



廖勝昌先生
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He is a self-made man, an inspiring, home-grown success story. His company in Guangzhou has been recognized as an outstanding case in innovation management. But he, Mr S C Liu, whom we honor here today, is more of an ideologist who perseveres in his professional beliefs than just someone “born with business in his blood”, as he was once described.

Indeed, few would dispute the fact that Mr Liu is an astute businessman. Born and educated in Hong Kong, Mr Liu attended the then Hong Kong Polytechnic and graduated in Surveying. He began his career in the real-estate profession with Swire Properties in 1977 and, during his employment there, qualified as a chartered surveyor. That was the start of a journey to success so fast-track that he never had time to look back. In the 15 years that followed, Mr Liu worked with several other leading companies in Hong Kong such as Hsin Chong, Hongkong Bank and Knight Frank Kan & Baillieu, before setting up his own company, Hang Cheong Surveyors in 1992.

Thanks to his wide experience and business connections, Mr Liu earned significant profits from the local property market in the early 1990s. He established Guangzhou Pearl River–Hang Cheong Real Estate Consultants in 1993 and later decided to re-direct his business focus from Hong Kong to Guangzhou. The decision was made because he believed the steep upward trend in real estate prices in Hong Kong in the mid 1990s was not supported by fundamentals. In contrast, he believed that the Chinese Mainland would be a promising market by virtue of its continuous economic growth. The lack of a professional real estate service provider there would also give his company “first-mover” advantage in the Mainland market.

His perseverance in following his personal vision and professional insights not only shielded his business from what could have been a significantly negative impact as a result of the bursting of the real estate bubble during the Asian financial crisis, but also created an award-winning real estate operation in Guangzhou.

From the initial market-entry phase of his Guangzhou business, Mr Liu’s ideals were clear: he was to build a successful business measured by its ability to provide the quality services that the market needs. His choice was a friendly and closely-knit company that is committed to quality and to its staff. Mr Liu believed that this commitment originates from the top and that top management must be able to show that they are prepared to sacrifice short-term benefits for the long-term interests of the company, its staff and its customers. He showed this commitment in a way that few other people would have: that was to serve as a full-time managing director without pay for the initial years of the company while staff of all ranks received competitive salaries.

Mr Liu also earned the respect and trust of his colleagues by investing heavily in staff development and research activities while the company’s books were still in the red. He

我們今天嘉許的廖勝昌先生是一位土生土長的傑出企業家。在他身上可以看到一個激勵人心、白手興家的故事。他在廣州創辦的公司已公認為創新管理的典範。廖勝昌先生不但是人們所形容的一位“與生俱來便帶著營商血脈”的奇才，更是一位堅毅不拔地實現自己專業信念的思想家。

毋庸置疑，廖先生是一位精明的企業家。他在香港出生及接受教育，畢業於香港理工學院(現為香港理工大學)測量系。1977年，他受聘於太古地產，開展了他的地產事業，並取得認可測量師資格；從此踏上了成功之旅。他的事業一日千里，在往後的15年間，他任職於多家大公司，包括新昌營造集團、滙豐銀行集團及簡福貽測量行。1992年，他創辦了自己的公司——恒昌測量行。

在90年代初期，廖先生憑著豐富的經驗和廣闊的商界網絡，在香港地產市場取得豐厚利潤。他在1993年創辦珠江恒昌房地產顧問有限公司，其後更將業務重心由香港轉移至廣州。這個決定是基於廖先生洞燭先機。他相信90年代中期香港地產價格雖然飆升，卻缺乏基本因素的支持；相反，中國內地經濟持續增長，他相信地產市場必定有可觀前景。加上當時內地缺乏專業地產服務機構，正好讓廖先生的公司率先打入這個市場，得享先機之利。

及後，亞洲金融風暴引發地產泡沫爆破。廖先生堅持自己獨到的專業眼光，不但能保持業務不受影響，更在廣州闖出一番事業，成為當地獲獎的地產企業。

由進軍廣州市場開始，廖先生便已經確立了清晰的目標：他要創立一個成功的企業，為市場提供優質服務。決心創辦一家以客為先、上下一心的公司；這家公司既著重服務素質，又注重員工發展。廖先生相信要實現這個理想，必須由公司高層牽頭，身體力行，願意犧牲個人短期的回報，而成就公司、職員及顧客的長遠利益。廖先生表示決心和誠意的方式，相信很少人做得到：在公司始創初期，他作為全職執行董事，卻分文不取，其他各階層員工卻可以獲得市值的薪酬。

即使公司的財政還未能收支平衡，廖先生仍在員工發展和研究工作上大力投資，深得同事和員工的敬

believes that in order to achieve efficiency and long-term success, localization is crucial. After eight years of training and development, all staff, from drivers to directors, of his Guangzhou company are now recruited from the Mainland.

