

### **Dr Adrian CHENG Chi-kong**

Born in 1979, Dr Adrian Cheng belongs to a new generation of business leaders Hong Kong should be proud of. As the visionary art entrepreneur behind K11 Art Foundation, K11, New World Group and Chow Tai Fook Jewellery Group, he uses innovation, art and culture to create new family entrepreneurial businesses.

Dr Cheng attended Taft School, a boarding school in Connecticut before entering Harvard University, where he graduated with a Bachelor of Arts (cum laude) in East Asian Studies. Prior to joining his family business in 2006, he had worked for Goldman Sachs and UBS in Hong Kong and Tokyo.

In 2012, Dr Cheng was appointed Joint General Manager of New World Development Company Limited in addition to his position as Executive Director since 2007. He oversees the daily operations of the company, which has a total asset value of US\$46 billion, and has revamped the brand and its businesses by introducing and implementing new strategies and policies, and a new corporate culture.

Under Dr Cheng's leadership, New World Group has adopted UNITI as its corporate values. UNITI stands for You (U), New World (N), Innovation (I), Trust (T) and Improvement (I) — the core values that underpin the Group's success and manifest its belief in "Building a New World with Innovation and Improvement." UNITI is also homonymous with the word "unity", a spirit that is promoted amongst members of the New World family.

Among the fresh measures Dr Cheng has injected into his company is a book club for his management team. Members have to read a book per month and write a summary to share online. And everyone on the team, even executives, is required to spend a few days working in customer service in order to really understand the business. Dr Cheng visits his own stores every week — sometimes as a mystery shopper unknown to his staff — to gain first-hand experience on the ground.

Two years ago, Dr Cheng received two special honours: being named a "Young Global Leader" by the World Economic Forum, and selected as one of the 2012 Fortune "40 under 40" global business stars by *Fortune* magazine. This year, he received an honorary Doctorate of Humanities degree from the Savannah College of Art and Design. Dr Cheng also serves as a non-executive director for two listed companies: Giordano International and Modern Media Holdings.

Described as a prime example of revolutionising corporate culture in the family business with fresh ideas and international best practices, Dr Cheng once said, "I embrace my family values and heritage, but I'm also trying to create a new platform for the family with a new style." Drawing inspiration from the story "The Tortoise and the Hare", he prefers slow evolving to drastic change. "In order to win the race, you want to be the turtle, not the rabbit. I take things step by step."

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Trained as an opera singer at the age of 13, Dr Cheng is passionate about art. After graduation from Harvard, he moved to Kyoto for one year studying Japanese art and culture. Wanting to make a difference by blending his vision of art and culture with his knowledge of commerce, he successfully created a new museum retail brand concept — K11, building high-end lifestyle art malls, offices and serviced apartments in Greater China.

A jewellery designer and a painter himself, Dr Cheng founded the K11 Art Foundation, a non-profit organisation that serves as an incubating springboard for young contemporary artists from Greater China with K11 art village and artist-in-residence international exchange programmes, educating the local and international public about contemporary Chinese art. He also co-founded Arts in Heritage Research, an NGO focusing on local arts and heritage conservation, and cultural journalism.

Dr Cheng's contribution to art and culture is recognised internationally. He sits on various boards and committees in the Royal Academy of Arts, National Museum of China, the Metropolitan Museum of Art, Centre Pompidou, Tate and others, just to name a few. *ARTnews* just named Dr Cheng one of the “Ten Up and Coming International Visionary Collectors.” He also appeared on the list of the “Top 20 Movers, Shakers and Decision-Makers in China Fashion” by *The Business of Fashion*.

As a strong believer in education, Dr Cheng is a member of the Dean's Council at the Harvard Kennedy School of Government, and sits on various boards and committees of other universities. He is keen on supporting less privileged students in Hong Kong, particularly Lingnan University. Dr Cheng has donated HK\$3 million in support of Lingnan's exchange programmes, and assists in fundraising and career development. New World has also been offering management trainee opportunities and internships to Lingnan students.

Mr Chairman, for his contributions to the business community, for his distinguished service to education, and for his passionate support for art and culture, both locally and globally, may I present Dr Adrian Cheng to you for conferment of an honorary fellowship.

