

伍沾德博士 -- 香港餐飲業泰山北斗的扶輪人

Dr. James Tak Wu

The Rotarian of Hong Kong Restaurant Legend

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

15 May 2021



Dr. James Tak Wu (伍沾德博士) (1922 - 29 October 2020), GBS, *HonDBA (Lingnan)*, *HonD (Sun Yat Sen)*, *HonD (Springfield)*, BA (*Lingnan*), was a senior member of the Rotary Club of Hong Kong (香港扶輪社) holding the Classification of “Travel Service”.

James Tak Wu, commonly known as James Wu, was a Hong Kong businessman who co-founded Maxim’s Caterers in 1956 alongside his older brother Wu Shun-Tak (伍舜德), transforming it into one of Asia’s largest catering groups with operations spanning restaurants, bakeries, and fast-food outlets. Born in the United States to parents from Toishan of Kwangtung (廣東台山), Wu returned to the Republic of China (中華民國) as a child and graduated from Lingnan University (私立嶺南大學) in Canton (*Guangzhou*) (廣州) in 1947 before emigrating to the British Crown Colony Hong Kong.

Wu’s entrepreneurial journey began with the establishment of Maxim’s as a Western-style restaurant in Central. Under his leadership, the company expanded dramatically, serving over 630,000 meals daily by the late 2010s and becoming a household name synonymous with quality dining in Hong Kong and beyond. Maxim’s Group (美心集團) is jointly owned by Dairy Farm International Holdings Ltd. (牛奶國際控股有限公司) and Hong Kong Caterers Ltd. (香港食品有限公司), and encompasses diverse brands including Starbucks franchises in the region and luxury cake shops.

In addition to his business achievements, Wu was a noted philanthropist who contributed significantly to education and community welfare, endowing scholarships and facilities at institutions like Lingnan University and the University of Hong Kong (香港大學). The company remains under family influence, with his daughter Annie Wu Suk-Ching (伍淑清) involved in its operations. His societal contributions earned him prestigious honours, including the Silver Bauhinia Star (銀紫荊星章) in 2001 and the Gold Bauhinia Star (金紫荊星章) in 2009, recognizing his impact on Hong Kong's economic and social development. Wu passed away peacefully on 29 October 2020 at the Hong Kong Sanatorium & Hospital (養和醫院), leaving a legacy as a pioneering figure in Hong Kong's hospitality industry.



Early Life and Education

James Tak Wu was born in 1922 in the United States to parents hailing from the Toishan County of Kwangtung Province, Republic of China (中華民國廣東省台山縣). His family's roots were deeply embedded in Toishan, a coastal area known for its significant overseas Chinese diaspora, reflecting the migratory patterns of many from that region during the early 20th century.

At the age of two, Wu returned to his ancestral home in Toishan with his mother, immersing him in the cultural and familial traditions of his Cantonese heritage while carrying the imprint of his American birthplace. This early relocation shaped a bicultural identity, influenced by the Sino-American dynamics of a family divided between continents, where overseas remittances and connections to the United States played a role in sustaining ties to both worlds.

Wu received his early formal education in Lingnan Primary School (嶺南小學) in the British Crown Colony Hong Kong. Wu later pursued higher education at Lingnan University in Canton, an institution known for its liberal arts curriculum during the post-World War II era. He graduated from Lingnan University in 1947, completing his undergraduate studies amid China's turbulent reconstruction period following the war.

Business Career

Founding Maxim's

In 1956, brothers S. T. Wu and James Wu co-founded Maxim's Catering, initially operating as Hong Kong Caterers Limited, by opening the company's first outlet---a high-end French restaurant combined with a nightclub---in the basement of the old Lane Crawford Building in Central, Hong Kong, in December. The venture was inspired by their personal experiences of discrimination in existing Western establishments, where Chinese patrons like themselves were often relegated to inferior seating near restrooms and treated as low-value

customers. Drawing on James Wu's background in theatre management and S. T. Wu's accounting expertise, the brothers aimed to provide a premium European dining and entertainment experience tailored to local Chinese clientele, hiring Hong Kong's only French chef at the time and sourcing luxury ingredients such as Norwegian salmon and Kobe beef.

