

榮譽院士林秀棠先生 Mr Samuel LAM Shau-Tong, Honorary Fellow



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林秀棠先生是香港商人，恒生銀行創辦人林炳炎先生之第五子。曾任香港大昌貿易行執行董事兼副總經理、香港大昌貿易行汽車服務中心有限公司執行董事總經理，與及大昌貿易行汽車（中國）有限公司主席及總經理。

林先生 1956 年畢業於香港培正中學，及後遠赴英國倫敦大學及美國普渡大學升學，先後於 1964 年獲化學學士學位及 1966 年獲工業管理碩士學位。

林先生於 1967 年回港加入大昌貿易行，管理貿易及汽車相關業務。在職二十五年，憑著其前瞻的視野、敏銳的觸覺、對汽車的專業知識及精益求精的精神，帶領出香港最具規模的大昌汽車集團，締造佔市場份額達百分之四十五的佳績。大昌汽車集團在 1980 年代初期，創下一年內建立六間國內合資汽車服務中心之先河，日後更成為首家根據「更緊密經貿關係安排」獲批於中國成立外資獨資企業的香港汽車分銷商，為開拓中國汽車市場業務奠定了穩固的基礎。

林先生憑著創新意念及管理手法，堅守「顧客至上，服務第一」的經營宗旨，為大昌貿易行引入不少新思維，並開創了香港汽車業的多項先驅，例如興建樓高十層及面積達一百萬平方呎、設備最先進的汽車維修保養中心，不但為當年東南亞規模最大，更打破置縱合世界汽車代理品牌於一屋檐下之先例，並且首創真正二十四小時服務，為顧客提供年中無休的全面維修與緊急支援服務。世界權威 CSI 顧客滿意指數機構，特別為此邀請林先生前往美國汽車城底特律，向三大車廠：通用、福特、佳士拿，及各大代理商作專題演講，成為一時佳話。

林先生除了是一位成功的商人，歷年也積極投入公益活動及教育服務。在 1979 年至 2012 年間，林先生曾擔任恒生商學書院（恒商）校董會委員。在 2010 年，恒生管理學院（恒管）成立後，林先生於首兩年即擔任創校校董會委員；在三十多年間，林先生積極參與學院事務及推動院務發展，見證了由初期提供商科文憑課程，繼後提供高中、大學預科課程的恒商，發展成今日一所提供四年制榮譽學士學位課程的高等院校。

林先生熱心推動香港的高等教育，曾是香港中文大學三年制工商管理碩士課程顧問委員會委員，並於 1993 年至 2005 年期間擔任香港浸會大學的諮議會委員。林先生亦曾任香港培正同學會主席，除數次捐資母校多項建設，猶以成立電腦教學中心，遺愛後代培正學梓，至為培正同學所樂道。在 1990 年代，林先生參與了廣東培正學院的設立並斥資開辦費用，又捐獻廣州培正中學林炳炎教學樓供臨時教學用；其後繼續支持廣東培正學院，捐助林李城壁宿舍建設。及後，林先生更獲授予「廣州市榮譽市民」榮銜。

林先生除積極參與教育服務外，亦熱心社會公益服務，於 1970 年代末至 1990 年代中期，先後擔任國際扶輪社 3450 區總監代表及區秘書、香港東北區扶輪社、香港西北區扶輪社及香港海港扶輪社的創社榮譽顧問，又歷任扶輪社地區講習會統籌委員會主席。

林先生對香港汽車業發展建樹良多，熱心推動社會服務及教育事業不遺餘力，對恒商及恒管多年發展作出卓越貢獻。我謹代表恒生管理學院，恭請主席女士頒授榮譽院士銜予林秀棠先生，以作表揚。

Mr Samuel Lam Shau-Tong, a prominent businessman in Hong Kong, is the former Director and Deputy General Manager of Dah Chong Hong Limited (DCH) and Dah Chong Hong (Motor Service Centre) Limited, as well as former Executive Chairman of Dah Chong Hong (China) Motor Service Limited. He is the fifth son of Mr Lam Bing Yim, a renowned philanthropist and founder of Hang Seng Bank.

