發展局成員、香港特別行政區臨時最低工資委員會委員、香港管理專業協會之企業管理發展中心主席、香港優質旅遊服務協會選任委員、香港食品商會榮譽主席、香港市務學會榮譽顧問、英國特許市務學會資深會員，及香港加拿大商會理事。

陳博士於 1984 年加盟「大家樂」任職企業策劃顧問，負責籌劃當時分店不足 30 間的「大家樂」上市。1986 年，「大家樂」成為首間在香港聯合交易所掛牌的本港飲食集團。1989 年，年僅 39 歲的陳博士成為集團行政總裁，至 1997 年躍升為主席。多年來，陳博士以靈活和具遠見的策略及以人為本之領導方式，將本地化的快餐企業發展為多元化的跨國餐飲集團，今天在美國、加拿大、香港和中國擁有超過五百八十間營運單位。陳博士的企業哲學是「盈利只是優質管理的副產品」，一改盈利主導的舊管理模式，提出以品質及顧客滿意為主導的管理新思維，令集團盈利不斷增長。

數十年來，「大家樂」和香港一起經歷了多次危機，在陳博士的帶領下都轉危為機。1998 年金融風暴，本港餐飲業大幅萎縮，同行均著重節流，陳博士卻投放大量資源提升形象，令「大家樂」成為淡市奇葩。2003 年沙士肆虐期間，本港餐飲業嚴重受創，令承包了多家公立醫院飯堂的「大家樂」大受打擊，但集團堅守社會責任，維持對醫護人員的餐飲服務，更為淘大花園隔離人士妥善安排送餐。經歷顛簸的經濟周期，陳博士憑敏銳的商業觸覺及管理策略，屢獲本地及國際性之傑出管理獎、傑出企業家獎及傑出董事獎，更榮膺「亞洲之星」殊榮。如

今「大家樂」已成立四十年，其成功經驗更獲眾多企業借鑒，成為學術研究對象。

主席先生，陳博士二十多年來在企業發展和社會服務方面作出了卓越的貢獻。本人謹恭請 閣下頒授榮譽院士銜予陳裕光博士。