The initial business model centered on upscale Western cuisine and late-night entertainment, with the nightclub featuring live performances to attract crowds. For the opening, they secured The Platters as performers, drawing such large numbers that 20 police officers were needed for crowd control. Operations ran until 2 a.m., supported by a staff of 64, though financial constraints meant James Wu personally drove some employees' home due to the lack of funds for taxis. Innovations included merit-based hiring to break from nepotism, individual contracts for cooks to foster competition, and hosting events like Hong Kong's first food festival with Air France in 1957, which helped establish the brand's reputation for quality and inclusivity.

Amid the post-War economic recovery in Hong Kong during the 1950s, the Wu brothers faced significant challenges, including limited high-quality Western dining options and pervasive biases against Chinese customers in the industry, which viewed them as unprofitable. The Colony was still rebuilding from World War II devastation and the influx of over a million refugees from the Chinese mainland amid the Civil War, leading to resource shortages, rationing, and high unemployment that complicated business startups. Despite these hurdles, the brothers' determination---bolstered by James Wu's education at Lingnan University---enabled Maxim's to thrive as a symbol of entrepreneurial resilience in a developing economy.

Expansion and Leadership Roles

Following the founding of Maxim's in 1956, James Wu played a pivotal role in driving the company's rapid expansion across Hong Kong, diversifying into multiple food and beverage formats to meet growing consumer demand. By the mid-1960s, the business had grown to include its first café under the Maxim's Boulevard brand, opened in 1966 at Ocean Terminal (海運大廈) in Tsim Sha Tsui (尖沙咀), which laid the groundwork for a chain of casual dining outlets. This period saw the introduction of cake shops in the mid-1960s, with the Maxim's Cakes brand establishing its presence by 1972 and eventually becoming a staple in high-traffic locations like MTR stations by the 1980s. Further diversification came in 1972 with the launch of the company's first fast-food outlet in Central, targeting quick-service meals amid Hong Kong's urbanizing population. Maxim's also entered institutional catering, exemplified by the 1980 establishment of Beijing Air Catering Company Ltd. (北京航空食品有限公司) as China's first Sino-foreign joint venture, providing airline meals and highlighting Wu's vision for regional outreach.

Strategic alliances in the 1970s and 1980s solidified Maxim's growth trajectory and integrated it into larger corporate structures. In 1972, Hongkong Land (置地公司), a

subsidiary of the Jardine Matheson Group (怡和洋行), acquired a stake in the company, providing capital for further scaling. This partnership deepened in 1986 when Dairy Farm International Holdings---another Jardine Matheson entity---formed a collaboration with Maxim's, culminating in Dairy Farm taking a 50% ownership interest. Under this arrangement, Maxim's operated as a key component of Dairy Farm's portfolio while retaining operational autonomy under family leadership, enabling expansion to over 900 outlets by the 2010s and serving around 630,000 meals daily across approximately 760 venues as of the late 2010s. Wu's oversight ensured the company's adaptation to market shifts, including diversification into franchised brands like Starbucks in Hong Kong and Macao starting in 2000.

Wu's executive influence extended beyond Maxim's internal operations to prominent public roles in Hong Kong's business and tourism sectors. Effective 2003, he was appointed to the Hong Kong Tourism Board (香港旅遊發展局), where he contributed to promoting the city's culinary and hospitality landscape as a member during that term. By 2015, Wu had transitioned to the position of Honorary Chairman of Maxim's Group, a role he held until his death amid the company's continued evolution under Jardine Matheson ownership, reflecting his enduring legacy in steering its strategic direction.



The Milestones

- 1956 First Restaurant – Maxim's Restaurant was opened in the basement of Telephone House (also known as Lane Crawford House) at No.14, Des Voeux Road Central, Hong Kong.
- 1966 First café – Maxim's Boulevard was opened in Ocean Terminal, Tsim Sha Tsui, Hong Kong.
- 1970 Maxim's hosted the Hong Kong Pavilion restaurant in Osaka World Expo, Japan.
- 1971 First Chinese Restaurant -- Jade Garden was opened in Star House, Tsim Sha Tsui, Hong Kong. A series of Chinese restaurants with various focus cuisines are developed from this success.
- 1972 A holding company, Maxim's Caterers Limited, was formed in October 1972 to acquire the Maxim's and Jade Garden restaurant brands. Hongkong Land of Jardine Matheson Group became a shareholder. First fast food outlet was opened in Central District. By early 1973, the group operated 15 restaurants.
- 1980 First Sino-Foreign joint venture in China -- Established Beijing Air Catering Company Ltd.
- 1982 Maxim's Cakes became the first bakery chain in Mass Transit Railway (MTR)

stations in Hong Kong.

