

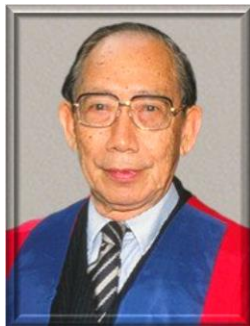
中文版在第 19-28 頁

香港西區扶輪社羅桂祥博士 -- 維他奶之父

Dr. Lo Kwee-Seong of Hong Kong Island West -- Father of Vitasoy

By Herbert K. Lau (劉敬恒) (Rotary China Historian)

15 April 2025



Dr. The Honorable Lo Kwee-Seong, CBE, *HonLLD* (HKU), BA (HKU), JP, (議員羅桂祥博士) (2 February 1910 – 5 May 1995), better known by the public as “Father of Vitasoy” (維他奶之父), was one of the 30 charter members of Hong Kong Island West Rotary Club (香港西區扶輪社) which was admitted to Rotary International on 12 April 1954. The Club is the first Cantonese-speaking Club in the world. Lo later served the Club as President in 1960-1961 when the Club became a member of the newly inaugurated Rotary International District 345. The then Rotary District was compiled with 3 territories of different nations: (1) The Republic of China – Taiwan Province (中華民國-臺灣省); (2) The British Crown Colony Hong Kong (英國殖民地香港); and (3) The Portuguese Territory Macao (葡萄牙領地澳門).



Lo Kwee-Seong was born in Mei Xian, Kwangtung (*Guangdong*) Province (廣東省梅縣) in 1910, the eve of the Fall of the Ch'ing Empire (大清帝國). When was 10 years old he followed mother to have family reunion in Malaya where his father was working. Lo came to Hong Kong 10 years later after the completion of his middle school education. His ambition was to study civil engineering in the Republican China, but his family could not afford. Fortunately, his father's employer offered a scholarship providing Lo to enter the University of Hong Kong (香港大學) for business and commerce study. And so it came to pass that Lo graduated in 1935 from this University with a Bachelor of Arts degree. Since then, Lo settled down in Hong Kong.

The Beginning of Soybean Milk

After graduation, Lo joined the company of his patron and was soon appointed Hong Kong manager of the real estate branch of the firm. It was on a business trip to Shanghai (上海) in 1937 that he accidentally attended a talk entitled “Soybeans: the Cow of China”. The message that the bean had been used as a source of nutrition in China for thousands of years fell on fertile ground, took root and sprouted two years later when he was doing volunteer work at the Argyle Street (亞皆老街) refugee camp in 1939. He was appalled by the poor nutritional state of the refugees and the soybean came to mind. With a group of friends he raised some money to buy a stone grinder, soybeans, brown sugar and cheese-cloth and got the refugees to produce their own supplementary food. The results convinced him that this cheap source of nutrition was the answer to Hong Kong’s food problem and he decided to go into the soybean milk business. He set up a factory in Causeway Bay (銅鑼灣) in 1940 but, while he was able to sell up to 1,000 bottles a day, at six cents a bottle, there was just not enough revenue to cover expenses and by December 1941 he was broke due to the Pacific War. Hong Kong was captured by the Imperial Japanese forces.

Escaping from the Japanese Occupation, Lo and his family found themselves refugees in the town of Lin Xian (連縣), on the border between Kwangtung and Kwangsi (*Guangxi*) (廣西). What was good for the refugees in Hong Kong proved good for the refugees in Lin Xian --- for the Lo family supported themselves by selling soybean milk. His fifth child, born in Lin Xian, was brought up on soybean milk.

Services to the Community

After the War, Lo relocated his factory to Aberdeen (香港仔) and this led to his involvement in the affairs of the Aberdeen Kaifong Welfare Association (香港仔街坊福利會) where he served as its 4th Term Chairman. Thus began his long and successful career in community service.

His activities on the Kaifong Association attracted the attention of members of the Town Planning Board and led to his appointments of an Unofficial Justice of the Peace for Hong Kong (香港非官守太平紳士), followed by an Unofficial Member to the Urban Council (香港市政局非官守議員). Further in 1970, Lo was appointed by the Hong Kong Governor Sir David Clive Crosbie Trench (香港總督戴麟趾爵士) to serve as an Unofficial Member of the Hong Kong Legislative Council (香港立法局非官守議員), from 8 July 1970 until 21 June 1972.

One could say that the accidental location of his factory led him into public service but one cannot escape feeling that the availability of opportunity was matched by willingness and ability on the part of the individual. Other than Rotary, Lo was a past President of the Y’s Men’s Club (聯青社), and past Chairman of the Cheshire Home for the Disabled (慈氏護養院). He had served on numerous councils and boards, including the Air Transport Licensing Board (空運牌照局), Civil Aviation Advisory Board (航空諮詢委員會), Hong Kong Trade Development Council (香港貿易發展局), and Chairman of the Consumer Council (消費者委員會), Chairman of the Hong

Kong Management Association (香港科學管理協會) (now known as 香港管理專業協會). He had also been a member of the Hong Kong University Court and Council.

Lo was most proud of his services on the Consumer Council as Chairman (1975-1980) because of its impact on the quality of life in Hong Kong. He helped to develop the Council into a centre for product testing, information transfer, consumer advice and consumer protection. His concern for the protection of the consumer has led him to push for legislation on trade descriptions and on weights and measures, with varying success. The problem of short weights and measures touches all members of the society. Lo liked to tell the story of the Honourable Member of the Legislative Council who complained to him about paying for seven catties of papayas when in fact they only weighed five catties. In isolation this may seem a small matter. However the discrepancy of two catties, considering the number of papayas sold each year, can run into thousands of catties and the mind is boggled by the thought of thousands of people busily buying thousands of non-existent papayas.

Collector and Student of Chinese Ceramics

Lo Kwee-Seong was a well-known collector and student of Chinese ceramics and had generously donated his entire collection of Chinese tea-ware, amounting to about 500 pieces, to the Urban Council. His expertise in Yi Xing ware (宜興紫砂茶壺) had led to an invitation to write a book on the topic. All this had developed from a chance appointment to a sub-committee of the Urban Council. It appeared that the senior official member of the Urban Council was in the habit of making appointments without much consultation, and Lo was appointed to the sub-committee on the museum even though he knew nothing about pottery, porcelain or ceramics. It was during a visit to his home of a group of experts whose advice he had sought that one of them commented on the poor quality of his modest collection, in fact, the word “junk” was used. He decided to learn more about the subject and so yet another fortuitous incident resulted in Lo becoming one of the foremost champions for the cause of fine arts in Hong Kong. In 1981, Lo generously donated his collection to the Urban Council, prompting the founding of the Flagstaff House Museum of Tea Ware (茶具文物館). To further promote Chinese tea culture, Lo suggested to build a new wing as an annex venue for regular tea demonstrations and events. In 1994, the K. S. Lo Foundation generously donated again to the Urban Council 25 pieces of rare ceramic ware and more than 500 ancient seals owned by Lo. This contribution facilitated the establishment of the K. S. Lo Gallery (羅桂祥茶藝館).

