



陳萬雄博士
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By training, Dr Chan Man-Hung is a historian. By profession, he is the Vice Chairman and President of Sino United Publishing (Holdings) Limited. In conversations with Dr Chan, though, it is often difficult to tell when he is speaking as a historian or as a corporate chief. Dr Chan belongs to that rare breed of industry leaders whose strategic business thinking is laced with a strong dose of social crusading passion. He has the heart of a historian beating in the chest of a businessman.

A prolific writer, Dr Chan's writings cover various facets of Chinese history, from cultural development to architectural studies. No ivory tower pedant, he has kept pace with the march of technology. Since the 1990's his electronic publications have run the gamut of an online Chinese dictionary, stamp collection in Hong Kong, and most importantly, the mammoth project of building a Chinese language database. In the field of Chinese electronic publications, Dr Chan is an acknowledged trail-blazing leader.

He has braided his twin roles as a cultural advocate and publishing innovator into a clear mission for the preservation and promotion of Chinese culture and studies. The projects he pursues, one is left in no doubt, do not issue from selfish ambitions, but from a passionate respect for China's history and culture and an equally passionate desire to share it.

He attributes his zeal to New Asia College, a constituent college of the Chinese University of Hong Kong, where he received rigorous intellectual training as a historian. From the high intellectual purpose that was then synonymous with his alma mater, he developed a breadth of vision, and a longitudinal interest in the flow of Chinese history. His talk often oozes with a sense of the past and its meaning for the present and future. In his view, the historical development of modern China is in no small part linked to the publication industry and the growing access to books. Against this background, Commercial Press, a subsidiary of the parent company he now heads, loomed large in its role in modern China's development.

Dr Chan is an ardent believer when it comes to continuing the historic role of Commercial Press in the promotion and dissemination of knowledge in Chinese society. His operational decisions are not always friendly to the bottomline, often putting cultural considerations ahead of hard-headed business interests. Many bookstores in Hong Kong have an entrenched practice of maximizing their retail space for stationery at the expense of books, given the bigger profit margins of the former. Going against this grain, Dr Chan insists that the 40 bookstores under his stewardship retain a minimum of 70% of physical space for books. To him, bookstores are after all primarily the retailer of books, and not the retailer of stationery or other paraphernalia of the book industry.

Dr Chan has two doctorates in history, one from the University of Hiroshima and another from the University of Hong Kong. His sojourn in Japan was an eye-opening experience. The Japanese have an enduring reverence for their own history and culture. Japan then was at the peak of its power. To Dr Chan, its spectacular

「陳萬雄」，香港出版界一個響噹噹的名字；文化界一個全心全意的傳承者。他於一九七三年畢業於香港中文大學歷史系，一九七五年獲中大研究院哲學碩士學位。在大學二年級時，他已下定決心，終身從事文化工作。

一九七零年代中，他到日本，在廣島大學修畢博士課程。其後他再於香港大學獲取另一博士學位。在日本，他深深受到啟發。他看到日本人的家庭支出，幾乎有兩成用於購書，而公車乘客持卷閱讀的，更是多不勝數。這現象令他深信不疑：知識就是力量。一個民族，一個國家，要真正富強，書裡蘊藏的智慧和進步的力量和基礎。

回到香港後，他加入香港商務印書館，歷任編輯、編輯室主任、副總編輯及董事總經理兼總編輯，到今日擔任聯合出版（集團）有限公司副董事長及總裁，對推動香港出版業現代化、電腦化及數碼化發展，實有筆路藍縷之功。他領導出版的《漢語大詞典》光盤，為香港多媒體出版，開拓了一個新境地。

在一九八零年代，他多次到德國，參加法蘭克福書展。看到外國的大出版商，展館仿如一座「書城」，他喟然而嘆：「這真是人類文化創造全盤展示的地方，通過圖書展出了人類的文明和進步」。他盼望有朝一日，中文圖書的展館，也能夠發出耀眼的光輝，讓世界目眩。