- 1986 Formed partnership with Dairy Farm of Jardine Matheson Group.
- 1998 Established m.a.x. concepts, which managed restaurant brands including MAX, Cellini, Mecca, Thai Basil, eating plus, Mezz, café Landmark, Emporio Armani Caffé, and modern restaurants Kiku and Miso.
- 2000 Maxim's partnered with Starbucks Coffee International, Inc. to form Coffee Concepts Ltd., holding licenses for both Hong Kong and Macao.
- 2003 Established Maxim's first food factory (now named Maxim's Branded Products Factory) in Tai Po, Hong Kong, spanning 250,000 sq. ft.
- 2004 The Group opened the French-Vietnamese restaurant chain Rice Paper. In the same year, Maxim's Fast Food began producing ready meals and appetizers to be sold in 7-11 Convenient Stores and Wellcome supermarkets.
- 2005 Appointed by the Hong Kong Government Hospital Authority to implement the "Public-Private Partnership Project on Patients' Food Services" in the New Territories West Cluster and Queen Elizabeth Hospital. Opened Mei-Xin Cakes bakery plant and flagship in Guangzhou. Hosted Plaza Inn, a Chinese restaurant, and Market House Bakery in Hong Kong Disneyland. Maxim's rebranded most of its restaurants as MX.
- 2006 Operated Genki Sushi and sen-ryo in Hong Kong. Introduced the American restaurant chain Lawry's The Prime Rib to Hong Kong. Maxim's and Australian chef Geoff Lindsay opened the restaurant "Pearl on the Peak" in the Peak Tower at the Victoria Peak.
- 2007 Started up Simplylife Bakery Cafe in Queensway Plaza, Admiralty, Hong Kong.
- 2008 Acquired Arome Bakery Hong Kong.
- 2010 Hosted a 20,000 sq.ft. massive food hall at Shanghai World Expo and was the only Hong Kong catering representative. Simplylife Bakery Cafe entered the Chinese Mainland under the brand name xīng měi lè [星美乐].
- 2011 Introduced IPPUDO from Japan to Hong Kong.
- 2012 Set up Maxim's Cakes & Bakery Factory in Tai Po, Hong Kong, spanning 150,000 sq. ft.
- 2013 Entered Vietnam as master franchisor of Starbucks.
- 2014 Established Maxim's Food Factory in Tai Po, Hong Kong, spanning 100,000 sq. ft.
- 2015 Opening of Maxim's Centre in Hong Kong, the new headquarters of Maxim's Group.
- 2016 Acquired the franchise of the Italian patisserie and restaurant COVA in Hong Kong and Macao. Introduced the famous American brand The Cheesecake Factory to Shanghai Disney Resort. Opened flagship store in Cambodia as a master franchisor of

Starbucks.

- 2017 Announced licensing agreement with American brand Shake Shack of operation in Hong Kong, Macao and East China regions. Established joint venture with SHINMEI Co., LTD. to develop Japanese restaurants in Southeast Asia. Entered into licensing agreement with Starbucks to fully operate and develop Singapore market.
- 2019 Formed a joint venture of Starbucks with Thai partner.
- 2020 Established Maxim's Food Factory in Jiangmen, Guangdong Province, China, spanning 1,000,000 sq.ft. Entered into licensing agreement with Starbucks to fully operate and develop Laos market. Announced licensing agreement with Shake Shack of operation in South China.

Personal Life

Family

James Tak Wu was married to Eugenia Wu (李玉珍), and together they had six children, including eight grandchildren and two great-grandchildren at the time of his passing.