Honours

Lo Kwee-Seong had been honored in many ways. For his public service, Lo was appointed by Queen Elizabeth II, United Kingdom, Officer of the Most Excellent Order of the British Empire (OBE) in 1971, and later the higher class Commander (CBE) in 1978. For his public service and his generous and sustained support of fine arts in Hong Kong, the University of Hong Kong conferred Lo in 1982 the degree of Doctor of Laws (LLD) *honoris causa*. The ceremony was presided by the University Chancellor, Hong Kong Governor Sir Crawford Murray MacLehose (香港總督麥理浩爵士). (Read citation on Pages 5-6)

OFFICIAL REPORT OF PROCEEDINGS

Wednesday, 26th May 1971

The Council met at half past Two o'clock

[MR PRESIDENT in the Chair]

PRESENT

HIS EXCELLENCY THE GOVERNOR (*PRESIDENT*)
SIR DAVID CLIVE CROSBIE TRENCH, GCMG, MC
THE HONOURABLE THE COLONIAL SECRETARY
SIR HUGH SELBY NORMAN-WALKER, KCMG, OBE, JP
THE HONOURABLE THE ATTORNEY GENERAL
MR DENYS TUDOR EMIL ROBERTS, CBE, QC, JP
THE HONOURABLE THE SECRETARY FOR HOME AFFAIRS
MR DONALD COLLIN CUMYN LUDDINGTON, JP
THE HONOURABLE THE FINANCIAL SECRETARY
SIR JOHN JAMES COWPERTHWAITHE, KBE, CMG, JP
THE HONOURABLE ROBERT MARSHALL HETHERINGTON, DFC, JP
COMMISSIONER OF LABOUR
THE HONOURABLE DAVID RICHARD WATSON ALEXANDER, MBE, JP
DIRECTOR OF URBAN SERVICES
THE HONOURABLE JAMES JEAVONS ROBSON, JP
DIRECTOR OF PUBLIC WORKS
THE HONOURABLE JOHN CANNING, JP
DIRECTOR OF EDUCATION
DR THE HONOURABLE GERALD HUGH CHOA, JP
DIRECTOR OF MEDICAL AND HEALTH SERVICES
THE HONOURABLE PAUL TSUI KA-CHEUNG, OBE, JP
COMMISSIONER FOR RESETTLEMENT
THE HONOURABLE JACK CATER, MBE, JP
DIRECTOR OF COMMERCE AND INDUSTRY
THE HONOURABLE DENIS CAMPBELL BRAY, JP
DISTRICT COMMISSIONER, NEW TERRITORIES
THE HONOURABLE KAN YUET-KEUNG, CBE, JP
THE HONOURABLE WOO PAK-CHUEN, OBE, JP
THE HONOURABLE SZETO WAI, OBE, JP
THE HONOURABLE WILFRED WONG SIEN-BING, OBE, JP
THE HONOURABLE ELLEN LI SHU-PUI, OBE, JP
THE HONOURABLE WILSON WANG TZE-SAM, OBE, JP
THE HONOURABLE HERBERT CHARLES BROWNE, JP
DR THE HONOURABLE CHUNG SZE-YUEN, OBE, JP
THE HONOURABLE OSWALD VICTOR CHEUNG, QC, JP
THE HONOURABLE GERALD MORDAUNT BROOME SALMON, JP
THE HONOURABLE ANN TSE-KAI, OBE, JP
THE HONOURABLE LO KWEE-SEONG, JP

ABSENT

THE HONOURABLE LEE QUO-WEI, OBE, JP

IN ATTENDANCE

THE CLERK TO THE LEGISLATIVE COUNCIL
MR RODERICK JOHN FRAMPTON



University of Hong Kong - 115th Congregation (1982)

LO Kwee Seong

Doctor of Laws *honoris causa*

Citation written and delivered by Professor Arnold Hsieh Chia Loh, the Public Orator of the University of Hong Kong.

Mr. Chancellor, I have the honour to present Lo Kwee Seong for the degree of Doctor of Laws *honoris causa*.

I am not sure if Lo Kwee Seong believes in fate or predestination. If he does not, then he might agree with me that his life has been so strongly influenced by a series of fortuitous events and incidents that his appearance before your Excellency this evening is quite accidental. Lo Kwee Seong was born in Kwangtung just over seventy-two years ago. He went to Malaya with his mother when he was ten years old and came to Hong Kong ten years later. His ambition was to go to China to study civil engineering. But, fortunately for us, his family could not afford to send him there. His father's employer offered a scholarship provided Kwee Seong went to the University of Hong Kong and studied business and commerce. And so it came to pass that Lo Kwee Seong graduated in 1935 from this University with a Bachelor of Arts degree.

After graduation he joined the company of his patron and was soon appointed Hong Kong manager of the real estate branch of the firm. It was on a business trip to Shanghai in 1937 that he accidentally attended a talk entitled "Soybeans: the Cow of China". The message that the bean had been used as a source of nutrition in China for thousands of years fell on fertile ground, took root and sprouted two years later when he was doing volunteer work at the Argyle Street refugee camp in 1939. He was appalled by the poor nutritional state of the refugees and the soybean came to mind. With a group of friends he raised some money to buy a stone grinder, soybeans, brown sugar and cheese-cloth and got the refugees to produce their own supplementary food. The results convinced him that this cheap source of nutrition was the answer to Hong Kong's food problem and he decided to go into the soybean milk business. He set up a factory in Causeway Bay in 1940 but, while he was able to sell up to 1,000 bottles a day, at six cents a bottle there was just not enough revenue to cover expenses and by December 1941 he was broke.

With the coming of the War to Hong Kong, Lo Kwee Seong and his family found themselves refugees in the town of Lingshan, on the border between Kwangtung and Kwangsi. What was good for the refugees in Hong Kong proved good for the refugees in Lingshan - for the Lo family

supported themselves by selling soybean milk. His fifth child, born in Lingshan, was brought up on soybean milk. After meeting that former soybean baby, I am moved to say that there need be no better proof of its efficiency. After the War, Lo Kwee Seong relocated his factory to Aberdeen and this led to his involvement in the affairs of the Aberdeen Kaifong Association. Thus began his long and successful career in community service. His activities on the Kaifong Association attracted the attention of members of the Town Planning Board and led to his appointment to the Urban Council and eventually the Legislative Council. One could say that the accidental location of his factory led him into public service but one cannot escape feeling that the availability of opportunity was matched by willingness and ability on the part of the individual. He is a past President of the Y's Men's Club, the Rotary Club Hong Kong Island West, and past Chairman of the Cheshire Home for the Disabled. He has served on numerous councils and boards, including the Air Transport Licensing Board, Civil Aviation Advisory Board, Trade Development Council, and the Consumer Council. He has also been a member of the University Court and Council.

Lo Kwee Seong is most proud of his services on the Consumer Council because of its impact on the quality of life in Hong Kong. He helped to develop the Council into a centre for product testing, information transfer, consumer advice and consumer protection. His concern for the protection of the consumer has led him to push for legislation on trade descriptions and on weights and measures, with varying success. The problem of short weights and measures touches all members of the society. Lo Kwee Seong likes to tell the story of the Honourable Member of the Legislative Council who complained to him about paying for seven catties of papayas when in fact they only weighed five catties. In isolation this may seem a small matter. However the discrepancy of two catties, considering the number of papayas sold each year, can run into thousands of catties and the mind is boggled by the thought of thousands of people busily buying thousands of non-existent papayas.

Lo Kwee Seong is a well-known collector and student of Chinese ceramics and has recently generously donated his entire collection of Chinese teaware, amounting to about 500 pieces, to the Urban Council. His expertise in Yixing ware has led to an invitation to write a book on the topic and he is currently on local leave from his business in order to complete the manuscript. All this has developed from a chance appointment to a sub-committee of the Urban Council. It appears that the senior official member of the Urban Council was in the habit of making appointments without much consultation and Lo Kwee Seong was appointed to the sub-committee on the museum even though he knew nothing about pottery, porcelain or ceramics. It was during a visit to his home of a group of experts whose advice he had sought that one of them commented on the poor quality of his modest collection, in fact, I believe the word "junk" was used. He decided to learn more about the subject and so yet another fortuitous incident resulted in Lo Kwee Seong becoming one of the foremost champions for the cause of fine arts in Hong Kong.

Mr. Chancellor, for his public service Lo Kwee Seong has been honoured by Her Majesty with the OBE in 1971 and the CBE in 1978; for his public service and his generous and sustained support of fine arts in Hong Kong, the University would likewise like to honour him and I request Your Excellency to confer upon Lo Kwee Seong, the degree of Doctor of Laws *honoris causa*.

Names in Honour

- (1) In the Hong Kong Park, annex to the Flagstaff House Museum of Tea Ware, there is the K. S. Lo Gallery (茶具文物館—羅桂祥茶藝館).
- (2) In The Chinese University of Hong Kong, there is Lo Kwee-Seong Integrated Biomedical Sciences Building (香港中文大學羅桂祥綜合生物醫學大樓). Another contribution is the Lo Kwee-Seong Pavilion as a new extension to the University Art Museum (香港中文大學文物館—羅桂祥閣).
- (3) In the Hong Kong University of Science and Technology, there is Lo Kwee-Seong Building for laboratories (香港科技大學羅桂祥樓).
- (4) The Hong Kong Management Association sponsored a secondary school and named after its former chairman as “The Hong Kong Management Association K S Lo College” (香港管理專業協會羅桂祥中學).
- (5) Christian Action Lo Kwee Seong On Tai Service Center (基督教勵行會羅桂祥安泰服務中心) located at Kwun Tong, Kowloon.



