

Mr Chong Shing-hum, BBS

Honorary Fellow

Citation

Mr Chong Shing-hum started out making woolen sweaters in 1966, but later exported a variety of products around the world, to Europe, the United States, Canada, and to Japan, until 2013.

He established Wah Gar Group in 1986, enlarging the business scope to include garment processing, dyeing, knitting, and more. Also in that year, he set up a joint venture in Huzhou City, Zhejiang Province, handling not just woolen garments, but also dyeing and printing, including on silk, scouring, spinning, and frozen food packaging.

He then set up another joint enterprise, Wah Gar Industrial Company Limited, with Guangdong Heyuan Economic Development Corporation in 1992, and started to develop the Wah Gar Industrial Park with a surface area of two square kilometres operating waterworks and sewage treatment plants.

Meanwhile, Mr Chong also founded a sole proprietorship with three factories: Wah Gar Fashion Factory, Wing Wah Dyeing Factory, and Top Green Foodstuff Factory, which produced frozen food products.

In 1994, he contracted with the American company "TCBY" (The Country's Best Yogurt) to franchise frozen yogurt outlets, successfully obtaining the authority to operate the popular brand in Mainland China and Hong Kong, in terms of store opening and product distribution to the mass market.

In 2003, as part of a manpower redeployment plan, Mr Chong transferred partial garment production procedures to factories in Henan Province. There, half-finished goods were turned into ready-made garments, which were ready for export.

Under Mr Chong's visionary leadership, Wah Gar Group expanded by leaps and bounds. It had more than 6,000 employees across Guangdong, Zhejiang and Henan by 2010. Textiles were mainly exported while frozen products were distributed domestically. Thereafter, Mr Chong decided to get out of the textile business at the end of 2013 and the frozen yogurt business at the end of 2014, due to labour cost increases and industry saturation.

But he was not done yet. He has been in the toy industry since 2014, when he founded Soap Studio Company Limited. He has translated his insight into imagination, creativity, and innovation.

The launch of The Batman - The Dark Knight Radio-Controlled Tumblers in the same year is legendary, as are tumblers, becoming the hot topic amongst the global toy industry. These are finely crafted 1:12 scale Batmobiles with more than 20 interactive smartphone functions, not to mention the amazing restoration of the archetype. The success of the RC Tumblers has turned Soap Studio into a Radio-Controlled vehicle pioneer. Consequently, Soap Studio has made a mark in the entire toy industry with its profound influence.

The Soap Studio also cooperates with many different world-class and best-in-class brands in product development and event planning, such as Disney, Pixar, Warner Bros., Aniplex, 21st Century Fox, Osamu Tezuka, SpongeBob SquarePants, Moomin, and The Smurfs.

Moreover, with Mr Chong's distinctive insight, Soap Studio began to develop its own IP "Unbroken Island" in 2018, rolling it out in early 2022. It was another milestone.

Mr Chong has enthusiastically participated in social welfare in Mainland China and Hong Kong, and dedicated his time and energy to giving back to society. In particular, through the Hong Kong Rope Skipping Federation, China (HKRSF), he has encouraged young people to realise their athletic potential by adequate trainings. By driving the development of the HKRSF, he has taken young talents to international competitions, and raised public awareness of the sport.

Mr Deputy Chairman, for his exceptional contributions to the manufacturing industry and the community, I present Mr Chong Shing-hum for the award of the title of honorary fellow of Lingnan University.

Citation written and delivered by Professor Eric Lam Tak-ming

莊成鑫先生，BBS

榮譽院士

贊辭

莊成鑫先生於1966年開始從事羊毛衣行業，除生產之外，亦出口到歐洲、美國、加拿大、日本和世界其他地區，一直至2013年。

1986年，他成立了華嘉集團，業務包括服裝加工、印染、針織等。同年，莊先生在浙江省湖州市成立了一家合資企業，業務涵蓋羊毛製衣、絲綢印染、洗水、紡紗和冷凍食品。

其後，他於1992年與廣東省河源市經濟發展總公司合資成立了華嘉實業有限公司，開發面積達兩平方公里的華嘉紡織工業城，經營自來水廠和污水處理廠。

與此同時，莊先生亦獨資創辦了華嘉時裝廠，拓展製衣業務；又開設榮華染整廠和德軒食品廠，生產服裝及冷凍食品。

後來，他成功在1994年與美國著名品牌「TCBY」(天使冰王乳果雪糕專門店)簽訂了特許經銷合同，獲授權在中國內地和香港以該品牌開設零售店，並向大眾市場分銷產品。

2003年，莊先生為了紓緩人手壓力，將服裝生產的部分工序轉移到河南省，並將半製成品運回河源經合成成品出口。

在莊先生的卓越領導下，至2010年，華嘉集團在廣東、浙江和河南的員工人數已超過6,000人。集團生產的紡織品主要作出口，而冷凍產品則主要在國內銷售。其後，由於勞動力成本上升和紡織業飽和，莊先生在2013年底決定結束其紡織品生意，並在2014年底停止經營TCBY業務。

然而，莊先生不曾停下腳步。他從2014年開始涉足玩具行業，憑藉自己豐富的想像力、創造力和創新思維，成立了Soap Studio有限公司。

公司於同年推出蝙蝠俠黑夜之神1:12智能遙控模型車，瞬間風靡全球玩具行業。製作團隊高度還原設計全貌，以精雕細琢的部件及20多種智能手機互動功能，創造出這款生動逼真的遙控模型車。遙控蝙蝠車的成功使Soap Studio成為遙控車的先驅，並在遙控車的市場上脫穎而出。因此，Soap Studio為自己開拓了新的一章，同時也對玩具行業產生了深遠的影響。

Soap Studio還與迪士尼、彼思、華納兄弟、安尼普、21世紀福斯、手塚治虫、海綿寶寶、姆明、藍色小精靈等多個世界級一流品牌合作，進行產品開發和活動策劃。

此外，莊先生獨具慧眼，Soap Studio在其領導下於2018年開始開發自主品牌「綿綿島」，該品牌於2022年初正式推出，為Soap Studio的一個重要里程碑。

莊先生熱心參與中國內地和香港的公益事業，在不同崗位上均竭盡所能，回饋社會。他投身中國香港跳繩體育聯會的事務，為青少年提供培訓，發掘他們的潛能。此外，他亦積極推動該會的發展，讓年青運動員有機會參與各項國際賽事，喚起大眾對這項運動的關注。

副主席先生，莊成鑫先生對製造業及社群均有傑出貢獻，本人謹恭請閣下頒授榮譽院士銜予莊成鑫先生。

贊辭由林德明教授撰寫及宣讀