



李寧博士
Dr LI Ning

榮譽大學院士
Honorary Fellow of HKUST

The story of Dr Li Ning is the story of China's miracle in the last 30 years. So much had happened to China that is positive and beyond the realm of the possible between two of the world's greatest sporting events: the 1984 Los Angeles Olympics and the 2008 Beijing Olympics. One marked China's coming back to the world's sporting community, the other, her coming-out party as a major modern power in sport and in economy. Destiny dictated that Li Ning was at the epicenter of both.

The LA games signaled the world's embrace of China's return to the fold of sporting nations. As China's most famous athlete, and the iconic leader of her gymnastic team, Li Ning, at this historic moment, carried the nation's hopes and expectations on his shoulders. The Chinese team had a faltering start. Li Ning spent a sleepless night agonizing over how he could rescue China's dream of Olympic glory. The next day a determined Li came out storming, winning three golds, two silvers and a bronze in subsequent competitions, accounting for one fifth of China's total medal haul in that entire Olympics. Two years prior, at the World Gymnastics Championships, Li swept an unprecedented six of the possible seven gold medals. For his stupendous achievements he had been hailed as the "Prince of Gymnastics". Off the floor, three other crowning honors followed. In 1987, two years before his retirement from competition, Li was made the only Asian member of the Athletes' Commission of the International Olympic Committee. In 1999, he was voted one of the "World's Finest Athletes of the 20th Century" by the World Sports Correspondents Association. In 2000, he became the first Chinese to be inducted into the International Gymnastics Hall of Fame.

But it was what happened next to Li Ning that is a tribute to his genius, an ability to re-invent himself. Some Chinese athletes retired to a life of obscurity or insecurity or both. Others, like Li, began training at the age of six or seven, often missing out on their formal education. Li knew the value of education. He enrolled in and completed a four-year law degree program at Peking University. At the same time, he finished an EMBA program again at the same university. 1990 was to be a year of transformation. That was the year Li reincarnated himself as a business entrepreneur, parlaying his international fame into the establishment of the Li Ning Sports Goods Company. Today, 20 years later, much like this 20-year-old HKUST, a miracle has taken hold. The "Prince of Gymnastics" has now become the "King of Sports Wear". Li whose name was on the lips of tens of millions of Chinese is now on the backs of tens of millions of Chinese athletes and sports lovers. Unlike many who chased their commercial tail in vain, Li was successful in his maiden attempt. In fact, he was successful beyond his wildest imagination. At last count, the company he founded has more than 7,200 retail outlets across the length and breadth of China, with 8 billion yuan annual turnover, and a name that is the indisputable number one sports brand in China.

For an athlete with no business know-how and little exposure, entrepreneurial success is a far more difficult move than executing a triple somersault or a landing with a two and a half twists. But Li landed solidly on his feet. His company has become the world's fourth largest sports enterprise, even

李寧博士的事跡，正是中國過去30年奇蹟的寫照。由1984年洛杉磯奧運至2008年北京奧運，在這兩個世界頂級體壇盛事之間，中國的發展令人眼前一亮。洛杉磯奧運標誌著中國正式重返世界體壇，而北京奧運則代表中國成為現代體育和經濟強國。李寧博士在這兩項盛事中，均扮演著舉足輕重的角色。

在洛杉磯奧運，全球各國迎接中國返回世界體壇。李寧是中國當時最著名的運動員，也是中國體操隊的領軍人物；在這歷史性時刻，他肩負了全國的希望和期盼。中國隊最初表現差強人意；李寧徹夜難眠，苦思如何挽救中國的奧運夢。翌日，他昂首出場，一舉摘下三面金牌、兩面銀牌和一面銅牌，共佔中國在該屆奧運中所奪獎牌的五分之一。在此之前兩年，他已參加了世界體操錦標賽；並在全部七面金牌中奪得六面，是史無前例的佳績，亦因此令他得到「體操王子」的美譽。在體操場外，他也獲得三項重大榮譽。1987年，亦即他退役體壇之前兩年，他成為國際奧委會運動員委員會的唯一亞洲區委員。1999年，他被世界體育記者協會選為「二十世紀世界最佳運動員」之一。2000年，他更成為晉身國際體操名人館的首名華人。

李寧博士的天才固然可以反映於上述榮譽，但他最傑出的地方卻在於他徹底自我創造的能力。有些中國運動員在退役後就漸被遺忘，生活缺乏保障。也有些運動員像李寧博士一樣，六、七歲就開始受訓，往往錯過了正規教育。李博士深知教育的價值，於是他報讀並完成了北京大學的四年法律課程，以及行政人員工商管理課程。1990年對李博士來說，是脫胎換骨的一年；當年，他搖身一變，成為一個企業家，憑著他的國際聲譽，成立了李寧體育用品公司。二十年間，一個神話誕生了——正如科大本身就是一個神話一樣。昔日的「體操王子」，已化身成為「運動服裝之王」。李博士的名字，以前是千萬個中國人常常掛在嘴邊的名字；現在，李寧的名字還見於千萬中國運動員和運動喜愛者的身上。在商場上，很多人兜兜轉轉，最終還是一事無成，但李博士卻一擊即中。其實，李博士的驕人成就，相信是他自己也始料不及的。最新數字顯示：他的公司在全中國擁有7,200多個零售點，2009年營業額超過80億元人民幣。