His eldest daughter, Annie Wu Suk-Ching (伍淑清), SBS, JP, is a prominent Hong Kong businesswoman who has held leadership roles in the catering industry, serving as vice-chairman or managing director of more than 20 airline catering and food-related companies across Hong Kong and the Chinese mainland. She is also recognized for founding Beijing Air Catering Ltd., the first joint-venture catering enterprise between Hong Kong and the Chinese mainland, and for her contributions to education as the founder of the Chinese Foundation Secondary School (中華基金中學).

Wu maintained a close familial and professional relationship with his older brother, Wu Shun-Tak, who served as his longtime business partner in the early ventures of their family enterprises

Philanthropy

James Wu was a prominent supporter of education in Hong Kong and the Guangdong region, focusing on nurturing management talent and community service through various institutional roles and donations. In 1988, working with alumni, he helped convince China's State Education Commission to re-establish Lingnan (University) College (嶺南大學學院) in Guangzhou (now part of Sun Yat-Sen University 中山大學), and over the following years, including post-1997 handover, he supported its development, including building collaborative programs with universities in the United States, France, and China. He served as Chairman of the Lingnan University Hong Kong Alumni Association (嶺南大學香港同學會), contributing to the University's development initiatives. Additionally, Wu held the position of Honorary Chairman of the Board of Trustees at Lingnan (University) College, Sun Yat-sen University in Guangzhou, where he advised on strategic directions for global business education and talent cultivation in Southern China.

In 1998, Wu and his wife established the [Dr. and Mrs. James Tak Wu Awards for Outstanding Service] (伍沾德博士伉儷傑出服務獎) at Lingnan University in Hong Kong through a generous donation, recognizing students and staff for exemplary contributions to the University and broader community. The awards, valued at HK\$5,000 plus a trophy, honour recipients for outstanding service to professional, academic, or general communities, as well as strong interpersonal relationships, and have been presented annually since inception to promote civic engagement.

Wu's philanthropic efforts extended to supporting communities in Hong Kong and Guangdong, aligning with his commitment to educational advancement. He also endowed scholarships and facilities at the University of Hong Kong (香港大學).

Honours

Government Awards

James Wu received significant governmental recognition for his contributions to business and community development in Hong Kong and the mainland. In 2001, the Hong Kong Special Administrative Region (HKSAR) Government awarded him the Silver Bauhinia Star (SBS) (銀紫荊星章) for his public and community services.

In 2003, the Guangzhou Municipal Government named him an [Honorary Citizen of Guangzhou], honoring his ties to his birthplace and his efforts in fostering economic and cultural links between Hong Kong and the region.

In 2009, the Hong Kong Special Administrative Region (HKSAR) Government awarded him the Gold Bauhinia Star (GBS) (金紫荊星章), one of the highest honors bestowed for distinguished service to the community. This accolade specifically acknowledged his substantial contributions to the development of Hong Kong's catering industry through his leadership at Maxim's Group, as well as his significant participation in public and community services that promoted economic growth and social welfare. These awards underscore Wu's pivotal role in elevating Hong Kong's business landscape, including aspects of tourism promotion via innovative catering ventures that attracted both local and international visitors.

Academic and Civic Recognitions

James Wu received in 1995 an honorary doctorate from Springfield College in Massachusetts, U.S.A., acknowledging his contributions to international educational exchanges and leadership development. He also was conferred an honorary doctorate by Sun Yat-Sen University in Guangzhou in 2005 for his longstanding support of educational initiatives in Southern China.

In 2006, the University of Hong Kong conferred Honorary University Fellowship upon James Wu in recognition of his contributions to Hong Kong and academia.

In civic capacities, Wu held key leadership roles focused on education and talent cultivation. He served as the inaugural Chairman of the Board of Trustees for Lingnan

(University) College, established in 1989 under Sun Yat-Sen University in Guangzhou, guiding its development into a prominent institution for liberal arts education. Later, he became Honorary Chairman of the Board of Trustees and chaired the Development & Planning Council at Lingnan University in Hong Kong, with initiatives emphasizing the nurturing of professional management talent across Southern China through collaborative programs with institutions in the United States, France, and other regions.

In 2009, Wu was conferred Doctor of Business Administration *honoris causa* by Lingnan University, Hong Kong Special Administrative Region, China.