羅桂祥捐贈的宜興茶壺 -- 茶具文物館常設展品

Permanent exhibits of Yi Xing tea pots in Flagstaff House Museum of Tea Ware



K. S. Lo Gallery 羅桂祥茶藝館



羅桂祥茶藝館內的樂茶軒 Tea House inside the K. S. Lo Gallery

The Story of Vitasoy

The history of the soybean and its byproducts stretches back more than 3,000 years in China. The humble soybean was known as the “Cow of China” because it was the main source of protein for the Chinese people. It took a local man, however, to spot the potential of the little bean and transform it into the most popular drink in Hong Kong today. Amazingly, its Tuen Mun (屯門) factory churns out 540,000 litres of beverages a day, equivalent to one and a half a million packs of drinks. The name of the company is Vitasoy (維他奶).

The story of Vitasoy began in 1939 when Lo Kwee-Seong became involved with Chinese refugees. He was concerned about the malnutrition of children and the fact that many Chinese immigrants were lactose intolerant. Soy foods were traditionally known as “The meat without bones” meaning they were a rich source of oil, proteins and calories. Lo believed soy milk could help the poor and malnourished.

In 1939 Lo and four of his friends formed the Hong Kong Soya Bean Products Co., Ltd. (HKSBP) (香港荳品有限公司) with capital of HK\$15,000. The original plant and processing equipment were designed by these founders and the company was located in Causeway Bay (銅鑼灣). It officially began operations on 9 March 1940. The day after, exactly 9 bottles of the product, “Vitamilk”, as it was initially named, were sold, at six cents a bottle. The company employed a dozen boys on bicycles to deliver the bottles door-to-door. They had to be sold quickly or the milk would spoil. A year later, the sales figure was still only a mere 1,000 bottles a day.

The company had to suspend production during the Pacific War (1941-1945), and the factory was occupied by the Japanese. But on returning to Hong Kong two weeks after their surrender in August 1945, Lo found most of the production equipment intact. He borrowed HK\$50,000 from a friend and by November 1945 “Vitamilk” was again in production. The product was now sold through retail outlets, reaching the mass market.

The loan was paid off within a year, and by 1949 the company had accumulated enough capital to buy a piece of land in Aberdeen (香港仔) and started to build a new plant. However, before it was finished HKSBP had acquired the franchise for “Green Spot” (綠寶), a large California-based manufacturer of orange concentrate. When the Aberdeen factory opened in 1950 it was used for bottling of Green Spot orangeade (綠寶橙汁) while Vitasoy remained in the Causeway Bay factory.

Three years later, “Vitamilk” was further improved by the introduction of sterilization, meaning the product did not need refrigeration. However in 1952, a group of Hong Kong companies pressured the Government to ban Lo from using the word “milk” in the brand name. Finally, they reached a compromise: the Chinese name “維他奶” remained the same, but the English name was changed to “Vitasoy”.

Business boomed and in 1962 a new 6-storey, 300,000 sq.ft. factory was opened in Kwun Tong (觀塘) doubling production capacity. (The factory complex was designed by a former Shanghai Rotarian architect Robert Fan 范文照.) By the end of the first year it was already operating at 90% capacity. Production used the most modern, mechanized equipment, including a continuous automatic sterilizer for the sealed bottles. By the late 1960s Vitasoy had captured 25% of the Hong Kong soft-drink market, and in 1968 an estimated 78 million bottles were sold, second only to Coca Cola's 100 million.

In the mid-1970s, there were two innovations. Firstly, the product was packaged in the new TetraBrik Aseptic Packaging, which was constructed of seven layers of paper and plastic coated material. Secondly, the milk was UHT (ultra-high temperature). These factors meant the milk had a shelf life of six months. Consumers found the new packaging to be both convenient and hygienic and sales boomed to four million cases each year.

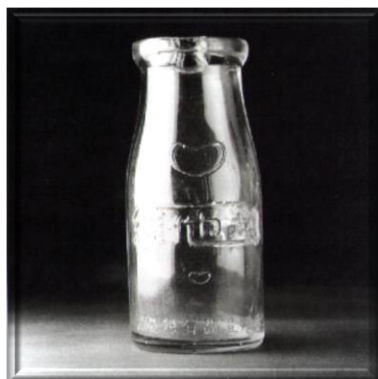
1987 saw the Group relocate once again, this time to a new plant in Tuen Mun. This 1987 computerized facility, one of most advanced production plants in the region, involved an investment of HK\$100 million and a purpose-built structure of 366,000 sq.ft.

Lo Kwee-Seong died in 1995 and was succeeded by his son Winston (羅友禮).

In 2012 Vitasoy International Holdings Limited (維他奶國際集團有限公司) employed over 3,000 people with total sales of US\$478 million and operations in Australia, China, and the USA as well as in Hong Kong.

This is one traditional product which is not going to die out. Vitasoy products were centred on the high-protein soy milk drink that the company first produced. Over the years the company expanded into a wider variety of beverages. Some of them (such as fruit juice, milk, tea, soft drinks, water, and tofu) were given the derivative brand name "Vita".

Vitaland Services Limited (維他天地) was founded in 1991. It specializes in the operation of the tuck shops in Hong Kong primary and secondary schools and the canteen business. "Vitasoy" also established "Hong Kong Gourmet" (香港美食) in 2001 to provide catering services to primary and secondary schools, and meetings.



第一代的《維他奶》玻璃瓶和商標

The first generation "Vitamilk" glass bottle and trademark



羅桂祥家族出了多位企業家，先是羅桂祥（左一）自己在1940年創辦了《維他奶》，而他的弟弟羅騰祥（左二）及羅芳祥（左三），後來亦分別創辦了大家樂及大快活兩家連鎖快餐店。

The Lo family produced several entrepreneurs. Lo Kwee-Seong (L1) founded Vitasoy in 1940. His younger brothers Lo Tang-Seong (L2) and Lo Fong-Seong (L3) later founded the two fast food restaurant chains, Cafe de Coral and Fairwood respectively.



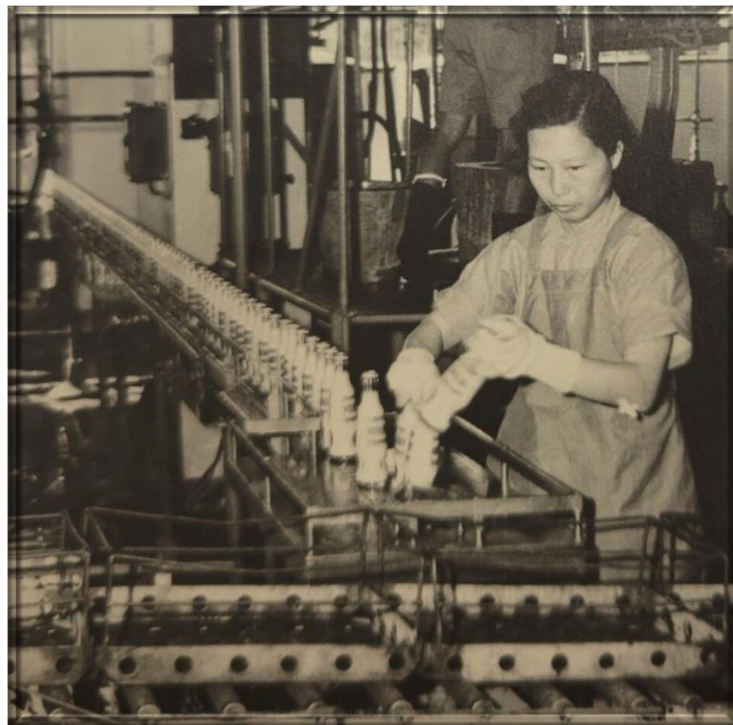
1940年3月9日 -- 羅桂祥（前排中）在香港荳品有限公司開業時的合照。

9 March 1940 – Lo Kwee-Seong (front centre) at the opening of Hong Kong Soya Bean Products Co., Ltd.



早期的《維他奶》採用類似牛奶樽的寬口瓶。

Early Vita Milk came in wide-mouth bottles similar to dairy milk bottles.



