

Honorary Fellow A Citation



Mr Heung Shu Fai, BSSc, MEcon

Mr Heung Shu Fai is an outstanding alumnus of The Chinese University of Hong Kong. He is a well-known figure in business and finance, and a veteran *nomine magnus* in the media and cultural industries. He writes on an extensive array of topics in newspapers and magazines during his leisure from business pursuits, and his support and concern for his alma mater are often reflected in his articles on current affairs and social issues.

The ancestral home of Mr Heung Shu Fai is in Dongguan Prefecture, Guangdong Province, and he grew up in Hong Kong. He was admitted to New Asia College in 1967 where he majored in Economics. In 1972 he proceeded to Thammasat University in Thailand on a Rockefeller Foundation Scholarship, where he graduated with a Master of Economics degree in 1974. The thesis that Mr Heung presented for his Master's degree was on the labour market of Singapore in the 1960s and 1970s, in which he analysed the reformative policies and measures undertaken by the Singaporean Government to address the instability caused by extensive unemployment in the 1960s through large-scale development of the country's export industries. His views were precise and well-founded, and it was on such solid research that his future career in high finance was to be based.

In 1974 Mr Heung began his career in the banking industry and he took up executive positions with the Bank of America, the National Bank of Canada, Shearson American Express Finance Limited, and Arral & Partners. He demonstrated a special eye for developments in international finance, which brought him to successive levels of growth and achievement. In the 1990s he turned his attention to the publication industry, where he built up an entirely new career. He first took part in the founding of the *Next Magazine*. In 1991 he joined the Sing Tao Group as Group General Manager for Chinese Newspaper Publishing, and in 1994 he participated in the acquisition of the *Wah Kiu Yat Po* as the Managing Director of Overseas Chinese Daily News Limited. In 1995 he became a Director of CIM Company Limited and the Executive Director of Ming Pao Enterprise Corporation Limited. *Sing Tao*, *Wah Kiu* and *Ming Pao* have been Hong Kong's major quality newspapers with a respected standing, and the fact that Mr Heung was at various times engaged in their decision-making mechanism is sterling proof that his capabilities have been well recognized among colleagues and fellow-professionals. In 1996 he set up the Sirius Pacific Consultants Limited and has since been its Managing Director. This company specializes in consultancy for investments, finance, and strategic corporate communication services and Mr Heung has been running the company with consummate skills. At the same time he is also a broadcaster with his own shows "Breakfast with Heung Shu Fai" and "Power Talk – Breakfast with Heung Shu Fai" on Metro Radio.

Mr Heung Shu Fai is a keen supporter of community services and a Director of Operation Concern Corporation Limited, a member of the Shatin Clubhouse Sub-Committee of the Hong



Kong Jockey Club, an Honorary Advisor of the Shanghai Fraternity Association Hong Kong Limited, and an adjunct professor of the Institute for Enterprise of the Hong Kong Polytechnic University. Mr Heung has a great love for his alma mater and has lent his immense support to the growth of the Chinese University. While still a student he was already the Chairman of the Preparation Committee for the Establishment of the Chinese University Student Union. He is now a member of the University Council as well as the Council's Executive Committee. He has also been a member of the Board of Trustees of New Asia College since 1981. He has actively involved himself in alumni affairs, and in 1976 was elected the Chairman of the Alumni Association of New Asia College. Later he participated in the setting up of the CUHK Federation of Alumni Associations, and was the President of the CUHK FAA in 1984. He is now an advisor of the Federation as well as a member of the Editorial Board of the CU Alumni Magazine. When the University celebrated its 40th anniversary in 2003 Mr Heung supported various activities by sitting on the respective committees, especially in relation to public relations.

In 1977 Mr Heung was elected an Associate of the Institute of Bankers. Later on at various times he attained the membership of the American Management Association, the American Economic Association and the Chinese Executives Club of the Hong Kong Management Association. He is also a member of the Chinese General Chamber of Commerce, the Hong Kong News Executives' Association, the Foreign Correspondents' Club and the Hong Kong Chi Tung Association. The biography of Mr Heung has been entered many times in international and Asia-Pacific who's whos and the directories of famous personalities in banking and finance in the Asia-Pacific region.

Mr Heung once said that the main objective of reading is interest; the more one reads the more one desires to know, and thus one's intellectual horizon is stretched. He believes that one should have a broad mental capacity and the courage to explore new grounds in one's working life. However, as a person applies himself enthusiastically to his work, he must also maintain a balanced approach to what he is about, abiding by the rules of ethics and being faithful to the trust placed in him. Mr Heung firmly subscribes to the motto of the Chinese University, *Bo Wen Yue Li*, which also serves as his own motto for business and life, and which provides him with the guiding principle that leads to his business success. This is also what he expects of his own children. He educates his children and also provides opportunities for other young people, in the hope that they will build up successful careers that will impact positively on social progress. Mr Heung (the surname means "fragrance") was named *Shu* (tree) *Fai* (brightness, glory) by his late father, with the expectation that the fragrant tree may bloom in radiant brightness. As Mr Heung was choosing pseudonyms for his newspaper columns, the names selected were also tree-inspired similes. Harkening to the ancient Chinese metaphor that compares educating the young to the planting trees for later generations, Mr Heung is indeed serving the community not only in word but also in deeds. In recognition of his contribution both to the community and to the Chinese University, Mr Chairman, may I present Mr Heung *Shu Fai* for the award of an Honorary Fellowship.