Wu's efforts in professional management training were recognized through his oversight of cross-border educational partnerships that trained executives and fostered business acumen, contributing significantly to talent development in the Greater Bay Area.

Death and Legacy

Rotarian Dr. James Tak Wu, the longtime leader and co-founder of Maxim's Caterers, died peacefully on 29 October 2020 at the Hong Kong Sanatorium & Hospital, at the age of 98. His death occurred amid a challenging period for the family business, which had faced significant backlash during the 2019–2020 Hong Kong protests (also known as the Anti-Extradition Law Amendment Bill Movement).

Maxim's outlets were targeted by protesters following inflammatory remarks made by Wu's daughter, Annie Wu, who publicly criticized the demonstrations and expressed support for the Hong Kong government and Beijing. This led to widespread boycotts, vandalism of stores, smashed windows, and graffiti attacks on Maxim's properties, including its Starbucks franchises, resulting in substantial business disruptions and financial losses for the Group. The public announcement of Wu's passing was made by Maxim's Group on 19 November 2020, stating that a private funeral service had already been held.

James Wu's legacy endures through his foundational role in transforming Hong Kong's catering landscape, where Maxim's Caterers, co-founded in 1956, grew into the territory's largest restaurant group with over 1,700 outlets and more than 60 brands spanning Chinese, Asian, European cuisines, fast food, bakeries, and licensed operations like Starbucks and The Cheesecake Factory. This expansion not only solidified Maxim's as a daily provider of over 630,000 meals but also elevated the catering industry's standards, blending Western innovations with local preferences to support Hong Kong's vibrant food culture and tourism sector.

In education, Wu established the [Dr. and Mrs. James Tak Wu Award for Outstanding Service] at Lingnan University in 1998, funded by his generous donation to honour staff and students for exemplary contributions to the institution and community, fostering a culture of service and excellence that continues annually. As the inaugural chairman of the Board of Trustees for Lingnan College at Sun Yat-Sen University in Guangzhou---re-established in 1988 as a premier economics and management school---Wu played a pivotal role in nurturing

management talent across Southern China, drawing on his own 1947 graduation from the original Lingnan University to bridge educational traditions with modern needs.

Wu's broader influence extended to strengthening Sino-Hong Kong economic ties, exemplified by Maxim's pioneering Beijing Air Catering Company Ltd. in the 1980s, China's first Sino-foreign joint venture, which opened doors for cross-border business collaborations and investment in the mainland's burgeoning service sector. His efforts were recognized as one of the "Top Ten Outstanding Contributors in China's 30 Years of Reform", underscoring his lasting impact on regional economic integration and talent development.



39th Congregation
30 October 2009

Dr. James Tak Wu, GBS, SBS, HonHD
Doctor of Business Administration *honoris causa*
CITATION

A native of Taishan, Guangdong, Dr. James Tak Wu was born in the US and returned to his home country when he was a child. He studied at Lingnan Primary School in Hong Kong, Guangzhou Lingnan University Affiliated Secondary School and Lingnan University. Dedicated to furthering Lingnan's educational goals, Dr. Wu served as Chairman of the Lingnan University Hong Kong Alumni Association, a member of the Lingnan University Council and a member of the Lingnan Education Organization. In 1987, Dr. Wu submitted an application to the State Education Commission to reopen Guangzhou Lingnan University at its original location, so as to fulfill his wish of "reviving Lingnan education at Kangle Village". Lingnan (University) College was established in 1989, and Dr. Wu became Chairman of the first Board of Trustees, leading the College on its path to become one of the top business schools in China.

Professionally, perhaps Dr. Wu's most celebrated achievement is his founding of the renowned Maxim's food and beverage kingdom. In 1956, Dr. Wu and his brother Mr. S. T. Wu opened a French-styled Maxim's Restaurant in Central, which was the first step for Chinese businesses in Hong Kong to get a footing in Western catering. In 1970, Dr. Wu won acclaim for providing Cantonese dishes and dim-sum for the Hong Kong Pavilion at the Osaka World Expo, laying the foundation for Maxim's to operate Chinese cuisine business in Hong Kong. With "Triple-Win" as his business mission, Dr. Wu developed Maxim's into

a top catering brand in Hong Kong. Today, Maxim's serves more than 540,000 people every day through more than 70 brands and over 590 shops.