圖為 1950 年代的《維他奶》生產線，《維他奶》以生產汽水方式大量生產豆漿，當時全球只此一家。

The picture shows the Vitasoy production line in the 1950s. Vitasoy produced soy milk in large quantities in the same way as it produced soda, and it was the only one in the world at the time.

維他奶 小姐



「維他奶」是工作及運動後最快補充體力及解渴的飲品，本公司為獎勵社會人士在工作及運動後選飲有益身體的「維他奶」，每天特派「維他奶」小姐多位分往港九各地士多學校工廠橫檔球場碼頭等處，凡見有飲「維他奶」顧客額上流汗者，即席贈送名貴毛巾一條，各位欲多得此名貴毛巾，請流汗時多飲「維他奶」。



維他奶 是補充體力最佳飲品！

香港壹品有限公司出品



“熱”《維他奶》曾經是寒冷季節最受歡迎的飲料。
“HOT” Vitasoy used to be the most popular beverage during the cold season.



1978 年，一個蹣跚學步的孩子喝著《維他奶》，當時來自臨時住房區的居民因火災而無家可歸，在房屋署總部外舉行集會，要求重新安置。A toddler drinks Vitasoy as residents from a temporary housing area who were made homeless by a fire stage a rally outside the Housing Department Head Office to press for resettlement -- 1978. (Photo: South China Morning Post)



維他奶不但代理過綠寶汽水，亦擔任過百事可樂的香港代理。圖片攝於1964年，尼克遜（左）剛卸任美國副總統，當起百事的法律顧問，訪問香港與羅桂祥會面。

Vitasoy has not only been the agent for Green Spot, but also served as the Hong Kong agent for Pepsi Cola. The picture was taken in 1964. Richard Nixon (left) had just stepped down as U.S. Vice President and served as Pepsi's legal advisor. He visited Hong Kong and met with Lo Kwee-Seong.



羅桂祥在1979年投資了數千萬發展深圳光明農場，畜牧乳牛，一度擁有超過6,000頭牛，成為全中國最大最先進的奶牛場，甚至將牛奶轉售予昔日的行業「老大哥」牛奶公司。

1980年代中牛奶公司及置地創辦人與羅桂祥（右二）在廣州簽署合作儀式。

In 1979, Lo Kwee-Seong invested tens of millions to develop Shenzhen Guangming Farm to raise dairy cows. At one point, he owned more than 6,000 cows, making it the largest and most advanced dairy farm in China. He even resold the milk to the former industry "big brother" Dairy Farm. The founders of Dairy Farm and Hongkong Land and Lo (R2) signed a cooperation agreement in Guangzhou in the mid-1980s.



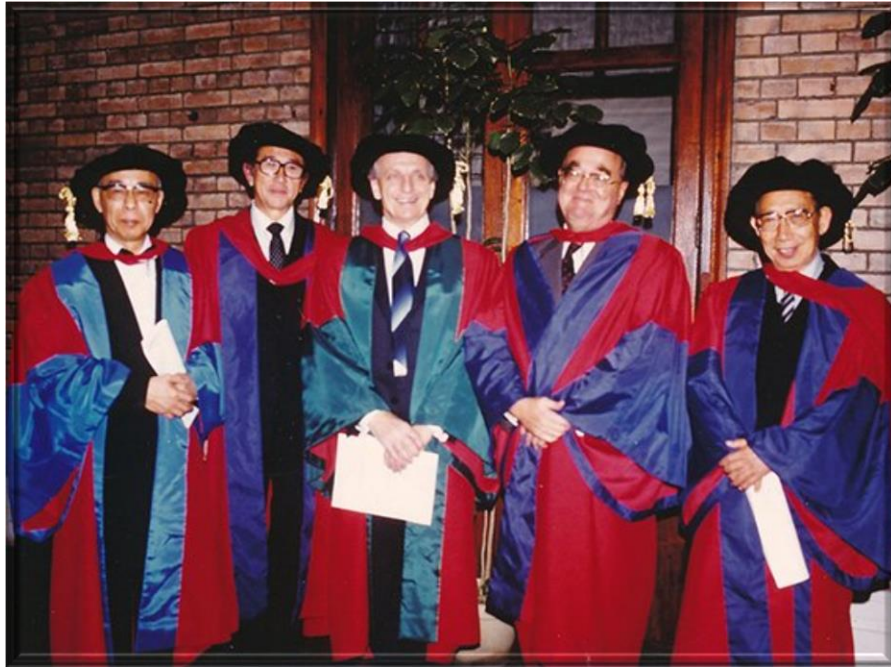
1990 年 -- 《維他奶》慶祝 50 週年，香港政府衛生福利司黃錢其濂（左）到賀。
 1990 -- Hong Kong Government Secretary for Hygiene and Welfare Mrs. Elizabeth Wong and Lo Kwee-Seong at a reception to celebrate Vitasoy's 50th birthday. (Photo: SCMP)



1977 年 11 月 26 日 -- 消費者委員會主席羅桂祥（站立者）在大會堂舉行的消費者教育研討會上發表演講。
 出席研討會的嘉賓還包括（左二起）香港大學法律學系主任區義國、教育署莫玉齡、立法局議員鍾士元博士，
 以及消費者委員會總幹事張綠萍。

26 November 1977 -- Mr. Lo Kwee-Seong (standing), Chairman of the Consumer Council, addresses the Consumer Education Seminar at City Hall. Also at the Seminar are (from second left) Mr. Bob Allcock of the University of Hong Kong, Mr. Louise Mok of the Education Department, Legislative Councillor Dr. Chung Sze-Yuen and Ms. Ophelia Cheung Lok-Ping, Chief Executive of the Council. (Getty Images)

香港大學 University of Hong Kong



香港大學第115屆畢業典禮(1982)名譽博士：(左起)饒宗頤、羅保議員、姬達爵士、彭勵治、羅桂祥。
University of Hong Kong -- 115th Congregation (1982) Honorary Doctorates: (From left) Mr. Jao Tsung-I, The Hon. Rogerio Hyndman Lobo, Sir Jack Cater, Mr. John Henry Bremridge, Mr. Lo Kwee-Seong.



1982年香港大學第115屆畢業典禮名譽畢業生慶祝晚宴，羅桂祥博士(右三)與大學監督麥理浩爵士(中)交談。
115th Congregation (1982) of Hong Kong University Celebratory Dinner in honour of the Honorary Graduates, Dr. Lo Kwee-Seong (right 3) converses with the University Chancellor, Sir Crawford Murray MacLehose.

香港中文大學 The Chinese University of Hong Kong



2012 年 -- 羅桂祥綜合生物醫學大樓位於香港中文大學第 39 區地段，該區正發展成為大學的主要科研樞紐。大樓樓高九層，設有先進的生物醫學儀器，為醫學院的學生及研究人員提供一個有效促進科學交流和活動的平台，以助推動學術科研的發展。憑藉其卓越的節能設計，大樓更獲評為香港建築環境評估法（HK-BEAM）中最高的白金級別。

2012 -- Lo Kwee-Seong Integrated Biomedical Sciences Building is a nine-storey building equipped with advanced biomedical equipment and situated at Area 39 where is being developed in phases into a key research hub at the Chinese University of Hong Kong. The building is designed to facilitate the research expansion of Faculty of Medicine, and offers an environment that fosters scientific exchanges and scholarly engagements among students and investigators. With its outstanding energy-efficient features, the building has received Platinum Standard rating from the Hong Kong Building Environmental Assessment Method (HK-BEAM), its highest rating.



2024 年 -- 香港中文大學文物館 — 羅桂祥閣

該館成為大學的新文藝地標，結合藝術創作、策展和教學，為校園注入全新的藝術風采。

2014 -- Art Museum of The Chinese University of Hong Kong – Lo Kwee Seong Pavilion

The Art Museum is poised to become a new cultural landmark for the University, housing a unique blend of cultural exhibits, art curation and education.