陳萬雄博士也是中國知識份子的典型。他修讀近代史，對中國自晚清以來，在追求現代化的歷程，當中所受到的屈辱、挫折、艱苦、奮鬥……感觸殊深；亦體會到當時知識份子魏源、龔自珍等的吶喊與徬徨的心境。龔自珍在《己亥雜詩注》中，記述有一日在江南看到農民悲苦的生活，不禁寫下了「不論鹽鐵不籌河，獨倚江南涕淚多，國賦三升民一斗，屠牛那不勝栽禾？」的名句，痛陳時弊。陳萬雄博士在他所著的《五四新文化的源流》一書中，便對這些在時窮見節、月旦時弊的「公共知識份子」忘我為民的精神，尋根溯源，刻劃入微。

陳博士於百忙中抽空，為商務印書館出版的「中華文明傳真」，撰寫了《中華民族新生的陣痛》一書，以精練的選材，深入淺出的筆觸，生動的插圖，綜述了滿清王朝的興亡，為青年學子介紹中國現代化運動啟幕的前奏，讓年青人多了自己國家的歷史和文化，也是這種知識份子傳承中華文化精神的體現。他笑說，在中文大學新亞書院修讀歷史，研究文化，有幸得賭錢穆教授、唐君毅教授、牟宗三教授以至業師王德昭教授的學識和風骨，所以，他對新亞校歌的「手空空無一物，路遙遙無止境……千斤擔子兩肩挑」的承擔精神，特別「情有獨鍾」，一生矢志不渝，落實到底。

他既是中國典型的知識份子，如今也是統領一個龐大出版集團的經營者，需要盈利來推動業務，更上一層樓。陳萬雄博士說：「香港書店的現代化，也是由香港

post-war prosperity is inseparable from its flourishing book publishing industry. Significantly, 20% of Japanese household income goes to the buying of books, with nearly 50% of passengers on public transportation engrossed in book-reading. After joining the publishing industry, Dr Chan was seized by an epiphany when he attended the world's largest annual book fair in Frankfurt, the unchallenged mecca for the world's publishers. Japanese presence in the book fair was jaw-droppingly big. Its exhibition stalls took up two full "streets". Chinese publishers, by contrast, could only muster a pathetic sprinkling of booths. The power and influence of a nation was eloquently reflected in the importance it attached to books. Dr Chan saw China's fate tied to the future of its publishing industry.

Back in Hong Kong, Dr Chan was busy reforming and modernizing the book retail business, pumping \$20 million into a digital systems control for his bookstore operations. Commercial Press under his leadership also became the first to venture into Hong Kong's satellite towns in lock step with its urban sprawl. Prior to this, book store operators had characteristically shunned malls or arcades in suburban areas, sticking with safe upscale urban locations. He is also the first to give dull bookstores a new, snazzy look, setting the same high standards in décor and decoration regardless of a bookstore's neighborhood.

Looking to the future, he foresees Hong Kong's need for specialty books. He asks rhetorically why in a mature society legal knowledge should be left exclusively and entirely in the hands of lawyers. Information is power, and Dr Chan is eager to empower the consumers in our community.

Ever the crusader, he wonders why Hong Kong is still denied its own book city or book district. He bemoans its prohibitive land prices and the exorbitant rents that together put a super-size bookstore or book zone economically out of reach.

In 2003, Dr Chan was awarded the Hong Kong Printer's Grand Prize. He was also the winner of the Lifetime Achievement Award in the publishing industry. He has sat on numerous committees including the Hong Kong Strategic Development Commission, plus chairmanship of the Hong Kong Publishing Professionals and membership of the Creative Industries section of the Hong Kong Government's Central Policy Unit. Among his many public service appointments, Dr Chan is now an Honorary Adviser (Education) of the Leisure and Cultural Services Department, Chairman of the Advisory Committee on Chinese and Bilingual Studies of the Hong Kong Polytechnic University, Chairman of the Advisory Board of Lingnan University's Department of Chinese, Chairman of the Hong Kong Publishing Federation and Committee Member of the Institute of Print-media Professionals. But the highest honor for this tireless crusader for culture would be the realization of his dream that Hong Kong becomes a book-loving society to rival that of Japan. Books are the life blood of universities. It is fittingly proper that we honor today a persevering promoter of the book culture in our community.