In 1979, when China and the US reached an air transportation agreement, there was a need to provide catering services on direct flights from Beijing to San Francisco. China's Aviation Authority solicited Dr. Wu's support through the Xinhua News Agency in Hong Kong. At that time, China did not have any experience in Sino-foreign joint ventures. Travelling back and forth between Hong Kong and the Mainland, Dr. Wu set up Beijing Aviation Food Company Limited in partnership with the Beijing's Aviation Authority, the first Sino-foreign joint venture in China, receiving the first joint venture certificate, "Wai Zi Shen Zi [1980] No.1", from the China Foreign Investment Regulatory Commission. Dr. Wu introduced a production line operated by US-made machines, and the flight catering service was launched in May 1980 as scheduled. The successful experience he gained in Beijing was subsequently applied to airports in China, including Shanghai, Dalian, Qingdao, Xiamen, Shenzhen, Chengdu, Nanjing, Ningbo and Lanzhou. This helped China's aviation industry progress along the path to modernization.

For the remarkable achievements, Dr. Wu was honoured as one of the "Top Ten Outstanding Contributors in China's 30 Years of Reform" by China Enterprise Reform and Development Institute in 2008. He was also awarded the Silver Bauhinia Star and the Gold Bauhinia Star by The Government of the Hong Kong Special Administrative Region in 2001 and 2009 respectively, in recognition of his outstanding achievement in enhancing the catering and tourism industries in Hong Kong.

Over the years, Dr. James Tak Wu has been committed to practicing Lingnan's motto of "Education for Service". He has made voluntary contributions to our country, to Hong Kong and to Lingnan, and is a truly distinguished model for Lingnanians. Mr. Chancellor, may I present Dr. James Tak Wu to you for the conferment of the degree of Doctor of Business Administration *honoris causa*.





伍沾德李玉珍伉儷 Mr. & Mrs. James Tak Wu



1997年 -- 伍沾德(左)和伍舜德(中)慶祝與怡和合作25週年，與怡和董事西門·凱瑟克合照。
1997 – James Tak Wu (left) and S. T. Wu (center) celebrate 25 years of cooperation with Jardine Matheson, posing for a photo with Jardines Director Simon Keswick.



1972 年 -- 美心第一家快餐店在香港中環開業。
1972 – Maxim's first fast food outlet opened in Central District, Hong Kong.



1971 年 -- 第一家中餐廳 -- 翠園 -- 在香港尖沙咀星光行開業。
1971 -- First Chinese Restaurant -- Jade Garden was opened in Star House, Tsim Sha Tsui, Hong Kong.



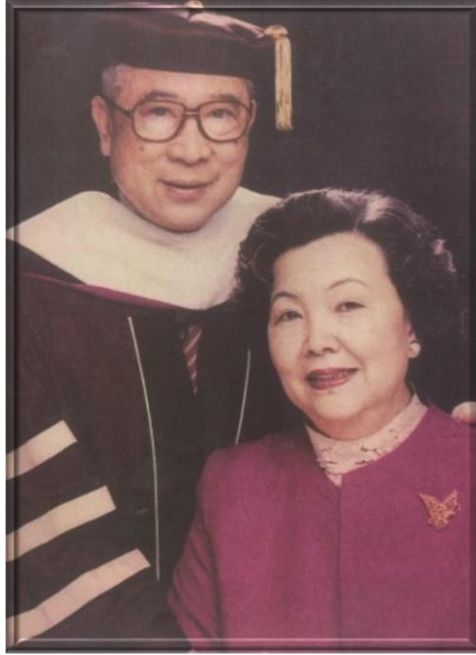
2003 年 -- 在香港大埔設立美心第一間食品工廠，佔地 25 萬平方呎。

2003 -- Established Maxim's first food factory in Tai Po, Hong Kong, spanning 250,000 sq. ft.



2005 年—美心將其大部分餐廳重新命名為 MX。

2005 -- Maxim's rebranded most of its restaurants as MX



1995 年---伍沾德榮獲美國麻薩諸塞州春田學院授予榮譽博士學位
1995 – James T. Wu was conferred Honorary Doctorate by Springfield College, Massachusetts, U.S.A.