*English citation delivered by Prof James Rice*

### 鄭志剛博士

出生於1979年的鄭志剛博士，屬於香港引以為傲的新一代商界領袖。作為K11藝術基金會、K11、新世界集團及周大福珠寶集團幕後有遠見的藝術型企業家，他運用創意、藝術和文化締造新的家族創業型企業。

鄭博士曾就讀於塔夫脫中學——一所位於美國康涅狄格州的寄宿學校，後考進哈佛大學，取得東亞研究文學士(榮譽)學位畢業。在2006年加入家族企業前，他曾在香港和東京的高盛和瑞銀工作。

自2007年獲委任為新世界發展有限公司的執行董事後，鄭博士於2012年再獲委任聯席總經理，負責資產總值達460億美元的公司的日常業務經營，並通過引入和實施新的策略、政策及企業文化，革新公司品牌和業務。

在鄭博士領導下，新世界集團採納UNITI作為其企業價值觀。UNITI的各個字母分別代表你(You)、新世界(New World)、創新(Innovation)、信任(Trust)和進步(Improvement)，是集團賴以成功的核心價值，並體現「創新發展 你我共建新世界」的信念。UNITI又與「Unity」(團結)同音，寓意新世界大家庭中各成員團結一致。

鄭博士注入其公司的新措施之一，是為其管理團隊而設的讀書會。會員要每月讀一本書，並寫一個撮要，在網上分享。每個團隊成員(甚至高層執行人員)都要在客戶服務部工作幾天，以真正了解企業營運。鄭博士每週亦會巡訪自己的商店，有時更在無人知曉下以神秘顧客的身份出現以獲得前綫的第一手經驗。

兩年前，鄭博士獲得兩項殊榮，分別被世界經濟論壇譽為「全球青年領袖」及被《財富》雜誌選為「2012年全球40位40歲以下商界精英」之一。今年，他獲薩凡納藝術及設計學院頒授榮譽人文學科博士學位。他還擔任佐丹奴國際和現代傳播控股這兩家上市公司的非執行董事。

鄭博士被形容為透過新思想及國際最佳做法徹底改革家族企業文化的典範之一。他曾經說過：「我擁戴我的家族觀念和傳統，但我也想為家族創造一個具新風格的新平台。」他從《龜兔賽跑》的故事中汲取靈感，不喜歡大刀闊斧的變革，寧願緩慢發展。「為了贏得比賽，你會想成為烏龜，而不是兔子。我做事喜歡循序漸進。」他道。

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鄭博士熱愛藝術，十三歲時就受訓成為歌劇演唱家。自哈佛畢業後，他搬到京都留學一年，修讀日本藝術和文化。他希望將其藝術和文化的目光融匯於商業知識，作出一番貢獻，憑此成功地想出了一個新的博物館零售品牌概念「K11」，在大中華區建造高端的生活藝術商場、寫字樓及服務式公寓。

本身是珠寶設計師和畫家的鄭博士，成立了K11藝術基金會。這個非牟利組織為大中華區年輕的當代藝術家提供一個培養場所和跳板，設有K11藝術村及駐場藝術家國際交流項目，並向本土和國際間的公眾人士介紹中國當代藝術。他還與人共同創辦了「藝術及古蹟資料研究」，重點之一是保護本地藝術和傳統、提倡文化新聞學的非政府組織。

鄭博士對藝術和文化的貢獻，是國際公認的。他參與皇家藝術學院、中國國家博物館、大都會藝術博物館、龐畢度中心、泰特美術館等機構的董事會和委員會。《藝術新聞》剛剛將他命名為「十大有遠見的國際新晉藝術收藏家」，而他還位列於The Business of Fashion「20位中國時尚產業的推動者、影響者和決策者」的名單之上。

一向堅信教育的鄭博士，是哈佛大學肯尼迪政府學院院長委員會成員，同時是多所其他大學的校董會和委員會成員。他熱衷支持香港較有需要的學生—尤其是嶺南大學的學生。就此，他曾捐贈300萬港元支持交流項目，並協助籌款和職業發展方面的工作。新世界還提供了管理培訓和實習機會予嶺大學生。

主席先生，為表揚鄭博士對商界的貢獻、對教育的出色服務，以及對本地及全球藝術和文化的熱心支持，本人謹恭請閣下頒授榮譽院士銜予鄭志剛博士。

英文贊辭由James Rice教授宣讀