

Honorary Fellow A Citation



Mr Mong Tak Yeung, David, BSc, MBA

Mr David Mong Tak Yeung describes the challenge facing him as Vice-Chairman of the Shun Hing Group of companies in the words of an old Chinese saying: "It is hard enough to build a business, but it is even more difficult to maintain the business and keep it prosperous." Mr Mong's father, Dr William Mong Man Wai, started Shun Hing in 1953 and built it up with spectacular success into one of Hong Kong's major business enterprises. David Mong now plays his own distinctive role in the business, building on the solid foundation of his father's example and counsel. It is a role that complements his father's: where William Mong's motto was, "Rome wasn't built in one day," David Mong's motto is, "Rome wasn't built by one person."

Mr Mong learned the importance of teamwork partly at home and partly from La Salle College, with its emphasis on team sports and never-say-die spirit. At UCLA he learned the tough intellectual discipline of electrical engineering and also the importance of self-management. When he finished his Bachelor of Science degree, his father sent him to Osaka ostensibly to attend a meeting at the headquarters of Matsushita Electric Industrial Company Limited. He ended up staying four years, learning not only fluent Japanese but every aspect of the electronics business from the inside. He learned about engineering and manufacturing processes; logistics, transactions, product design, and retail. In short, he learned everything Panasonic's sole distributor in Hong Kong could know about their products.

But in Japanese management style he learned something even more important, which built on his experience at La Salle. At Matsushita all members of the company looked far beyond their individual job descriptions. They identified with the project and beyond that with the enterprise as a whole. After taking an MBA at Santa Clara University, Mr Mong finally took his place at Shun Hing and began to bring his own experience to bear in the task of maintaining the business and keeping it prosperous. He quickly showed his ability to articulate the strategic directions of the company, which he formulated in terms of "total quality management" (TQM). Here again Mr Mong built on the traditions of the business established by his father. The very name "Shun Hing" insists that "trust" and "prosperity" are intimately linked: those who prosper are those who have built trust. Trust is built on a dedication to quality. Mr Mong partly sees his task as ensuring that these founding values inspire every member of the company. On the walls at company headquarters in Tsim Sha Tsui you will find cartoons, affectionately portraying Mr Mong by his nickname "Q Sir," or Master of Quality. Beside them are Mr Mong's mottos, annual themes of his TQM efforts. They say such things as, "If you can do better, why stop here?" His aspiration is not merely to maintain the business but to move it up to another level.

Shun Hing's respected name is also associated with its well-known Education and Charity Fund. Mr Mong is the Chairman of the Fund, which has donated more than \$400 million to various projects that have helped people in Hong Kong, Mainland China and overseas. The



donations have benefited education, medical services, sports, arts and culture, environmental protection and community services. The Fund has been generous to all levels of education. Among the many projects Mr Mong has supported is a reading programme for primary and secondary students it has co-partnered with the (former) Education Department. However, the bulk of the Fund's support has been for tertiary education. Almost every tertiary institution in Hong Kong, and universities as far afield as Cambridge and Nanjing, have been beneficiaries of the Shun Hing Education and Charity Fund.

The Chinese University of Hong Kong has benefited in many ways from the Fund's generosity. The William M W Mong Engineering Building, the Mong Man Wai Building and the Institute of Mathematical Sciences, among many other projects, have enjoyed Shun Hing's munificent support. As Chairman of the Fund, Mr Mong takes a personal interest in every project. At the recent Chinese Universities Shakespeare Festival Mr Mong came in person to present prizes of electronic equipment donated by the Fund to the student actors and directors who took part. He took delight in witnessing the students' delight.

Mr Mong is a staunch believer in the educational value of a degree in engineering in teaching students to think analytically about problems. In order to help engineering at the Chinese University to maintain the highest standards of excellence, Mr Mong contributes his time and expertise as a Member of the Faculty Advisory Board and as founding Chairman of the Advisory Board of the Shun Hing Institute of Advanced Engineering. He is also a member of the Advisory Committee of the University's Institute of Mathematical Sciences.

Mr Chairman, Mr David Mong Tak Yeung is a distinguished entrepreneur, philanthropist and supporter of higher education, and it is my honour to present him to you for the award of an Honorary Fellowship.

This citation is written by Professor David Parker