對於一個之前沒有商業知識和經驗的運動員來說，要成功創業，遠比完成三個空翻或轉體兩周半落地更為困難，然而李博士卻信心十足，平穩著地。事實上，他的業務早已進軍國際市場，並採用「多品牌」策略，與

outselling Adidas on the Mainland. In fact, his business has gone international, adopting a multi-brand strategy, teaming up with the French brand AIGLE with a joint venture, under which it has the exclusive right to manufacture, market, distribute and retail AIGLE outdoor sports products for the next 50 years. His business has also entered into an exclusive 20-year license agreement with the Italian sports fashion maker Lotto Sport to market and sell its products. In Shanghai, his group has a controlling interest in Double Happiness, famed for its table tennis and other sports equipment. Now, it may seek collaboration with British universities, including Loughborough University's Sports Technology Research Group. Closer to home, Li Ning's company and our Business School have been learning partners in a multi-modular executive program since 2008. Internally, the company seeks excellence of a different kind: to build its own caring culture, by providing a facilitating and congenial work environment for its employees. By 2005, it earned the "Best Employer" honor from Watson Wyatt-Fortune joint selection, and in 2006 a similar award from CCTV.

For all his athletic and business prowess, Dr Li is a man whose concern is larger than himself. He knew the hardship of his former fellow athletes and their limited alternative career choices on exiting the national team. He co-founded the Chinese Athletes Educational Foundation with other Chinese champion athletes to provide continuing educational and training programs in foreign languages, sports management and even business management to serving and former Chinese athletes and coaches so that they can pursue alternative careers. To this end, the foundation has engaged the cooperation of renowned Chinese educational institutions. The number of athletes and coaches benefiting from this program now reaches 680 from 28 different sports categories.

But Dr Li's field of vision is wider than the sports arena. The Li Ning Foundation has been a very generous and first-to-act donor to relief efforts in China's disasters, including the Sichuan earthquake. As a former athlete, his sympathies know no national boundaries. When he learned of the plight of a worried German gymnast whose cancer-stricken son was desperate for funds for medical treatment, he came to his timely aid.

Li's achievements have been internationally recognized. In 2005, he was honored with an honorary doctorate by England's Loughborough University, itself the home of legendary Olympic athletes. He was accorded a similar honor by the Hong Kong Polytechnic University in 2008. Late in 2009, he was appointed a "Good Will Ambassador" by the United Nation's World Food Program, the first Chinese to be so honored. But there is no greater honor than being honored in the hearts of tens of millions of his countrymen. Who could forget the moment when Dr Li soared high above the stadium and ignited the cauldron at the opening of the 2008 Beijing Olympics? Back in 1984, he carried the nation's hopes of sporting glory. Twenty four years later, he carried the torch of its national triumph, in the sports arena and beyond. Dr Li is a piece of positive energy on the planet. His name and his extraordinary achievements will continue to dazzle for as long as the Chinese civilization shall last.

Mr Pro-Chancellor, on behalf of the Council of The Hong Kong University of Science and Technology, I have the high honor to present to you, Dr Li Ning, Chairman and CEO of the Li Ning Company Limited, for the award of Honorary Fellowship.

法國品牌AIGLE成立合資企業，在未來50年可以獨家生產、推銷、批發和零售AIGLE的戶外運動用品。他的公司也與意大利運動時裝生產商Lotto Sport簽訂20年獨家牌照合約，去推廣和銷售它的產品。在上海，李寧集團擁有「紅雙喜」集團的控制權；「紅雙喜」是乒乓球和其他運動器材的著名品牌。目前，李寧集團正考慮與英國的院校包括拉夫堡大學（Loughborough University）探索運動科技研究的合作。在香港，李寧公司自2008年起一直以學習夥伴的關係，參與科大商學院行政人員工商管理課程。同時，李寧博士在管理上亦不斷追求卓越：在公司內部建立互相關懷的文化，並為僱員締造一個和諧適切的工作環境。在2005年，李寧有限公司榮獲華信悅和財富聯合評選的「年度卓越僱主」稱號，2006年則榮獲「CCTV年度最佳僱主」稱號。

李博士在體壇和商界固然成就出眾，但更重要的，是他所關注的事情，遠遠超越他一己之身。他很了解他以前運動員和隊友的情況，特別是他們在離開國家隊之後的事業出路。他與其他中國冠軍選手共同成立中國運動員教育基金，為現役和退役的中國運動員和教練提供教育和訓練的持續進修課程，科目包括外語、體育管理，甚至工商管理，以便他們可以發展其他事業。為了達到這目標，基金會與內地知名教育機構合作。至今有28個運動項目、680位運動員和教練受惠。

李博士的視野並不局限於運動圈子。每當內地發生災難，包括四川大地震，李寧基金會即時慷慨捐輸，協助救災。他身為中國人，但善心卻並不止於對中國同胞。當他得悉一位德國體操運動員的兒子患癌，亟需資金進行治療，他立即施以援手。

李博士的成就舉世稱頌。2005年，曾訓練出多位奧運選手的英國拉夫堡大學向李寧博士頒授榮譽博士學位；2008年香港理工大學亦向他頒授了榮譽人文學博士學位。2009年底，聯合國世界糧食計劃署委任李寧博士為首位華人「親善大使」。然而，最高的榮譽，到底還是千萬同胞對他的衷心崇敬。2008年北京奧運開幕儀式中，李寧博士翱翔於主場館半空燃點火炬的情景，有誰可以忘記？回想1984年，他肩負著中國運動員的摘金希望，24年後，他手持著國家的勝利火炬——不僅在運動場上，更在體壇以外。李寧博士是地球上的一股正能量；他的名字和驕人成就將永遠成為中華文化的亮點。

副監督先生，我謹代表香港科技大學校董會，恭請閣下頒授榮譽大學院士予李寧有限公司集團主席及執行董事李寧博士。