伍沾德堂（嶺南行政中心）由嶺南（大學）學院董事會名譽主席伍沾德與李玉珍伉儷捐建，
於 1998 年 6 月落成。
J. T. Wu Hall (Lingnan Administration Centre) was donated by the Honorary Chairman of the Board of
Directors of Lingnan (University) College, Dr. & Mrs. James Tak Wu, and was completed in June 1998.



2005 年 -- 伍沾德博士榮獲中國廣州市中山大學授予榮譽博士學位。

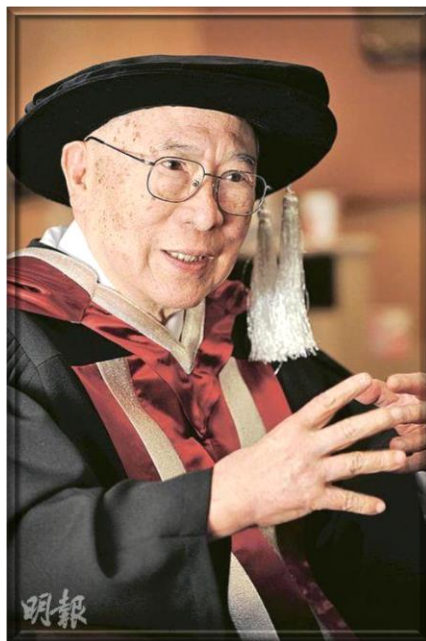
2005 – Dr. James Tak Wu was conferred Honorary Doctorate by Sun Yat-sen University, China.



2006 年—副校監李國寶爵士代表香港大學授予伍沾德博士（左）榮譽大學院士銜。

2006 -- Pro-Chancellor Dr. the Honourable Sir David Li Kwok-Po, University of Hong Kong, confers Honorary University Fellowship upon Dr. James Tak Wu (left).

伍沾德博士 -- 香港餐飲業傳奇的扶輪人



伍沾德 -- 嶺南大學榮譽工商管理學博士 (2009 年)

「嶺南精神是團結、友愛、勤奮、向上，這幾個很重要。因為嶺南精神是團隊的精神，不是一個人的精神。… …守信做人的道理，我們好感動，所以我對嶺南特別有感情。我每天早上結這條嶺南領帶，戴這個嶺南徽章，二十二年日日如此。只有一日不是，每個星期二，我是香港扶輪社社員，我結上扶輪社的領帶，佩戴扶輪社的徽章。」 --- 伍沾德博士 (2012 年)

伍沾德博士 (Dr. James Tak Wu, GBS, *HonDBA (Lingnan)*, *HonD (Sun Yat Sen)*, *HonD (Springfield)*, BA (Lingnan))(1922 年 - 2020 年 10 月 29 日)，是香港扶輪社(Hong Kong Rotary Club)資深社員，職業分類「旅遊服務」。

伍沾德祖籍廣東台山，1922 年出生於美國。在中華民國廣州接受教育，1947 年畢業於私立嶺南大學。1956 年，他與兄長伍舜德在英國殖民地香港創辦餐飲業。半個世紀以來，他們的品牌「美心」在香港家喻戶曉。時至今日，美心集團已發展成亞洲其中一家頗具規模的餐飲集團，擁有超過兩千間分店。集團業務範疇廣泛，包括中菜、西菜、日本菜、東南亞菜、快餐、西餅及麵包、咖啡店及美心餐務等，並同時提供一系列優質美味的應節食品，包括獲獎無數的「香港美心月餅」。1979 年，「美心」在北京成立了全中華人民共和國首家與國營企業合作的中外合資企業，為航空公司供應飛機航班上餐飲。



美心集團的故事

兩位美心集團創辦人的事蹟，見證香港華商如何借英資後台步向世界，同時心繫鄉情紐帶。

伍氏昆仲祖籍大清國廣東省新寧縣(今台山市)，先輩於光緒年間赴美國謀生。父親伍學業於1911年回鄉結婚，不久再赴美國工作。因重病逝世，遺下妻子在家鄉獨力撫養舜德、顯德、沾德三兄弟。

