



羅友禮先生  
Mr. Winston LO Yau-Lai

榮譽大學院士  
Honorary Fellow of HKUST

Having worked at Vitasoy International Holdings for 53 years, Mr. Winston LO Yau-Lai still drinks his company's soy milk every day. Mr. Lo was born in 1941 – just a year after his father, Dr. LO Kwee Seong, single-handedly founded Vitasoy to provide a nutritious drink for the poverty-stricken Hongkongers suffering from malnutrition-related diseases at the time. Today, this household food & beverage name symbolizes health and wholesomeness for a far broader and more sophisticated consumer base. Drinkers' comments about the warmth they feel when holding a hot bottle of Vitasoy on a chilly day still mean a lot to Mr. Lo.

Vitasoy has been part of Mr. Lo and his siblings' lives and the firm's production facility their second home since childhood. Determined to learn the family business from the bottom up, the boys spent their summer holidays working part-time in various departments. Whilst tasks such as removing straws from returned bottles were sometimes mundane, Mr. Lo regularly accumulated valuable business insights when accompanying salesmen visiting retailers.

Taking his father's advice, Mr. Lo studied food science and technology at tertiary level, graduating with Bachelor's and Master's degrees in Food Science from the University of Illinois and Cornell University respectively. He joined the family business in 1967 and used his expertise to enable Vitasoy to diversify into a wide variety of leisure drink products and expand to some 40 markets worldwide.

Mr. Lo's five-plus decades of stewardship have seen Vitasoy successfully negotiate many economic ups and downs. In 1973, an oil crisis-triggered-global recession coupled with the emergence of supermarkets and consumers' moving away from traditional glass bottles almost resulted in the company's bankruptcy. Understanding how Swedish company Tetra Pak's ground-breaking aseptic paper packaging could measurably extend freshness during shipping and storage, Mr. Lo successfully lobbied Vitasoy's board of directors to switch to the system.

In 1975, Vitasoy became the first Hong Kong beverage company to adopt Tetra Pak. The move marked a turning point that has seen the brand evolve from a milk alternative to a fully-fledged leisure drink and, thereafter, sales continued to rise steadily.

When mainland China opened its door in 1979, Vitasoy was among the first to sign a compensation trade agreement with the Guangdong provincial government. Mr. Lo helped introduce 1,200 dairy cows from New Zealand and provide technical training and milking

羅友禮先生自53年前加入維他奶國際集團有限公司以來，至今依然每天飲用自家公司生產的豆奶，數十載如一日。他於父親羅桂祥博士獨力創辦「維他奶」後一年出生，時為1941年，當時公司矢志為患有營養不良相關疾病的香港貧苦百姓提供健康飲料。時到今天，「維他奶」這個家喻戶曉的品牌對於廣大的消費者來說，依然是健康有益的象徵。對羅先生而言，每次觸及顧客談起在寒冬中手握一瓶熱「維他奶」所帶來的絲絲暖意，仍舊意義深長。

回想幼時，「維他奶」不僅是羅先生和兄弟姊妹生活的一部分，廠房更儼如他們的第二家園。羅氏昆仲學習家業，決意從低做起，每到暑假，總會到不同部門兼職工作，包括把飲管從回收瓶子中移除這類枯燥乏味的任務；另一方面，羅先生亦會跟隨營業代表四出到訪零售商，努力培養寶貴的商業觸覺。

羅先生遵循父親建議，在大學攻讀食品科學和科技，先後獲得伊利諾大學及康乃爾大學食品科學的學士及碩士學位。他於1967年回港後旋即加入家族公司，運用其專業知識使「維他奶」多元發展，成為生產多款消閒飲料的大型企業，行銷全球約40個市場。

羅先生領導「維他奶」逾半世紀，乘風破浪，安然度過經濟多番起伏。1973年，石油危機的爆發引致全球經濟衰退，加上適逢超級市場興起，消費者摒棄傳統的玻璃瓶子，令公司瀕臨破產邊緣。危急之際，他成功游說董事局，轉用由瑞典利樂公司（Tetra Pak）研發的創新無菌紙包技術，使產品在運輸及貯存期間仍能長期保鮮。

1975年，「維他奶」成為香港首家採用無菌包裝技術的飲品生產商；自此，品牌不斷壯大，從最初的代乳品，逐步發展為全面的消閒飲料王國，而銷售額亦持續穩步向上。

中國內地於1979年改革開放之初，「維他奶」是首批與廣東省政府簽署援助貿易協議的企業之一。當時，羅先生由新西蘭引入1,200頭乳牛，為深圳光

facilities to assist the Shenzhen Guang Ming Overseas Chinese Livestock Farm in expanding its fresh milk business. This venture was hailed as one of the most successful cross-border cooperation projects. It also achieved his father's aspiration to serve and contribute to the home country.