Mr Lam graduated in 1956 from Pui Ching Middle School in Hong Kong. He furthered his studies at the London University in the United Kingdom and, later, the Purdue University in the United States to acquire a Bachelor of Science Degree in Chemistry and a Master of Science Degree in Industrial Administration.

He returned to Hong Kong in 1967 and joined Dah Chong Hong to practise business administration focusing on the motor business and motor-related management. With forward-looking vision, innovative acumen and expertise in the automobile field as well as the spirit of striving for continuous improvement, he led the DCH Motor Group to become one of the largest distributors of motor vehicles in Hong Kong over the course of 25 years, recording a mammoth market share of some 45% on its way. In the 1980s, Mr Lam engineered the record signing of six joint venture agreements in China in one year followed by the successful opening of Motor Service Centres, laying a solid foundation for DCH Motor Group to expand its business and market in China. This led the DCH Motor Group to become the first Hong Kong motor vehicle distributor to be granted the right to establish a foreign-owned, sole proprietorship in China under the "Mainland and Hong Kong Closer Economic Partnership Arrangement" (CEPA).

With creative initiative and management resolve, Mr Lam constructed a magnificent 10-storey service building with state-of-the-art facilities housed in an area of one million square feet. At the time, it was the largest single complex dedicated solely to vehicle repair and maintenance services in Hong Kong and the Far East, perhaps even the world. Abiding by the company motto "Customers First, Service the Best" by providing innovative pre-sales as well as adequate and dependable aftersales service, he introduced the multi-franchise and a real 24-hour motor service year-round, all under one roof. For this achievement, Mr Lam was invited by the world renowned CSI (Consumer Satisfaction Index) to be the keynote speaker on the unprecedented topic at the US motor city, Detroit, to the Big 3 auto manufacturers: General Motors, Ford and Chrysler, as well as some major distributors, which became the stuff of legend in the automotive industry.

Apart from being a successful businessman, Mr Lam has, for many years, spared no effort in charity work and education services for the community. From 1979 to 2012, he was a

member of the Board of Governors of Hang Seng School of Commerce (HSSC). In 2010, after the establishment of Hang Seng Management College (HSMC), he served as a member of the Founding Board of Governors for the first two years. During his 30 years of service at HSSC and HSMC, he actively participated in College affairs, bearing witness to HSSC's development from a school providing post-secondary and diploma programmes to a tertiary institution offering bachelor's degree programmes.

Mr Lam is a staunch supporter of Hong Kong's tertiary education. He was a member of the Advisory Board of the Three Year MBA Management of The Chinese University of Hong Kong and served as a Court member of Hong Kong Baptist University from 1993 to 2005. A distinguished alumnus of Pui Ching Middle School, he cares deeply about and has made several donations to the development of his alma mater, including the initiation of its well-known computer centre and education programmes. From 1981 to 1982, he served as the Chairman of Hong Kong Pui Ching Alumni Association, connected to tens of thousands Pui Ching alumni worldwide. In the 1990s, he participated in and made donation to the foundation of Guangdong Peizheng College, initially Guangzhou Commercial College that began operations in a building named after Mr Lam Bing Yim in Guangzhou Pui Ching Middle School. He later further made donation to support its dormitory building development. For this and his other contributions, he was granted the title of "Honorary Citizen of Guangzhou".

Mr Lam, in addition to being an ardent supporter of charities, spared no effort in helping the needy in society. From the late 1970s to the mid-1990s, he served many terms as District Secretary, District Governor Representative and as Assistant District Governor of District 3450 of Rotary International, Honorary Advisor of Rotary Club of Hong Kong Northeast and Rotary Club of Hong Kong Harbour, as well as the multi-time Organising Chairman of the District Assembly of Rotary Clubs.

Madam Chairman, Mr Lam has made sterling contributions to the development of Hong Kong's automotive business and is an exemplary philanthropist in supporting education and social services in the territory. He is also noted for his outstanding contributions to the development of HSSC and HSMC for many years. In recognition of his contributions to society and education, and on behalf of the Hang Seng Management College, I present to you Mr Samuel Lam Shau-Tong and request you to confer on him the award of Honorary Fellowship.