香港西區扶輪社羅桂祥 -- 「維他奶」之父

「社會富裕人士可以享受最好的牛奶供應。

因此，我們有責任照顧那些不幸的人，特別是學童和勞工。」---羅桂祥



羅桂祥博士(Dr. The Honorable Lo Kwee-Seong, CBE, *HonLLD (HKU)*, BA (HKU), JP) (1910年2月2日-1995年5月5日)，大眾稱為「維他奶之父」，是香港西區扶輪社(Hong Kong Island West Rotary Club) 30名創社社員之一。在香港扶輪社(Hong Kong Rotary Club)的輔導下，李樹芬醫生(1938-1939年度社長、1947-1948年度第96地區總監)積極組織和加入創始該社。香港西區扶輪社於1954年4月12日獲得國際扶輪授予證書，是世界上第一家粵語扶輪社；1960年7月1日成為新成立的國際扶輪345地區的成員，羅桂祥在這個1960-1961年度擔任社長。當時的345地區由3個不同國家的地理區域組成：(1)中華民國-臺灣省；(2)英國殖民地香港；(3)葡萄牙領地澳門；地區總監是臺北扶輪社(Taipei Rotary Club)的郭克悌。

羅桂祥支持高等教育，不遺餘力，曾任香港大學校務委員會委員、董事會董事。參與社會服務有長久的歷史，曾任市政局及立法局議員。服務範圍也很廣闊，包括貿易發展、傷殘人士福利及消費者權益保障等。1975至1980年間，任消費者委員會主席。羅桂祥於1991年成立了「羅桂祥基金」(Lo Kwee Seong Foundation)，旨在促進職業和技術教育、支援醫療、扶貧、推動藝術文化等社會福利事業。他通過基金向多間大學慷慨捐贈，資助研究與教育項目。羅桂祥對中國陶瓷的收藏及研究，遠近知名，更是在香港提倡藝術的先驅。



《維他奶》的故事

數據顯示，受益於營養、健康這一新的消費趨勢，植物蛋白飲料過去 5 年年均增速 28%，是飲料中增速最快的子行業。而在這一子行業中，來自香港地區的《維他奶》是不可忽視的老牌勁旅。《維他奶》（Vitasoy）是香港家喻戶曉的豆奶（豆漿加乳固體）飲品品牌，由創辦人羅桂祥博士研製，自 1940 年開始在香港生產。由香港上市公司維他奶國際管理，生產廠房遍及中國大陸、香港、澳洲和新加坡，行銷全球 40 個國家及地區。

羅桂祥於 1936 年底到上海出差，偶然出席美國駐中華民國大使館商務參贊雅諾德(Julean Herbert Arnold)的公開演講《大豆—中國之牛》。內容介紹大豆營養豐富，含蛋白質與牛奶一樣高，這個概念影響他往後的一生。1937 年 7 月日本帝國對中國發動全面侵略，1938 年 10 月日軍在廣東大亞灣登陸。10 月 13 日廣州淪陷，大批難民逃亡到香港新界，羅桂祥參加陳丕士在香港組織的救濟難民工作。他看見許多難民因營養不良引起腳氣病，聯想起 1936 年去上海時聽過美國商務參贊雅諾德的演講，稱讚大豆營養豐富，價值跟西方的牛奶一樣。於是便與摯友共同集資購買大豆，教難民自製豆漿，以補充營養。一個月後，患腳氣病者居然可以行走，從而引發了他大規模生產廉價而富有營養的大豆飲品的念頭。目睹同胞因飽受戰爭的災難而貧困交加，嚴重營養不良。後來更發現某些中國人因為乳糖不耐症，不可以吸收乳糖，遂萌生「實業救國」的理想。羅桂祥希望能夠為一般家庭，提供一種廉價而蛋白質豐富的飲品「為國民強身健體」，作為價格較為昂貴的牛奶的替代品（當時香港本地已經有每天供應新鮮牛奶的「牛奶公司 Dairy Farm」）。羅桂祥認為由大豆製成的豆奶，可成為牛奶替代品。

羅桂祥的建議本來不被香港政府重視，但 1938 年新上任的醫務總監司徒永覺(Dr. Percy Selwyn Selwyn-Clarke)對他的概念卻另眼相看。於是 1939 年 9 月，在羅桂祥多方奔走和策劃下，召開香港荳品公司股東第一次籌備會；1940 年 3 月正式成立「香港荳品有限公司」(Hong Kong Soya Bean Products Co., Ltd.)（下稱「荳品公司」），羅桂祥任董事長，生產《維他奶》。

《維他奶》豆奶於 1940 年 4 月 3 日面世，品牌的英文名稱是《Vitamilk》，由香港荳品有限公司負責製造和銷售。荳品公司創業時共有 5 名股東，包括佔三份一股權以上的羅桂祥、第二大股東邵蔚明和佔少數股份的關炎初、陳南昌及陳春霖。首家《維他奶》工廠位於香港島銅鑼灣記利佐治街 231 地段(Section 231, Great George Street, Causeway Bay)，是向卜內門(Brunner Mond (UK) Limited)租用的貨倉地，剛好位於競爭對手「大公司」牛奶公司的對面。當時規模細小，羅桂祥與其他股東均為兼職身份，工廠由羅桂祥的九弟羅芳祥全職打理。生產過程以人手為主，主要原料大豆由中國東北進口，而盛載豆奶的闊口玻璃瓶則購自上海。開售首日只售出 9 瓶豆奶，售價為港幣 6 仙。《維他奶》早期是效法鮮奶的銷售方式，由送貨員以單車逐戶派送。單車車尾設有兩個竹籃，每個籃可放 3 箱共 72 瓶豆奶。惟早期《維他奶》沒有經過消毒殺菌處理，產品容易變質，。需要即日飲用。因此未受消費者歡迎，亦限制了門市生意的規模。

在後來的幾個月中，每天都是生產得多，賣出的少，許多變成廢品倒掉了。不足一年，投資全部蝕光。面對這種局面，年輕的羅桂祥有些氣餒。關廠數日後回到吉隆坡(Kuala Lumpur)的家中，每日坐在門口發呆。一日，他突然發現一個現象：家中以前養的一隻小公雞，常常被隔壁

的大公雞追打。近來，他發現自家的小雞已長成冠紅毛靚的大公雞了。這天，他坐在家門口，看見自家的公雞敢與隔壁的公雞邀鬥了。打鬥了四十分鐘後，竟然打敗了素來的強者，跳上竹竿引吭高歌起來！在公雞嘹亮的啼聲中，羅桂祥像得到了人生真諦的啓示：「失敗是暫時的，只要自己在事業上搏命（努力），一定能像小公雞一樣取得勝利。」數天後，他回到香港，利用銀行界的人緣關係貸了一筆款，再次開門生產。生意比以前大有好轉，1941 年太平洋戰爭爆發前，每日約銷售 1,000 瓶。

太平洋戰爭(1941-1945)香港淪陷時期，羅桂祥與羅芳祥及家人一同離港返回中國大後方，《維他奶》工廠停工。羅桂祥一行人原本打算經廣西入昆明，但去路為日軍佔領而退回廣東連縣（現今連州市）暫居。於是在雙喜山開設「維他餐卡」，售賣自家製造的豆漿和蛋糕點心維生。廣州不少著名教會學校如培正、培英、培道、真光等均於戰時遷校到雙喜山，因而吸引不少師生光顧，為日後《維他奶》在香港發展學校市場的序幕。其時羅桂祥的五女羅慕連，亦在雙喜山出生。由於母親奶水不足而用豆漿餵哺，小女孩健康成長，加深了羅桂祥對豆奶營養價值的信心。

至 1945 年香港重光後，羅桂祥回香港召集股東安排復業，並從「敵人產業監管處」領回廠房。時任監管處的主任是香港大學同屆同學簡悅強，其家族企業東亞銀行日後成為荳品公司的主要信貸銀行之一，而簡悅強亦於 1961 年成為荳品公司董事局成員。戰後首次董事局會議通過短期恢復生產的決議，並接納羅桂祥在公司全職服務。董事局耗資 3 萬港元重修廠房機器及增聘人手，《維他奶》工廠才能夠恢復生產。他參照「可口可樂」(Coca Cola)的做法，將豆奶入樽（裝瓶），從杓舀碗裝的排檔飲品變為有品位的店堂商品，銷量急劇增加。

時維 1945 年 11 月冬涼季節，《維他奶》銷量甚低。幸得附近利園山的嶺英中學每天訂購百多瓶的生意，才不致嚴重虧損。期間聯合國曾給予香港一筆錢用以提供牛奶給學童，但牛奶並不為本地學童普遍接納。香港政府遂改用《維他奶》代替牛奶，使學校成為《維他奶》的主要市場。

