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A third-generation leader of New World Development (New World) and founder of K11 Group, Dr. Adrian CHENG Chi-Kong has emerged as a successful entrepreneur and influential innovator in his own right. As CEO of New World, Dr. Cheng oversees the strategic expansion of a vast business empire spanning property development, retail, hospitality and more. Dr. Cheng is also an Executive Director of Chow Tai Fook Jewellery Group Limited, as well as the Vice Chairman and Group CEO of CTF Education Group, committed to leading the group in driving business innovation and diversified development.

His unwavering commitment to injecting new insights and pioneering ideas into the highly respected half-century-old family enterprise exemplifies his status as a trendsetter. Harnessing his boundless ingenuity, Dr. Cheng has spearheaded “The Artisanal Movement” across its real estate projects and pioneered a ground-breaking art-meets-retail business model that is shaping the next-gen retail experience.

Having graduated from Harvard University and spent the early part of his career at investment banks, Dr. Cheng joined the family business in 2006. Just two years later he launched the K11 brand. K11, which seamlessly merges art with commerce, has since grown exponentially. Today, the enterprise is globally respected for pioneering a cultural commerce concept that integrates art and cultural happenings into a multifaceted ecosystem of retail, commerce, property, recreation, and hospitality covering Hong Kong and the Mainland. Dr. Cheng subsequently went on to redevelop Hong Kong’s iconic Tsim Sha Tsui waterfront into Victoria Dockside with K11 MUSEA and Rosewood Hong Kong at its heart.

Under Dr. Cheng’s stewardship, New World became the first listed company in Hong Kong to incorporate Creating Shared Value into its core strategy. He established the “New World Build for Good”, a not-for-profit social housing enterprise, and “Share for Good”, Hong Kong’s first large-scale crowd-donation platform providing much-needed assistance to the underprivileged during the pandemic. Another first, the non-profit WEMP Foundation promotes mental health for children, while the non-profit K11 Art Foundation fosters the development of Chinese contemporary art. Dr. Cheng also plays an active role in conserving and revitalizing fast vanishing forms of traditional Chinese craftsmanship via the K11 Craft & Guild Foundation.

新世界發展(新世界)第三代掌舵人及K11集團創辦人鄭志剛博士，憑藉個人努力，成為一名出類拔萃的企業家，其超凡創意亦對社會產生深遠影響。作為新世界行政總裁，他掌管的業務涵蓋房地產、零售、酒店等多個領域，企業在他的領導下持續創新，穩步向前。他亦為周大福珠寶集團執行董事，以及周大福教育集團副主席及集團行政總裁，致力帶領集團推動業務革新及多元發展。

鄭博士矢志為新世界這家屹立半世紀的家族企業注入創新思維和嶄新意念。他另闢蹊徑，將「The Artisanal Movement」這一獨特的品牌理念融入集團旗下的物業發展項目，並首創藝術與零售相結合的營商模式，為新世代帶來全新的購物體驗。

畢業於哈佛大學的鄭博士，早年任職著名投資銀行，2006年加入家族企業，兩年後創立K11品牌，提倡「文、商共融」的理念，將文化藝術元素，融入企業在香港及內地的多元生態圈，包括零售、商業、地產、娛樂及酒店等板塊。時至今日，K11品牌享譽全球，其最新的里程碑——「維港文化匯」重塑了香港尖沙咀海濱，尤其是核心項目K11 MUSEA及香港瑰麗酒店，更成為香港文化及商業新地標。

在鄭博士帶領下，新世界是首家以「創造共享價值」為企業發展策略的香港上市公司。他創立非牟利房社企「新世界建好生活」，以及全港第一個大型捐贈配對平台「Share for Good愛互送」，於疫症肆虐期間向基層社群提供支援。鄭博士的創新之舉，還包括創辦慈善機構「愛望基金」，促進兒童的心理健康。在推動藝術發展方面，他成立了非牟利組織K11 Art Foundation，以弘揚當代中國藝術為使命，並透過K11 Craft & Guild Foundation，為傳承與復興即將失傳的中國傳統工藝作出貢獻。

Over the years, Dr. Cheng's keen sense of social awareness has also motivated him to undertake various public roles. In addition to membership of the 14th National Committee of the Chinese People's Political Consultative Conference of the People's Republic of China, he has contributed to public life as Vice President of the All-China General Chamber of Industry and Commerce. He also chairs the Mega Arts and Cultural Events Committee and sits on the board of the Hong Kong Financial Services Development Council.

