



鍾偉平博士

Dr CHUNG Wai-ping, BBS, MH, JP

稻香集團主席兼行政總裁鍾偉平博士是備受讚譽的企業家，對支持香港餐飲業的發展不遺餘力。

鍾博士在廣東出生，15歲來港，在不同食肆先後擔任學廚和其他工作，1985年成為廣州花園酒店的助理總廚。1991年，鍾博士與合作伙伴開設第一間稻香火鍋海鮮酒家，並將其發展成現時在本港和內地擁有接近100家食肆的連鎖集團。為進一步提升企業管治及透明度，稻香集團於2007年6月正式於香港聯合交易所主板掛牌。

有見傳統酒樓的管理比較混亂，鍾博士決心構思並推行適用於中式酒樓的專業管理培訓計劃，實施五常法以提升酒樓環境及衛生，建立中央食品加工及物流中心以保證食品安全及質素，並利用科技把營運自動化以便利顧客，從多方面提升行業的專業形象和服務水平。鍾博士還推出了「一蚊雞」等成功的營銷策略來樹立稻香品牌，並於2014年出版《思變之執念——開創稻香王國》一書，縷述稻香的故事及其管理哲學。

鍾博士大力支持中式餐飲從業員的專業發展，早於2001年已與職業訓練局（職訓局）合辦「稻苗培植計劃」，開辦香港首個中式酒樓管理課程，2012年支持職訓局成立VTC稻苗學院，並提供培訓場地。

Dr Chung Wai-ping, Chairman and Chief Executive Officer of Tao Heung Holdings Limited, is a highly acclaimed entrepreneur and staunch supporter of the development of the catering industry in Hong Kong.

Born in Guangdong of mainland China, Dr Chung came to Hong Kong at the age of 15. He worked as an apprentice cook and did various jobs in local restaurants before becoming Sous Chef at the Garden Hotel in Guangzhou in 1985. Dr Chung collaborated with a partner to open the first Tao Heung Seafood Hotpot Restaurant in 1991 and turned it into a leading catering conglomerate, with nearly 100 eateries in Hong Kong and mainland China. To further enhance corporate governance and transparency, Tao Heung Holdings Limited was officially listed on the Main Board of the Stock Exchange of Hong Kong in June 2007.

Given the somewhat disorganised management of traditional Chinese restaurants, Dr Chung was determined to design and implement a professional management training programme suitable for Chinese restaurants. He introduced the Five-S Method to improve the restaurant environment and hygiene, established central food processing and logistics centres to ensure food safety and quality, and used technology to automate operations to enhance the customer experience, employing a multifaceted approach to upgrade the professional image and service level of the industry. Dr Chung also introduced successful marketing gimmicks such as the “One-Dollar Chicken” campaign, to help build up the brand name of Tao Heung. In 2014, he wrote and published a book to narrate the story of Tao Heung and his management philosophy.

Dr Chung is committed to the professional development of Chinese catering industry practitioners. As early as 2001, he joined hands with the Vocational Training Council (VTC) to organise the Chinese Cuisine Culture Development Programme and launch the first Chinese restaurant management course in Hong Kong. In 2012, he supported the VTC to establish the VTC Tao Miao Institute and provided a training site for it.

「稻苗培植計劃」的畢業學員於2003年組成稻苗飲食專業學會，延續鍾博士推動香港餐飲業專業化的使命。今年6月，香港都會大學(都大)與該會簽訂合作備忘錄，結合都大商學院的學術專長和學會的行業經驗，共同促進餐飲業的人才培訓。都大亦將於2024年春季推出全港首個餐飲管理專科深造課程——「餐飲業專業管理碩士」。

鍾博士2013年獲香港特區政府頒授榮譽勳章，2017年獲委任為太平紳士，2019年獲頒授銅紫荊星章。此外，他於2003年獲亞太顧客服務協會選為年度傑出行政總裁(酒店及服務業)，2005年奪得國際青年商會香港總會「創意創業榮譽大獎」，2011年獲職訓局頒授榮譽院士榮銜，並於2014年獲英國謝菲爾德哈勒姆大學頒授榮譽博士學位。

鍾博士現為稻苗飲食專業學會永遠榮譽會長、現代管理(飲食)專業協會會長、香港中華總商會常務會董、僱員再培訓局飲食業行業諮詢網絡召集人，以及法國國際廚皇美食會中國分會榮譽會長。

為表揚鍾偉平博士對香港和本校之貢獻，現恭請副校長頒授榮譽大學院士榮銜予鍾偉平博士。

In 2003, graduates of the Chinese Cuisine Culture Development Programme furthered Dr Chung's mission by forming the Institute of Dining Professionals (IDP). HKMU signed a Memorandum of Understanding with the IDP in June 2023, leveraging the academic expertise of the HKMU Business School and the industry experience of the IDP to develop talent for the industry. HKMU will also launch a Master of Professional Management in Food and Beverage Business programme, the first locally developed postgraduate degree for this sector, in spring 2024.

Dr Chung was awarded the Medal of Honour by the HKSAR Government in 2013, appointed Justice of the Peace in 2017, and presented with the Bronze Bauhinia Star in 2019. He was named Chief Executive Officer of the Year (Hospitality) by the Asia Pacific Customer Service Consortium in 2003, and Innovative Entrepreneur of the Year by the Junior Chamber International Hong Kong in 2005. Dr Chung was also conferred an Honorary Fellowship by the VTC in 2011 and an Honorary Doctorate by Sheffield Hallam University in 2014.

Dr Chung is currently Emeritus Honorary President of the IDP, President of the Association of Restaurant Managers, a Standing Committee Member of the Chinese General Chamber of Commerce, Convener of the Catering Industry Consultative Network of the Employees Retraining Board, and Honorary Chairman of the China chapter of Les Amis d'Escoffier Society.

In recognition of Dr Chung Wai-ping's contribution to Hong Kong and the University, may I invite the Pro-Chancellor to present him with the Honorary University Fellowship.