

# Mr Simon Kwok Siu-Ming

Doctor of Business Administration *honoris causa*

## Citation

The success story of Mr Simon Kwok Siu-ming, Chairman & CEO of Sa Sa International Holdings Limited, has all the ingredients of a legend. In 1978, Mr Kwok and his wife Eleanor started selling cosmetics products at the basement counter in a mall in downtown Causeway Bay. Twenty years later, in 1997, Mr Kwok's company was listed on the Stock Exchange of Hong Kong. Today, with an annual sales turnover of more than HK\$3.2 billion and over 140 outlets in six Asian markets, Sa Sa is a leader in the business in Hong Kong and Asia. It is the largest cosmetics specialty store in Asia in terms of annual turnover and one of the top five retail groups in Hong Kong, as well as a major sole agent in cosmetics in Hong Kong.

Through the years, Sa Sa International survived many hard times such as the 1997 financial crisis and the SARS crisis in 2003, all of which dealt a heavy blow to the company. However, with conviction and creativity, Mr Kwok always manages to thrive in adversity and turn crisis into opportunity. Under Mr Kwok's leadership, Sa Sa International came to be known for its signature marketing strategies that include the open layout and product display, one-stop shopping concept and competitive pricing. These have made Sa Sa International a shoppers' haven for Mainland tourists. Mr Kwok's ingenuity made him an outstanding entrepreneur, earning him many awards in the past few years in recognition of his achievements. The accolades include: "Man of the Year (2004)" award by *Hong Kong Business*, "Chinese Business Person of the Year (2005)" award by *World Executive Weekly*, Retail Category Winner in Ernst & Young "Entrepreneur of the Year China (2006)" award, Doctor of Business Management *honoris causa* from Sinte Gleska University of California, "World Outstanding Chinese (2007) Award" by the World Chinese Business Investment Foundation Limited, and "Owner-Operator Award" by DHL/*South China Morning Post*.

Aside from being a successful businessman, Mr Kwok is also admired for his generosity of heart, as he has always made himself available for charity work and shown great interest in furthering the cause of education. He has served the Hong Kong Community Chest, Hong Kong AIDS Foundation, and a similar AIDS organization on the Mainland in various capacities. On the education front, Mr Kwok has contributed to a number of local tertiary institutions, which include being a voting member of The University of Hong Kong Foundation, member of the Board of Trustees of New Asia College of the Chinese University of Hong Kong, Court member of The Hong Kong University of Science & Technology, and Board member and Founding Life Member of Hong Kong Polytechnic University Development Foundation. He even finds time to interact with university students by giving talks on campuses, well knowing that in education lies the hope of a society's future. This, in fact, echoes Lingnan University's motto of *Education for Service*.

Mr Kwok's story mirrors the story of Hong Kong. In his own words, "Reading through my company's ledger is like going through the history of Hong Kong." Mr Kwok's achievement is the epitome of a classic Hong Kong success story of entrepreneurship and hard work.

Today, we are delighted to welcome Mr Kwok to the Lingnan community for all he represents - a remarkable entrepreneur of a successful beauty-product business, and a spirit of philanthropic generosity. Through his own enterprise and benefaction to various charitable and educational causes, Mr Kwok's contributions to society make him a role model for Hong Kong. Hong Kong should be proud of this citizen.

郭少明先生現任莎莎國際控股有限公司主席及行政總裁。郭先生的創業經歷是一個不折不扣的美麗傳奇。1978年，郭先生與太太羅桂珍女士在銅鑼灣的一個商場地下開設專櫃，售賣化粧品；經過近20年的努力經營，莎莎成功於1997年在香港聯交所上市，業務蒸蒸日上。今天，莎莎每年的營業額逾32億，在六個主要亞洲市場設有超過140間化粧品專門店及專櫃，營業額為亞洲同業之冠，同時是香港五大零售集團之一，也是香港其中一家最具規模的化粧品代理商。

過去十多年，香港的整體經濟發展曾經遇上不少困難，好像1997年的金融風暴、2003年的非典疫情，都給莎莎的業務帶來嚴重的打擊。郭先生憑著不屈不撓的信念、擅於變通的營運手法，每每能於逆境中取勝，轉危為機。在郭先生的領導下，莎莎以其首創的開放式陳列概念、具競爭力的定價、一站式和多元化的銷售策略，奠定在業界中的領導地位，更成為內地遊客來港購物必到之地。獨特的經營模式、創新的意念、不斷求進的精神，使郭先生成為成就非凡的企業家。過去數年，郭先生所獲殊榮多不勝數，包括 *Hong Kong Business* 「2004年風雲人物」、《世界經理人》周刊化粧品零售界別之「2005中國經濟年度風雲人物」、「2006安永企業家獎中國零售業企業家獎」、美國加州聖格拉斯加大學榮譽商業管理學博士、世界傑出華人會聯同世界華商投資基金會之「2007世界傑出華人獎」、DHL/南華早報香港商業獎之「東主營運獎」等等。於此可見，郭先生的傑出成就早已獲得各方面的肯定。

郭先生令人敬佩，不僅僅因為他是一位出色的企業家，更在於他擁有一顆美麗的心。郭先生在百忙之中，仍然非常關心社會，積極參與慈善和教育事務。郭先生歷任香港公益金籌募委員會聯席主席及會員、萬眾同心公益金籌劃委員會主席及聯席主席、中國愛滋病防治行動香港委員會之籌備委員會榮譽顧問、委員及聯席主席、香港愛滋病基金會董事局委員，可見郭先生推動慈善和公益事務，不遺餘力。此外，郭先生非常注重青年一代的成長，抽空參與教育工作，現出任香港大學基金遴選會員、香港中文大學新亞書院校董會選任校董、香港科技大學顧問委員會委員、香港理工大學發展基金董事局成員及永遠創會會員，對大學教育貢獻良多。郭先生更親力親為，到各大學與學生分享人生經驗，擴大莘莘學子的視野。郭先生高瞻遠矚，深明教育是社會發展的重要基石。嶺南大學的校訓是「作育英才·服務社會」，這和郭先生的信念，正好不謀而合。

**郭少明先生**  
**榮譽工商管理學博士**  
**贊辭**

郭少明先生與香港共同渡過憂戚喜樂，他曾經說：「看莎莎的賬本，像看一本香港歷史書。」事實上，看郭先生的創業經歷，就像看一個土生土長的香港人努力奮鬥、建立美麗王國的傳奇故事。

主席先生，站在我們面前的是美麗王國的主人——郭少明先生。郭先生努力不懈，白手興家，是香港人成功的典範；他對商業、社會、教育的貢獻，正正是取之於社會、用之於社會的具體實踐。他的成就，足以令香港人引以為傲。