In 1994 Vitasoy went public in Hong Kong. The company now also has offices in mainland China, Australia, Singapore, and the Philippines.

Despite his packed schedule, this trailblazing businessman has long made major contributions in the area of public service, including being a member of the National Committee of the Chinese People's Political Consultative Conference and the board of the Hong Kong Institute of Biotechnology. In 2001, he was awarded the HKSAR's Silver Bauhinia Star in recognition of his distinguished service to the community.

Determined to continue his late father's legacy in philanthropic initiatives such as the Lo Kwee Seong Foundation, Mr. Lo began extending the Foundation's support across areas such as tertiary education and R&D.

Started in 2001, the partnership between the Lo Kwee Seong Foundation and HKUST has enabled the University to create several scholarships and acquire various essential equipment for advanced frontier science research. In 2018, the Foundation gave the University a magnanimous donation of HK\$100 million to establish a Lo Kwee-Seong endowment fund to nurture research talent in advancing knowledge of life science and purchasing state-of-the-art cryo-electron microscope (cryo-EM) equipment. In addition to his benevolent support, Mr. Lo served as a HKUST Court Member from 2003 and is now an Honorary Court Member.

Always an adventurous individual, Mr. Lo is constantly striving to break new ground – both in and outside work. As a result, he has long participated in challenging sports such as marathon running, sailing and mountaineering. In the 1980s, Mr. Lo was invited to join the Executive Committee of the local chapter of Outward Bound. In the past 27 years, he has continued to inspire local youngsters to face challenges that will foster their resilience and compassion as an Outward Bound Trust member. In 2018 when aged 76, Mr. Lo joined an expedition to South America's tallest peak, Mount Aconcagua, and was only stopped from reaching its 6,962-meter summit by gale-force winds. However, this did not stop Mr. Lo's passion for mountain climbing as "there's no thrill in easy sailing when the sky is clear and blue. There is no joy in merely doing things which anyone can do", which is from a famous poem about Achievement that he likes.

Whether devoting over 50 years to building a brand that is loved by literally millions or nurturing young people via his involvement in community service, higher education and R&D, Mr. Lo is truly a role model. Today, we are delighted to honor him for his commitment and perseverance.

明華僑畜牧場提供技術培訓和擠奶設施，助其發展鮮奶業務。此合營企業不但被譽為其中一個最成功的跨境合作項目，同時達成了羅先生父親貢獻祖國的宏願。

1994年，維他奶集團在香港上市，辦事處現已遍及中國內地、澳洲、新加坡及菲律賓。

羅先生是勇於創新的商界翹楚，百忙中不忘服務社會，多年來擔任多項公職。除曾任中國人民政治協商會議全國委員會香港地區委員，亦擔任過不少諮詢組織及委員會的成員，包括香港生物科技研究院董事。香港特區政府於2001年向羅先生頒授銀紫荊星章，以表揚其對社會的傑出貢獻。

他秉持亡父遺志，致力延續如「羅桂祥基金」等由羅老先生親手創立的慈善事業，於1991年開始將基金的資助範圍擴展至專上教育及科研發展。

「羅桂祥基金」與香港科技大學於2001年開始合作。承蒙基金不吝捐助，科大得以設立數個獎學金，以及添置多項設備進行前沿科研工作。2018年，「羅桂祥基金」向大學捐出港幣一億元成立「羅桂祥研究基金」，以培育生命科學領域的科研人才，並購置最先進的冷凍電子顯微鏡。除慷慨解囊，羅先生早於2003年已擔任科大顧問委員會委員，現時則為該委員會榮譽委員。

羅先生富冒險精神，在公在私均致力實現新突破。他長期參與馬拉松、帆船、攀山等極具挑戰的運動，並於80年代應邀加入香港外展訓練學校行政委員會。他自27年前擔任香港外展信託基金會會員以來，一直激勵本地青少年勇敢迎接挑戰，從而培養他們的抗逆能力和同情心。2018年，羅先生以76歲之齡遠征6,962公尺的南美洲第一高峰阿空加瓜山，僅因遭逢烈風而需停止，無法登頂。但這並沒有減弱羅先生對攀山的熱忱，誠如他鍾情的《成就》詩篇所言：「在晴朗蔚藍的天空下順水行舟平淡無奇，只做凡人皆會做的事亦枯燥乏味。」

羅先生投入50餘年心力，建立受廣大消費者喜愛的品牌，亦熱心公益服務，支持高等教育與科研發展，培育後進。凡此種種，皆為楷模；羅先生展現之承擔與堅毅精神，我校今天特此表揚。