



伍偉國先生
Mr Michael Wei-Kuo Wu

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Deeply interested in mathematics and sciences, Michael Wu had always thought he would become an engineer. By the time he graduated with a degree in applied mathematics and economics from the prestigious Ivy League Brown University, the popularity of joining investment banks was at its peak, and he was also keen to become a banker. Ultimately, after consulting his grandfather, he would choose to take up the torch as an outstanding member of the family's third generation and joined the Maxim's Group, a major player in Hong Kong's F&B industry.

Rather than a dapper Wall Street banker, he started his year as a trainee doing deliveries, gradually moving up to waiting on tables and finally starting his job at the company's finance department. In 2000, at the tender age of 29, he took over as the Managing Director of Maxim's Caterers from his grandfather S T Wu.

Determined to rebrand the group's image towards the younger generation, Mr Wu set out a grand vision to recalibrate the company. Within five years of joining, he transformed the storied company, which was set up in 1956, and launched many new concepts, targeted at the young. The avant garde and fashionable new stores have played a big role in propelling Maxim's into Hong Kong's largest food and beverage operator, with an ever-growing portfolio that includes Chinese, Asian and Western restaurants, quick service restaurants, bakeries, Japanese chain restaurants and coffee shops. Today, the group has 820 restaurants in Hong Kong alone, has presence in over 20 different cities and continues to evolve with over 30 different restaurant concepts.

To manage a humongous group like a well-oiled machine, Mr Wu emphasizes the importance of creating efficient internal communication platforms to keep its 32,000 strong workforce motivated at all times. He deeply cares for what the frontline staff think and feel and spends at least two days a week visiting restaurants to communicate and ensure quality control. To keep an edge over its competitors, Mr Wu spends another big portion of his time tinkering different innovation ideas and research and development, constantly bringing to reality new brands, concepts, dishes and recipes for a refreshing customer experience.

伍偉國先生醉心數學和科學，一直深信自己會順理成章地成為工程師。當他於著名的常春藤盟校—美國布朗大學取得應用數學和經濟學學位時，加入投資銀行是當下畢業生趨之若鶩的選擇，他亦一度萌生成為銀行家的念頭。最終，他在徵詢祖父的意見後決定繼往開來，成為家族企業的第三代接班人，加入香港餐飲業首屈一指的美心集團。

有別於衣冠楚楚的華爾街銀行家，初出茅廬的他沒有一蹴而就，反而按部就班，以實習生的身份從外賣員、餐廳服務員等基層職位做起，最後加入集團的財務部門。2000年，他接任其祖父伍舜德先生的職位，擔任美心集團董事總經理。

伍先生接掌美心集團後，銳意重塑品牌形象，並調整公司的固有定位，訂立了品牌年輕化的宏大願景。加入集團五年後，他為這家創立於1956年的公司帶來創新變革，發展許多以年輕市場為主導的概念。這些時尚的新派餐廳為美心集團打開嶄新局面，使其蛻變成香港最大型的飲食集團，旗下餐廳的種類和數目不斷增長，菜式包括中菜、亞洲和西式，餐廳類型包括快餐店、餅店、日式連鎖餐廳及咖啡店。目前，集團僅在香港就已經有820家餐廳，業務更遍布逾20個城市，並繼續將超過30種不同的概念餐廳發揚光大。

伍先生將一個龐大的飲食王國管理得頭頭是道，每位員工都各司其職，全因他重視團隊的內部溝通，明白有效和高效率的溝通才能讓超過32,000名員工齊心協力，精益求精。他關心前線員工的感受，每週最少花兩天巡視餐廳，與員工交流並控制食品質量。伍先生承先啟後，投入大量時間研發創新意念及產品，因此集團經常推出新品牌、概念、菜式和食譜，為消費者帶來耳目一新的餐飲體驗，成績傲視同儕。

In recognition of his outstanding work, Mr Wu has been awarded “Ernst & Young Entrepreneur of the Year 2012 China” Category Winner (Services) and Country Winner (Hong Kong/Macau Regions). He has been honored in the “Executive Award” category of the DHL/SCMP Hong Kong Business Awards (2008) and “World Outstanding Chinese Award” by the World Chinese Businesses Investment Foundation (2008).

He also offers up his professional experience for the common good. He has been a Director of The Community Chest of Hong Kong, a Non-executive Director of Hong Kong Land Holdings since 2012, a Non-executive director of Jardine Matheson Holdings since 2015, and an Independent Non-executive Director of Hang Seng Bank since 2010.

A strong believer in the importance of education and a supporter of HKUST, Mr Wu has had a long and active association with the University. He has held numerous key positions and offered strategic service in the Standing Committee, Institutional Advancement and Outreach Committee, Knowledge Transfer Committee and Senior Executives Affairs Committee. He has also served as a Director of HKUST R&D Corporation, which acts as the University’s business arm, linking HKUST’s cutting-edge research to industry applications. He was also member of the Council between 2011 and 2017.

Currently he is a member of the University Court and the Knowledge Transfer Advisory Group. With his great experience acquired by working in the industry, his participation and support helps the university to assist in Hong Kong’s social and economic development and satisfy the increasing demand for knowledge transfer and collaboration between faculty and industry as drivers of the future local and global economy. His most cherished contribution has been his position as Chair of the HR Committee between 2015 and 2017. His ample experience with managing large numbers of employees allowed him to help navigate the changes the University was undergoing and communicate them to the frontline - in this case the faculty - in a disciplined way, smoothing out some of the challenges. His entrepreneurial spirit and insight in knowledge transfer as well as a selfless contribution to society is an inspiration to the new generation and it is for such professional excellence and outstanding service to HKUST that we honor Mr Michael Wu today.

伍先生在推動創新和管治方面的成就有目共睹，他曾榮膺「安永企業家獎2012中國」之「服務業企業家獎」及「香港/澳門地區大獎」。此外，他曾於2008年獲頒「DHL/南華早報香港商業獎」的「傑出管理獎」，以及世界華商投資基金會主辦的「世界傑出華人獎」。

他亦不吝為多家機構貢獻其企業管治知識，包括自2012年起出任香港公益金董事及香港置地控股的非執行董事、自2015年起擔任怡和洋行控股之非執行董事，以及自2010年起擔任恆生銀行的獨立非執行董事。

伍先生深明教育的重要性，更早與科大結緣，多年來積極支持大學的發展鴻圖。他曾在常務委員會、校園發展委員會、知識轉移委員會，以及高級行政人員事務委員會擔任多個要職，並提供超卓的策略性建議。此外，他亦曾擔任香港科大研究開發有限公司的董事，該公司將科大的頂尖研究成果應用於不同行業，推動產業化。2011至2017年間，他更出任科大校董會成員，貢獻殊深。

目前，他是科大顧問委員會和知識轉移諮詢小組的成員，有效運用其從商界獲得的豐富經驗，為科大提供寶貴意見。近年，學術界與業界對知識轉移及合作的需求殷切，伍先生的參與和支持無疑有助科大推動香港社會和經濟發展，讓科大成為本地與全球經濟創新的原動力。此外，他最為人稱道的貢獻莫過於在2015年至2017年期間，擔任科大人力資源委員會主席。當時大學正值推行改革措施，適逢伍先生擁有卓越的人力資源及員工管理經驗，正好協助科大以循序漸進的方式讓教學人員了解變革細節，理順當中的挑戰，建樹良多。他的企業家精神、對知識轉移的洞察力，以及對社會的無私奉獻，堪為新一代的典範。伍先生以止於至善的專業精神服務科大，科大今天特此予以表揚。