1948 年底，荳品公司籌措 20 萬港元購入香港仔黃竹坑(Wong Chuk Hang, Aberdeen)三萬平方呎地皮自建現代化廠房。但《維他奶》繼續在銅鑼灣舊廠生產至 1953 年租約期滿，才遷進加建多一層的黃竹坑新廠，利用原有的生產線生產《維他奶》。

1950 年，羅桂祥聘請了專業人員，設立了實驗室。對豆汁進行嚴格的處理，如去掉了豆腥味。對豆奶的消毒研製了專門程序和專用設備，使豆奶保鮮期由過去的三天變為一年。既保障了市民的健康，又減少了廢品和減輕了運輸壓力。降低了成本，利潤成倍增長。

1950 年荳品公司從牛奶公司手上取得美國綠寶(Green Spot)橙汁汽水的代理權，另外購置更新、更快的生產線裝瓶。而羅桂祥的八弟羅騰祥亦於此時加入任職生產部經理，原銅鑼灣舊廠司理羅芳祥則調任管理推銷工作。

之後，通過引入滅菌技術，進一步改進《維他奶 Vitamilk》的品質，這意味著該產品不需要冷藏。然而在 1952 年，一群香港公司向政府訴狀，要求禁止荳品公司在品牌名稱中使用《Vitamilk》一詞——《Vitamilk》原本是近幾十年來在上海和香港廣泛銷售的乳製品品牌。《維他奶》於是改稱為《Sunspot》，及至 1953 年改為《Vitasoy》，一直沿用至今。

代理《綠寶橙汁》除為公司提供穩定的利潤外，更為《維他奶》引入消毒程序的突破。羅桂祥初時嘗試將荳奶注入綠寶的汽水瓶，用處理橙汁汽水的巴士德消毒法(Pasteurization)進行消毒，但荳奶數天後便變壞。羅桂祥向綠寶公司的食物工程師萬寧(Manning)請教，得悉橙汁是高度酸性，消毒只需華氏 140°F (攝氏 60°C)，而荳奶則是高度鹼性，需要較高溫，起碼華氏 240°F (攝氏 110°C) 才可消毒。羅桂祥與屬下化學師朱志漢依循繼續摸索，終於找出最佳的溫度和消毒時間組合，生產出無須冷藏也可以存放 6 個月的《維他奶》。1953 年起，《維他奶》開始以超高溫消毒法(UHT)。無須冷藏貯存，銷量開始大增。推出首年銷量增加五倍，至 1950 年代中期已達每年 1,200 萬瓶。由於《維他奶》是荳漿，可以加熱飲用。早年有個別零售商將一瓶瓶的《維他奶》放進熱水鍋內加熱，甚或開瓶倒入鍋中煮熱，然後分開逐碗零售。羅芳祥與一家德國機器廠合作設計出一款熱櫃，利用浸在水中的發熱器將櫃中水溫保持在華氏 145°F (攝氏 62.8°C)，每個熱櫃可容 4 盤(96 瓶)《維他奶》。1957 年推出《熱維他奶》後，大受勞動工人及學生歡迎，並解決以前每到冬天銷量大跌的問題。

最初推出的《維他奶》是純荳奶沒有加工，1962 年加入「麥精」，成為一種新產品《麥精維他奶》。同年於九龍觀塘工業區興建新廠房，設計建築師是原上海扶輪社(Shanghai Rotary Club)理事范文照(Robert Fan)。

《維他奶》的成功，開拓了人類植物飲料多樣化開發的領域，引起了國際社會的注意。1964 年，聯合國糧食及農業組織(Food and Agriculture Organization of the United Nations, FAO)在日本東京召開「世界食物營養研討會」，邀請羅桂祥在會上作《維他奶》發展史的專題演講。羅桂祥在會上詳盡地介紹如何以低廉的成本，生產蛋白質豐富的豆奶，當場就吸引了許多國家專家的注意。演講稿不久刊登在美國出版的《大豆文摘》雜誌上，羅氏的演講得到美國政府的推介。會後不久，美國政府就宣佈向本國的商業機構提供津貼，鼓勵他們到拉丁美洲國家設廠生產豆奶。聯合國兒童基金會(United Nations International Children's Emergency Fund, UNICEF)也宣佈，向準備在亞洲與非洲第三世界國家，設立類似豆奶生產廠家的機構提供資金和技術的援助。與此同時，有六、七家包括瑞士、英國、荷蘭、美國的企業與羅氏接觸，希望與其聯營向全球推出《維他奶》系列產品。從 1966 年開始，《維他奶》陸續在美國設廠和歐洲推銷，成為全球最大的豆奶公司。

1974 年，世界石油危機爆發，主要原材料糖和大豆的價格均大幅上升。玻璃瓶存儲運輸成本高，保質時間短，使《維他奶》陷入困境。後來，荳品公司冒險率先引入無菌利樂紙包裝(Tetra Brik Aseptic)。此舉不僅降低運輸成本，還免除了顧客退瓶的麻煩。1976 年，維他奶集團利潤大幅度上升。1979 年以後，維他奶集團又盯上了當時風行的「綠色食品」潮流，逐步研製出保鮮紙盒檸檬茶、果汁、菊花茶和一批保鮮汽水飲品，年銷售量高達 4 億盒。人們日益增長的消費需求下，《維他奶》接受了市場的考驗，走上了特色化的道路。

1987 年新界屯門(Tuen Mun, New Territories)廠房落成，並成為集團總部。1994 年於中國廣東省深圳市的廠房正式投產。1998 年，分別在中國上海及美國麻省艾爾市(Ayer, Massachusetts, U.S.A.)的 Nasoya 廠房投產。

1940 年「荳品公司」成立初期資本只有 1.5 萬港元，至 1982 年擴張到 2.1 億元；設備由最初的簡單機器，員工只有數十人，至 1990 年已擁有數十條從瑞典進口的生產線，員工 950 人；公司營業額從第一年的 1.7 萬元至 1989 年的 6 億元；從當年每天出售 1,000 瓶《維他奶》發展到每天 150 萬盒；以前《維他奶》只供應本地市場，到後來發展到佔香港市場的 70%；生產總量 20%銷往美國、新加坡、澳洲和中國內地。

二十世紀四十年代，在日本帝國軍國主義戰爭侵略下的香港創辦荳品公司，生產出了「窮人的牛奶」——營養飲品《維他奶》；直至六、七十年代才取得巨大成功，成為全球最大的荳奶公司，羅桂祥被譽稱為「維他奶之父」。



生平略傳

羅桂祥（1910—1995），1910 年出生在大清國廣東省梅縣三鄉鎮寨上村。8 歲入學，在本村崇正學校讀了兩年小學。1920 年 10 歲時，隨母親到馬來聯邦(Federated Malay States)與在那裡謀生的父親團聚。在馬來亞讀了兩年華文學校後，考入教會英文中學。畢業時，他打算投考上海交通大學土木工程系，當一個建築工程師，以期對積弱的祖國有所貢獻。由於他有兄弟姐妹九名，父親僅是一個工薪的帳房先生，無力供他讀大學。羅桂祥只得在馬來亞華僑民政司找了個翻譯工作，協助父親維持家計。

父親羅進興的東家余東璇(Eu Tong-Sen)是東南亞聞名的「仁生堂」藥店的老闆，還在東南亞和中國大陸發展房地產業務。知道羅桂祥一貫聰明過人，有意出資供他上學。但有個條件是所學專業應是商科，學完回到余老闆身邊。羅桂祥雖然不能專攻自己喜愛的建築專業，但能有大學可上，也是十分高興的事。1929 年，他考入香港大學(University of Hong Kong)商學院。半工半讀，主修經濟。1934 年畢業，獲文學士學位。羅桂祥從香港大學畢業後，開始任余東璇的商務秘書。兩年後升任香港余東璇有限公司(Eu Tong Sen Limited)的經理，同時兼任余東璇的私人法律代理。在這段時間裡，他與香港的銀行金融界許多人士交上朋友。在這些朋友中樹立了他年輕有為、誠實講信用的良好形象，為未來創辦實業打下了堅實的基礎。

