



捷成漢先生
Mr Hans Michael Jebsen

大學學會會士
Honorary Fellow of HKUST

If the image of an owner of a Porsche car reveals more glamour than modesty, it is certainly a stark contrast to that of the one who brings the brand into Hong Kong. Porsche is, however, only one of the many household names that are carried by the products Jebsen & Co Ltd distributes. The company's Chairman, Mr Hans Michael Jebsen, whom we honor today, is well known for his modesty in maintaining a low profile in spite of the celebrated success of the business he runs. As the South China Morning Post put it in an article on the centenary celebration of Jebsen & Co Ltd: "Mr Jebsen's low profile is a little unusual for the territory where the cult of the plutocrat reigns, and the businessmen figure as prominently on the social pages of newspapers as they do in the business section". "I never wanted to be a movie star," that same article reported Mr Jebsen saying, "I leave that to other people." One has to decide in life what the priorities are. Mr Jebsen's priority is unquestionably meeting the family at the dinner table rather than appearing in front of the television camera. "The best way to handle celebrity status is for people to retain ties to where they came from - religion, family, hobbies - things that rooted them to life before they became celebrities," is an advice that Mr Jebsen has certainly taken to heart.

Make no mistake. Behind this modesty is a man with a colorful background that can feature in many a movie. Mr Jebsen was born to a family descended from generations of courageous Danish seafarers, adventurers, and entrepreneurs that could be traced back to the 16th century. From the first part of the 19th century, members of the Jebsen family were among the earlier captains to have involved with China trade. After years of trading experience with China, foundations were laid for the establishment of Jebsen & Co, a partnership between Mr Jacob Jebsen, Mr Hans Michael Jebsen's grandfather, and Mr Heinrich Jessen, in Shanghai in 1895. Since then, the company has continued to evolve and grow, withstanding the tests of two world wars and the turbulent periods of modern Asian history. The company's business profile covers China, Southeast Asia, Denmark, Germany and the USA. The center of Jebsen and Co's business remains firmly rooted in Hong Kong and the Mainland, a place that Mr Jebsen and his family call home.

As the eldest son Mr Jebsen was groomed to be the heir to the family business at an early stage. The unfortunate and untimely decease of his father Mr Hans Jacob Jebsen in 1979 made it necessary for him to leave his studies in Switzerland midstream to join the business at the age of 24. He became the company's Managing Director six years later in 1985. The company continues to thrive under his leadership. Today, Jebsen & Co employs well over a thousand staff, with businesses run by twelve specialized divisions under four main areas: Motor Trade, Consumer Goods, Industrial Trade, and

或許保時捷跑車帶給其主人的形象，是魅力四射多於莊重自持；不過，這形象卻肯定與把這個跑車品牌引入香港的商人——捷成洋行的主席捷成漢先生——格格不入；無論如何，保時捷祇是捷成洋行所代理的眾多品牌之一。我們今天要表揚的便是這位捷成漢先生。雖然他所領導的捷成洋行業績斐然，但捷成漢先生仍然莊重自持、毫不驕矜傲慢，他的作風已廣備推崇。《南華早報》在一篇有關捷成洋行一百周年慶典的文章中，曾有這樣的報道：“在香港這個崇拜富豪成風、商人成為財經版和社會版爭相報道目標的社會裡，捷成先生的低調作風實在是鳳毛麟角。”對這篇文章，捷成漢先生有這樣的回應：“我從不想成為電影明星，我把這些事留給其他人去做。”每一個人都會決定那一些是他們生命中最重要的事。毋庸置疑，對捷成先生來說，回家與家人一起共進晚餐，肯定會比在電視熒幕前亮相來得重要。他所身體力行的忠告是：“知名人物要做到恰如其份，最理想的方法就是不忘本，即是說不要拋棄那些在他們加入名人行列之前，已經成為他們生命中根深蒂固的事物——例如宗教、家庭、和嗜好等。”

不過，大家也不要誤以為捷成漢先生的生平沒有什麼特色；相反，在這位莊重自持的人物背後，其實也有璀璨光輝的一面，足以被拍成一部電影。捷成漢先生出生於一個丹麥家族，這個家族的歷史遠溯至十六世紀，世代都是勇敢的航海家、冒險家、和企業家。十九世紀初，在那些參與早期中國貿易的船長中，有幾位便是捷成家族的成員。紮根於多年從事中國貿易的經驗，捷成漢先生的祖父雅各捷成先生和表親鏗利治積成先生於1895年，合夥在上海創辦了捷成洋行。從此，捷成洋行的業務蒸蒸日上；雖然經歷了兩次世界大戰，以及亞洲近代史中多個動盪不安的時期，但該公司不祇經得起這些考驗，還發展成為一個跨國集團，業務遍佈中國、東南亞、丹麥、德國和美國。儘管捷成洋行的業務已經國際化，該公司仍以香港和中國內地為其業務根據地，捷成漢先生和他的家人更以這裡為他們的家園。