To date, Pearl River–Hang Cheong has made tremendous progress in many areas. It is the only non-local company to be awarded, for six consecutive years, the prestigious class-A property consultancy/agency status in Guangzhou since the annual grading system was implemented in 1996.

The leader leads. Mr Liu continues to explore new frontiers for his business. In the mid 1990s, he set up Information Technology Company, which specializes in the implementation of large-scale management and information systems for real-estate-related companies and government departments in Guangzhou. In 1999, the synergistic success of this operation and Pearl River–Hang Cheong contributed to the establishment, together with Hong Kong conglomerate Hang Lung Development Co., of Guangzhou Top Home Technology Co. Ltd, a company which facilitates real-estate transaction-related activities by using advanced technology. Mr Liu is Chairman of this new company.

Business aside, the company is also making significant contributions to the further development of Guangzhou's real estate industry by conducting comprehensive market research and feasibility studies, and by being involved in the preparation of studies which help shape the formulation of land use policies for Guangzhou.

Mr Liu is a staunch supporter of continuous education. Not only does he provide his staff with various learning opportunities and sponsorships, but his company has also endowed scholarships to sponsor promising young academics from leading Chinese universities to conduct research on the Hong Kong and China real estate markets at the Hong Kong Polytechnic University. In 1991, Mr Liu himself attended an MBA program to renew and hone his business skills and knowledge. With his entrepreneurial spirit and acumen, the choice was obvious—he became one of the founding students of Hong Kong University of Science and Technology. His close ties with the University continue even after graduation and he is now a Corporate Advisor to the School of Business and Management and Member of the Advisory Committee on Entrepreneurship.

The list of Mr Liu's public service involvement does not stop there. From his busy schedule, Mr Liu finds time to offer advice and provide service to a number of other educational institutions and public organizations. He is Honorary Fellow of Hong Kong Polytechnic University, Honorary Professor of the University of Hong Kong, a sub-committee member of the Law Reform Commission of Hong Kong and the Hong Kong Housing Authority, as well as Visiting Professional Fellow of the Cambridge International Land Institute of the University of Cambridge.

Mr Pro-Chancellor, I have the honor to present to you, on behalf of the Hong Kong University of Science and Technology, Mr S C Liu, Chairman of Hang Cheong Surveyors Ltd, for the award of Honorary Fellowship.

重和信任。他相信要達致高效率 and 取得長遠的成功，公司本土化十分重要。經過八年的人才培訓和員工發展，現時他在廣州的公司所有僱員(由司機到董事)都是從內地聘用的。

時至今日，珠江恒昌房地產顧問有限公司在多方面都有長足發展。自1996年廣州推行顧問/中介企業每年評級制度以來，廖先生的公司是唯一連續六年取得“甲等地產顧問/中介企業”殊榮的境外企業。

作為領導，廖先生不斷為自己的企業開拓新領域。在90年代中期，他成立珠江恒昌信息技術有限公司，主要的業務是為廣州的政府部門及房地產公司裝置大型的管理及信息系統。1999年，這家公司與珠江恒昌房地產顧問有限公司的聯營成果，促成了他與香港恒隆集團合作，創立了廣州家宜置業科技有限公司，把先進科技應用於地產交易。廖先生是這家新公司的主席。

除了經營本身的業務外，這家公司也為廣州房地產的進一步發展作出重要貢獻。包括進行全面的市場調查及可行性研究，以及在廣州制訂土地使用政策的過程中，參與研究工作。

廖先生亦是持續教育的堅定支持者。他不僅為員工提供各種進修機會和資助，他的公司更捐出獎學金，資助內地大學具有潛質的年輕學者，到香港理工大學進行香港與內地房地產市場研究。1991年，廖先生修讀一個工商管理碩士課程，以提升他的營商技巧與知識。以他的企業家精神和敏銳的眼光，他的抉擇自然是明智之選——他成為了香港科技大學工商管理學院的創校學生。即使在畢業後，廖先生仍然與母校保持密切聯繫。他現時是我校工商管理學院的企業顧問，以及創業顧問委員會成員。

廖先生的公職並不止於此。他在百忙中，仍抽空為不少教育及公共機構提供意見及服務。他是香港理工大學名譽學人、香港大學名譽教授、香港政府法律改革委員會和香港房屋委員會轄下小組委員會的成員，以及劍橋大學劍橋國際土地學院客座專業會士。

副監督先生，本人很榮幸代表香港科技大學，恭請閣下頒授大學學會會士榮銜，予恒昌測量行主席廖勝昌先生。