美國參贊一席話引出「窮人的牛奶」

1936 年底，羅桂祥在上海偶然聽到美國派駐中華民國的商務參贊雅諾德(Julean Herbert Arnold)的公開演講，題目是《大豆——中國之牛》，大意是說大豆營養豐富，含蛋白質和牛奶一樣高，大豆是中國的奶牛。中國人數千年來以大豆作為糧食和營養來源，因此中國人不飲牛奶也很健康。這番話，讓羅桂祥開始認識到大豆的商業價值。

回到香港後，羅桂祥目睹同胞飽受戰火摧殘，普遍嚴重營養不良。他決心為經濟薄弱的同胞，貢獻自己的一份力量，提供價格低但品質好的營養飲料。1940 年，羅桂祥以港幣一萬五千元設立的香港荳品公司終於研發出「窮人的牛奶」。這是一個非常有創意的理念，羅桂祥特別為這個純中國式的產品起了頗西洋化的名字《維他奶》，使人不禁聯想到人的健康不可缺少的維他命，從此香港人有了自己的奶——《維他奶》。《維他奶》的母公司香港荳品於 1940 年以股份公司形式成立，而現時的維他奶國際集團有限公司（Vitasoy International Holdings Ltd.），是香港的上市公司。大股東羅桂祥於公司早年多次籌募資金擴大股本時，不斷注資而取得控制性股權。其家庭成員以至家鄉梅州市梅縣區的親戚紛紛投靠公司，羅桂祥的九弟羅芳祥自荳品廠開張一直服務至 1973 年退休才離開，長達 33 年；而八弟羅騰祥由 1952 年一直服務至 1969 年才離職。羅桂祥於 1978 年退休，由兩名兒子羅友禮及羅友義接棒。

（關於《維他奶》的發展故事，更多詳情請參閱第 20-23 頁。）

開發純乳製品

1979 年，中國共產黨第十一屆中央委員會第三次全體會議後不久，改革開放剛剛起步。4 月，為了支持新生的深圳經濟特區，羅桂祥到廣州與廣東省政府有關部門簽訂 35 年協議，投資 2,275 萬港元，以補償貿易形式共同經營深圳光明華僑農場，畜牧乳牛。1983 年 10 月再簽訂第二次協議，由「荳品公司」再投資 2,500 萬港元，擴大生產規模。農場由最初的一個牛場 200 多頭牛擴大到 8 個牛場 6,000 多頭牛，員工增至 5,000 多人。光明農場的規模和利潤的增長，在國內產生重大影響。成為全中國最大最先進的奶牛場，甚至將牛奶轉售予昔日的行業「老大哥」牛奶公司（Dairy Farm）。目前光明農場的牛奶已佔了香港奶品市場的半壁江山，光明農場也由原來國家撥款補貼，變成每年向國家上繳相當數額稅利的企業。

消費者委員會主席

1973 年開始，香港物價飛漲，市面上不少奸商不擇手段損人利己、牟取暴利，幾乎導致香港社會發生騷亂。對此緊急局面，香港政府迅速成立了消費者委員會（Consumer Council）。起初，由於這個組織沒有執行法律的權力，被人譏為「紙老虎」。後來，香港總督麥理浩爵士（Sir Crawford Murray MacLehose）委任羅桂祥為消費者委員會主席（1975-1980）。在任 6 年中，他建議政府立例保障消費者的權益，其中包括設立小額錢債法庭及商品說明法例等。嚴格執行每月商品檢驗，把普及商品抽樣作詳細分析。然後撰寫報告，登載在由他創辦的《選擇 Choice》月刊上，給市民購物時參考。並設立投訴中心，幫助市民處理購物時碰到的不公平對待和存心欺詐的投訴。這些有效措施，保證了香港社會的穩定和繁榮。

香港管理專業協會主席

作為香港管理專業協會的主席，羅桂祥為其成功發展作出了重大的貢獻。專業協會成立於 1960 年，正值香港加快工業化及進一步繁榮的時期。它每年提供超過 1,000 項訓練課程，使 2.9 萬多人得到現代管理專業進修，對香港的繁榮發展作出了很大的貢獻。

由於業績卓著，深得社會人士讚許。其中最為人所津津樂道的，是他於 1985 年末，將一份事關中國城市商業改革的建議書——《中國城市（商業）改革大綱》上書中央領導人。《大綱》分析了商業改革所帶來的社會效益：商業發達興旺時，需要大批專業人員，如律師、會計師、保險商、經紀人、工程師等各類為商業提供二類服務的從業人員。商業的發展，必定會刺激農林業和製造業的生產。商業是馬，生產製造業是車，馬壯才能使車滿載而行。作為從上世紀 60 年代開始擔任香港管理專業協會主席的羅桂祥，對商業服務業的重要性和操作性是十分了解的。

中國共產黨中央顧問委員會主任鄧小平看了羅桂祥的《大綱》後立即批示：這是一個很大膽、很好的建議；並轉當時的中央委員會總書記胡耀邦和中華人民共和國國務院總理趙紫陽。趙紫陽也立即批轉給商務部長，要他組織研究並提出實施方案。在此後中國十幾年的商業改革中，《大綱》中提出的改革建議基本上都得到了落實和實施。

參政議政 服務社會

太平洋戰爭結束後，羅桂祥將荳品廠遷往香港仔；並參與香港仔街坊福利會的事務，擔任第四屆主席，從此開始了他漫長而成功的社區服務生涯。他在街坊會的活動引起了香港政府的注意，因此被香港總督任命為非官守太平紳士。隨後 1962 年，香港總督柏立基爵士(Sir Robert Brown Black)任命為香港市政局(Hong Kong Urban Council)非官守議員，任期至 1966 年。

1970 年，羅桂祥獲香港總督戴麟趾爵士(Sir David Clive Crosbie Trench)委任為香港立法局(Hong Kong Legislative Council)非官守議員，任期從 1970 年 7 月 8 日至 1972 年 6 月 21 日。二十世紀七十年代初，蜆殼石油公司(Shell Oil Company, Inc.)申請在南丫島(Lamma Island)興建煉油廠，而他是第一位站起來大聲疾呼反對的立法局議員。後來，他雖然不再擔任立法局議員，但卻一如既往，堅持反對這一將使香港市民承受環境污染危害的工業項目。直到這一項目申請被最後否決，使香港保持了晴空碧海的東方之珠明麗的環境。

1983 年中國共產黨邀請羅桂祥擔任中國人民政治協商會議第六屆全國委員會委員，任期為 1983 年 6 月至 1988 年 4 月。隨後再次邀請擔任第七屆委員，任期為 1988 年 4 月至 1993 年 3 月。

或許有人會說，工廠所在地的偶然性使羅桂祥投身公共服務。但事實上，機會的多寡與個人的意願和能力息息相關。除了扶輪社，羅桂祥也曾任聯青社(Y's Men's Club)社長和慈氏護養院(Cheshire Home for the Disabled)主席。他曾在多個政府委員會和機構任職，包括空運牌照局(Air Transport Licensing Board)、航空諮詢委員會(Civil Aviation Advisory Board)、香港貿易發展局(Hong Kong Trade Development Council)、香港工業總會(Federation of Hong Kong Industries)副會長、世界包裝協會(The World Packaging Organisation)主席、香港東方陶瓷學會(The Oriental Ceramic Society of Hong Kong)副主席等近 20 個公共職務。

羅桂祥支持高等教育，不遺餘力，曾任香港大學校務委員會(Council of the University of Hong Kong)委員(1971-1974)、1972 開始任董事會(Court of the University)董事。

1995 年 5 月 5 日羅桂祥在香港病逝，終年 85 歲。

羅桂祥以「厚生」思想指導創業，以創業成果厚待社會，為對人類、對祖國、對家鄉、對親屬有所貢獻而感到滿足和安慰。可以毫不誇張地說，他的一生，為世界飲料行業樹立了里程碑，也為自己樹立了一座道德的豐碑。

羅桂祥的紫砂情緣

羅桂祥平生酷好陶器，收藏有許多陶瓷精品，在陶瓷研究上有很深的造詣。1986 年他用英文撰寫的《宜興紫砂陶器》(Yi Xing Purple Clay Wares)一書，由英國菲力威爾遜出版社(Philip Wilson Publishers)出版。這本書，把宜興陶瓷最早的製作時間移前了 400 年，受到中外專家的重視。1980 年代初，他親訪宜興，鼓勵當地陶藝師認真製作，並以高價收購其中高水平的作品。後來，他把數十年珍藏的 600 多件由公元前一千年到 1990 年生產的陶瓷茶具及 600 多種印章文物，價值 2 億港元，全部捐贈給香港藝術館分館—茶具文物館收藏。