身為捷成家族的長子，捷成漢先生從小便被栽培成為家族企業的繼承人。由於父親漢雅各捷成先生不幸在1979年突然去世，當時年僅24歲、正在瑞士升學的捷成漢先生祇好中途放棄學業，投身家族的事業。六年後，即1985年，他出任捷成洋行執行董

Services. The company maintains active business activities in the Mainland through nine representative offices, two affiliated companies, six joint ventures, and various other direct investments. The distinctive Jebsen emblem of three mackerels now covers the supply of Porsche, Renault, Bosch auto parts, Pentax cameras, Akai audio gear, Blue Girl beer, and many others. Despite the diversity of products ushered into Hong Kong and China by the company and its phenomenal growth spanning more than a century, the company has not changed its character since inception. Jebsen & Co retains its long-standing culture as a family-owned, family-run and close-knit business and has every intention to remain so. Such an environment enables the company to value the respect for the individual and sensitivity to personal relationships.

Success in business is not Mr Hans Michael Jebsen's only virtue. He follows his family's long tradition of active public service. Way back in the mid 19th century his great grandfather set up a pension fund for widows and orphans of seafarers from Aabenraa, the place where the early Jebsens took citizenship. Although Mr Jebsen seeks to be spared from the social pages of newspapers and the limelight of the society glossy, he does not shy away from supporting meaningful causes. Sustainable development and protection of our natural resources is close to his heart. He has been serving as Chairman of the World Wide Fund for Nature Hong Kong since 1995, and Trustee of WWF International, Switzerland since 1998. Four years ago, as part of his company's centenary celebration, Mr Jebsen set up an education foundation to help students from the Chinese mainland and Hong Kong to pursue their studies at HKUST. So far more than 480 students have benefited from such generosity. Mr Jebsen serves as a corporate advisor to the University's School of Business and Management. On music and art, Mr Jebsen is no philistine. "Music in my mother's family was as natural as the air to breathe," he professed. He started putting bow to strings on the violin at the age of eight and relished the joy of music and the fun of team effort through his student days, playing at various chamber music ensembles. He is a member of the Asia Cultural Council of Hong Kong and a life member of the Academy of Performing Arts of Hong Kong.

Mr Pro-Chancellor, I have the honor to present to you, on behalf of the Hong Kong University of Science and Technology, Mr Hans Michael Jebsen, Chairman of Jebsen & Co Ltd, Hong Kong, for the award of Honorary Fellowship.

事。在他的領導下，該公司的業務繼續蓬勃發展。時至今日，捷成洋行的員工總數已超過 1,000 人，其業務可以分成四個主要領域：汽車、工業品、消費產品、及服務業，分別由 12 個專業部門管理。該公司更積極拓展中國內地的業務，目前已在內地成立了九個辦事處、兩家附屬公司、六家合資企業、及多個直接投資項目。目前，在捷成洋行的三魚徽號下，已包攬了多個著名品牌：保時捷、雷諾、Bosch 汽車零件、賓得相機、雅佳音響、藍妹啤酒……雖然該公司引進香港和中國內地的產品非常多元化，並在過去一個世紀裡創下驕人的增長表現，但捷成洋行始終沒有改變當年本色，繼續維持其悠久的傳統，以家族擁有、家族經營、和緊密聯繫為業務經營理念，並且令該公司可以實現一視同仁及以人際關係為重的企業精神。

捷成漢先生的成就並不僅限於事業上的輝煌成績，他還追隨家族的悠久傳統，積極為公益服務。這份獻身服務精神可以遠溯至十九世紀中葉，由其曾祖父遺留下來的善行懿表，他為當時阿班華(早期捷成家族成員落籍定居的地方)船員的孤兒寡婦成立撫卹金。雖然捷成漢先生不愛出風頭，盡可能避免成為報紙社會版的新聞人物；但在支持一些有意義的事上，他則極為樂意展示其宅心仁厚的一面。他關注持續發展及自然資源的保護。自 1995 年起，捷成漢先生便出任世界自然基金會香港分會的主席，並從 1998 年起，出任瑞士世界自然基金會國際總會的基金信託人。四年前，捷成洋行慶祝該公司創立一百周年，成立了捷成教育基金，資助中國內地和香港的學生到香港科技大學進修，目前已有超過 480 位學生受惠。此外，他又擔任香港科技大學工商管理學院的企業顧問，對大學貢獻良多。捷成漢先生也是深諳音樂和藝術之道的文藝愛好者。他指出：“在家母的娘家，音樂就好像空氣一樣無處不在。”他八歲時便開始學習彈奏小提琴，並在求學期間分別參加了多個室樂團，從中體會到音樂的箇中樂趣，以及團隊精神帶來的快樂。目前，他是香港亞洲文化議會成員及香港演藝學會終身會員。

副監督先生，本人很榮幸可以代表香港科技大學，恭請閣下頒授大學學會會士榮銜予捷成洋行主席捷成漢先生。