Dr. Cheng's eloquent advocacy of such causes has been recognized with a wealth of prestigious awards and accolades. In 2017, he became the youngest person in Hong Kong to receive the "Officier de l'Ordre des Arts et des Lettres" from the French Government. In 2022, he was appointed "Officier de l'Ordre National du Mérite" in recognition of his enthusiastic advancing of cultural exchanges between France and China.

Locally, Dr. Cheng's remarkable contribution to the development and promotion of arts, sports, and the well-being of disadvantaged Hong Kong citizens was honored with the Silver Bauhinia Star from the Hong Kong Government in 2022.

Dr. Cheng and his family's unwavering commitment to philanthropic initiatives that benefit local communities also extends to higher education. Examples of the family's intergenerational dedication to HKUST include Dr. Cheng's late grandfather, Dr. CHENG Yu-Tung, and father, Dr. CHENG Kar-Shun's service as HKUST Court Members during the 1990s and 2000s. Leveraging the selfless efforts of the Chow Tai Fook Charity Foundation, the Cheng Yu Tung Foundation, and various New World subsidiaries, the family also donated some HK\$240 million to fund the construction of crucial academic and research facilities, including the Cheng Yu Tung Building for exploring frontier research fields. Other beneficiaries of their largesse include vital studies into Alzheimer's disease.

In 2021, Dr. Cheng and his family donated an additional HK\$100 million to enable HKUST to further enhance its research capabilities in areas such as autonomous systems. The University's Robotics Institute was subsequently renamed the "Cheng Kar-Shun Robotics Institute" in recognition of the Cheng family's extraordinary generosity and unwavering commitment to advancing education and technological innovation.

HKUST is today delighted to applaud the vital role Dr. Cheng's contributions have made in enhancing Hong Kong's cultural commerce sector and positively impacting his fellow citizens' quality of life.

鄭博士關心社會，多年來躬身力行，服務社群。他現為中華人民共和國人民政治協商會議第十四屆全國委員會委員、中國民間商會副會長、文化藝術盛事委員會主席，以及香港金融發展局董事會成員。

鄭博士在各領域的卓越成就，廣受肯定。在國際層面，他在2017年獲法國政府頒授「法國藝術與文學軍官勳章」，成為香港最年輕的得獎者；2022年，他再榮獲「法國國家功績榮譽勳章」，以表彰他在促進中法文化交流方面的孜孜努力。

本地層面，鄭博士於2022年獲香港特區政府頒發銀紫荊星章，以肯定他在推動藝術及體育發展、關懷弱勢社群等方面的積極貢獻。

鄭博士及其家族樂善好施，長年捐款造福香港各界，包括高等教育界。鄭氏家族對科大的支持橫跨數代：其祖父鄭裕彤博士及父親鄭家純博士，先後於1990及2000年代出任科大顧問委員會委員。此外，鄭氏家族亦透過周大福慈善基金、鄭裕彤慈善基金及新世界旗下多家公司，合共向科大捐款近2.4億港元，用以興建多項重要學術及科研設施，包括進行尖端科研的鄭裕彤樓，以及資助阿茲海默症的重要研究等。

2021年，鄭博士及其家族繼續支持科大，包括向科大額外捐款1億港元，用作提升大學於自動化系統等領域的科研能力。校方其後將機器人研究所命名為「鄭家純機器人研究所」，以表揚鄭氏家族的慷慨捐助，和對教研事業的堅實支持。

鄭志剛博士敬業樂業，成功在香港推動「文、商共融」理念，並積極回饋社會，提升公眾生活質素，惠澤各界。科大今天衷心予以表揚。