這一切，都是從一次偶然的機會，被任命為市政局的一個小組委員會成員開始的。看來市政局的這位政府官員主席習慣於不經過多方協商就做出任命，而羅桂祥卻被任命為博物館小組委員會成員，儘管他對陶器、瓷器或陶瓷一無所知。有一次，一群專家到羅桂祥家中做客，他向來賓徵求意見。其中一位專家評論說，他的收藏品質很差，甚至用了「垃圾」這個詞。他決心進一步了解這個主題，於是另一個偶然事件，使羅桂祥成為香港陶器藝術事業最重要的倡導者之一。

羅桂祥的收藏準則有三條：所藏必須是歷史名人名作；工藝水準要高；還有便是同類造型不超過兩件。為了擴大收藏視野，他與中國藝術品香港有限公司、各大收藏店都相約，凡到好壺必先與他聯繫。他還利用自己到內地、國外洽談生意或考察的機會，到古董店尋覓，有喜愛的便不惜重金購取。

在 1970 年代中期，羅桂祥接受藝術品拍賣行蘇富比 (Sotheby's) 前亞洲區主席朱湯生 (Julian Thompson) 的建議，在蘇富比一個宜興專拍中投得一批宜興紫砂壺，由此開始了專業系統的宜興紫砂茶具收藏。其中，請人代為在香港和國內搜羅清代紫砂壺。當代紫砂壺的收藏，羅桂祥則親自到宜興考察。

1979 年 10 月，羅桂祥、葉榮枝等以香港商人身份首次來到魂牽夢繞的江蘇省宜興市丁蜀鎮，參觀了陶瓷博物館、紅星陶瓷廠、青瓷廠、原料總廠四號井等地。重點察看了紫砂工藝廠、羊角山紫砂窯址等。羅桂祥來到宜興，與顧景舟、蔣蓉等製壺能手進行了專題座談。十分關切宜興紫砂的燒造、歷史、鑒真等問題。實地考察紫砂陶藝的生產過程，了解當代名家集成的傳統技藝以及多元化發展走向。兩位大師對紫砂歷史的瞭解、收藏知識的豐富和思維的敏捷，給他留下深刻的印象。

羅桂祥一行的這次首訪，還為宜興紫砂走向國際市場，解決了許多技術性的難題：一是廠裡挑選了一批技術骨幹，專門製作羅桂祥的來樣訂貨。二是他們關於作者恢復在壺底打上自己印章的要求亦獲同意。羅桂祥向宜興紫砂工藝廠，簽訂了一份訂單，定製了宜興 20 多位做壺能手的 23 個品種 565 件/套紫砂壺。他要求製作者落上自己的款印，一改「文革」後紫砂只能打「中國

宜興」的印章，把商品提高到了藝術品的地位。他還多次往返南京，走訪中國進出口公司，為日後紫砂壺運送香港鋪平道路。

1980 年，羅桂祥結合他已有的資料和兩次宜興考察所得到的新資訊，整理出版了《宜興陶藝》，這是第一本系統介紹宜興陶藝的精美畫冊。在他的推動下，宜興紫砂藝術逐漸升溫，為形成一個走向世界的良好市場贏得了先機。

1981 年，由羅桂祥策劃的亞洲第六屆藝術節「宜興紫砂精品展」開幕。顧景舟大師受邀親臨展覽會，在電視臺作講座。一時間，宜興紫砂在新的時期再一次聲名鵲起。

1981 年 10 月，羅桂祥將自己幾十年來珍藏的 476 件陶瓷茶具，捐獻給香港市政局。市政局為表彰他的嘉行，將「前三軍司令官邸」闢為茶具文物館，公開展出。這是「文革」之後，中國當代紫砂在國際窗口的第一次集體亮相。從那以後，紫砂在海外的影響一下子就被打開了。

羅桂祥還是一位紫砂歷史的研究學者。為了深入研究，他幾乎跑遍了世界各地藏有宜興紫砂的博物館，並相繼撰寫了許多資料翔實的論著。有論著收錄了第一批宜興茶壺的出口記錄，這是在荷蘭東印度公司(The United East India Company)的檔案內發現的。關於儲南強先生捐贈的「供春壺」，他也有比較精彩的另一種判斷和論述。

不僅如此，他又將宜興紫砂的宣傳推廣到更大範圍。他的孫女在美國波士頓(Boston)的一所中學就讀，該校是老布希總統(U.S. President George Herbert Walker Bush)的母校。在羅桂祥的大力宣傳下，學校將他編印的畫冊定為教授中國陶瓷的教科書，牆上掛滿了宜興紫砂茶壺的照片。他還在美國好幾家博物館，舉辦了宜興紫砂的巡迴展覽。

在北美的紫砂展獲得空前的成功，很快，英、法、德、荷蘭等西歐國家的博物館也紛紛提出辦展申請。1993 年冬，宜興紫砂在大英博物館(British Museum)展出，每天參觀的人數達幾萬人。結合這次展出，羅桂祥又準備自己花錢購買一批當代紫砂藝人的精品，供相關國家展出，然後將展品無償贈送給這些博物館永久收藏。

1994 年，羅桂祥把自己精心收藏的兩百多件精美瓷器和六百餘方印章，慷慨地捐贈給香港市政局。為了妥善珍藏展出這批文物，香港市政局在茶具文物館旁邊興建了「羅桂祥茶藝館」。1995 年 12 月，該館落成啟用。其時，羅桂祥已於當年 5 月 5 日謝世，享年 85 歲。

羅桂祥不遺餘力推崇紫砂，為提高紫砂文化的水平，做了大量有益的工作，有著開拓性的意義。為了進一步推動紫砂藝術的發展，獎掖和培植紫砂人才，加強紫砂理論的探索和研究，加深世界各地對紫砂的認識，他在 1994 年與香港雨竹堂藝術公司顧大豹商議籌措建立「羅桂祥紫砂藝術研究基金會」。其章程詳細敘述了宗旨、機構、主要活動管理以及基金來源等內容。由羅桂祥捐贈港幣 250 萬元，作為開辦和藝術評獎基金。可惜由於他的遽爾亡故，未能付諸實施。



情繫桑梓

羅桂祥情繫桑梓，積極支持家鄉建設。從 1960 年代開始，先後捐資興建三鄉檀樹崗水電站；雁三公路通車後，捐贈卡車一部，使三鄉山區有了自己的第一輛汽車；捐資 20 萬元為寨上村安裝自來水和架設高低壓輸電線路；捐資築「寨上橋」，在車子頂建電視差轉台。

從上世紀八十年代起，羅桂祥本人並發動其兄弟，陸續向家鄉捐資建設公益福利事業。1992 年羅桂祥昆仲共同捐資 120 萬元重建四和進興學校；1993 年首期捐資 600 萬元，興建梅縣第一職業學校，後又由羅桂祥基金會捐資近 300 萬元充實學校設備；1994 年捐 130 萬元鋪築雁洋長教至三鄉四和村水泥公路；1995 年捐資 120 萬元建「進興紀念醫院」，紀念父親羅進興。

榮譽

- (1) 1971 年 英國女王伊莉莎白二世授予大英帝國最優秀官佐勳章(Officer of the Most Excellent Order of the British Empire (OBE))
- (2) 1978 年 英國女王伊莉莎白二世授予大英帝國最優秀司令勳章(Commander of the Most Excellent Order of the British Empire (CBE))
- (3) 1982 年 香港大學授予名譽法學博士學位
- (4) 1994 年 中華人民共和國廣東省梅州市人民政府授予「梅州市榮譽市民」稱號

永遠的紀念

- (1) 茶具文物館—羅桂祥茶藝館
- (2) 香港中文大學羅桂祥綜合生物醫學大樓
- (3) 香港中文大學文物館—羅桂祥閣
- (4) 香港科技大學羅桂祥樓
- (5) 香港管理專業協會羅桂祥中學
- (6) 基督教勵行會羅桂祥安泰服務中心