Mr Pro-Chancellor, I have the honor to present to you, on behalf of The Hong Kong University of Science and Technology, Dr Chan Man-Hung, Vice Chairman and President of Sino United Publishing (Holdings) Limited, for the award of Honorary Fellowship.

商務開始。」進行書店現代化，從店鋪的裝修、設計到店員的制服，一律「現代化」，把傳統書店破舊、幽暗、侷促的面貌，煥然一新。店內開動的空氣調節，不僅為顧客帶來舒服，更重要是把經營概念，放在消費者身上，以消費者為重。陳萬雄博士表示，「更大膽的一步，是我們到新市鎮開門店；進駐屯門和沙田等商場。」「我相信，要推廣銷售、推廣文化，就要到人群之中去。」事後證明，陳萬雄博士的商業眼光，判斷正確。如今在商場的書店，已成為讀者喜愛和購書的主要地方。一九九六年，他大膽用二千萬元，推動商務零售採用國際最先進SAP電腦系統，並取得明顯的成效。當時，二千萬元並不是個小數目，陳萬雄的「孤注一擲」，的確考驗他的目光。陳博士笑說：「當日所受到壓力很大。」雖然壓力大，卻沒有把他嚇退。

陳萬雄博士表示，借鏡歷史的經驗，可展望未來；從人類過去的生活，也可判斷未來的變化，知所進退。紙張、印刷技術的出現，改變了人類的學習和傳授知識的模式。十多年前出現的互聯網、電子郵件、數碼技術，突破了印刷業的局限。有見及此，他率先開拓電子書籍，並且籌辦中英文語言數據庫，推動了香港數碼電子出版業。

陳萬雄博士亦熱心公共事務，在推動兩岸三地出版及文化事業上，不遺餘力，曾任的公職包括香港出版學會會長、香港特別行政區政府版權審裁處成員、中英文教育出版事業協會主席、香港藝術發展局委員、香港康樂及文化事務署博物館事務顧問（歷史）。現任的主要公職為康樂及文化事務署榮譽顧問（教育）、香港理工大學中文及雙語學系諮詢委員會主席、嶺南大學中文系諮詢委員會主席、香港出版總會會長及印刷媒體專業人員協會委員會成員。二零零二年，他獲選為香港出版學會會士；二零零三年，榮獲香港印製大獎的傑出成就大獎。

陳博士著述甚豐，主要著作包括《新文化運動前的陳獨秀》、《五四新文化的源流》、《歷史與文化穿梭》及《中華民族新生的陣痛》。在出版上，他不斷開拓中文出版境界，策劃多套大型出版項目，如《故宮全集》、《中國地域文化大系》、《中國本草圖錄》、《敦煌石窟全集》、《中華文明傳真》；在電子出版上，他領導的聯合電子出版有限公司，從九十年代早期迄今，出版了多項叫好叫座的電子出版物，包括《紫禁城CD-I》、《漢語大詞典》光盤、《香港郵票》光盤等。

陳萬雄博士在出版及文化界留下的足跡，迤邐連綿，且還步步向前，在多元媒體的今天，不斷勇闖新境界！他熱熾期望有朝一日，香港能與日本看齊，令市民都熱愛閱讀書本，追求知識。書本是大學教育的泉源。今天就讓我們一起表揚這位多年來鏗而不捨推動香港出版事業的文化傳承者。

副監督先生，本人謹代表香港科技大學，恭請閣下頒授榮譽大學院士予聯合出版（集團）有限公司副董事長及總裁陳萬雄博士。