其後二兄顯德夭折，舜德、沾德先後被送往廣州讀書，畢業於嶺南大學。1935年，長兄伍舜德應陸海通有限公司總理陳符祥邀請來香港，到六國飯店(Luk Kwok Hotel)工作。後又與胞弟沾德打理皇后戲院(Queen's Theatre)業務，且躍升為陸海通管理層。

1956年，伍舜德向陸海通董事會提出會抽部份時間創業，遂與伍沾德攜手頂下中環德輔道中14號電話大樓(又稱連卡佛大廈)地庫西餐廳。改名「美心 Maxim's」，據悉靈感來自法國巴黎 Maxim's de Paris。[2009年10月29日伍沾德接受新聞媒體採訪，憶述了1956年創立第一間美心餐廳背後的一段種族歧視故事。早年伍沾德在皇后戲院任職副經理，經常要負責招待明星、導演的活動。卻察覺到高級西餐廳晉膳時，侍者總是安排他們坐「近廁所位」，其他位置就留給外國人。後來他創立「美心」，決意公平接待各族裔客人。伍氏兄弟要向大家證明，華人也能辦好西餐廳。]

開業初期，餐廳設有舞池與現場樂隊伴奏。伍氏兄弟已善用過往經營娛樂行業人脈，接連邀請海外藝團藝人到來演出，餐廳又成為外國電影公司新聞發布會與酒會場地。其後伍氏兄弟擴展生意版圖，逐漸開設咖啡店、扒房、快餐以至中菜食府。

1970年代初，英資怡和洋行(Jardine Matheson & Co., Ltd.)旗下置地控股有限公司(Hongkong Land Holdings Ltd.)向牛奶國際控股有限公司(Dairy Farm International Holdings Ltd.)發動收購戰。雙方爭持不下之際，「怡和」向對家華資股東埋手。得陸通海陳氏家族與兼任陸通海總經理的伍舜德支持，終於成功收購，自此「美心」家族與「怡和」結緣。

不久，「怡和」主動入股「美心」，再將股權轉至「牛奶公司」，展開數十年策略合作關係。「美心」自此資本大增，且得進駐「置地」多個黃金鋪位。其後又進軍地鐵沿線賣西餅，雄霸飲食業。

1978年，為配合經濟現代化國策，中華人民共和國政府重整統戰華商工作。國務院設港澳辦與僑務辦，同年調任王匡來香港擔任新華社社長，加強接觸香港工商界。自中共建政後一直擁護黨國的香港中華總商會，也設委員會推動港商返大陸投資，但真正先行者寥寥可數。適逢中美通航要改進飛機航班配餐生產系統，王匡主動邀請中華總商會成員、「可靠港商」伍沾德入局，開設「合資企業北京航空食品公司」。當時時間緊迫、資金短缺，政策法例未成陣腳，風險之大有違商業原則。自言愛國的伍沾德俱以個人名義承擔，不但自籌巨款，又為黨國墊支。更不惜以港商人脈，向美國商務部訂購先進機器，私下轉送北京。突破當時西方對華禁運，至於企業管理權則拱手相讓。北京航空食品有限公司是一間總部設於北京首都國際機場一帶的航空配餐公司，1980年由中國民航北京管理局與香港中國航空食品有限公司共同投資設立。為1954年後中國內地第一家中外合資企業，得「中華人民共和國外國投資管理委員會外資審字(1980)第一號」。主業是為航班提供配餐和機上供應物品服務，客戶有29家外國航空公司和6家國內航空公司。現任名譽董事長為伍沾德的大女兒伍淑清。

美心集團於 1956 年創立，至今已發展成亞洲其中一家頗具規模的餐飲集團，擁有超過 2,000 間分店。集團業務範疇廣泛，包括中菜、西菜、日本菜、東南亞菜、快餐、西餅及麵包、咖啡店及美心餐務等，並同時提供一系列優質美味的應節食品，包括獲獎無數的「香港美心月餅」。集團亦為國際知名品牌星巴克(Starbucks)、元氣壽司、一風堂拉麵、The Cheesecake Factory，以及 Shake Shack 在不同地區的經營者。

里程碑

- 1956 年 第一家餐廳—美心餐廳於香港德輔道中 14 號電話大樓(又稱連卡佛大廈)地庫開業。
- 1966 年 第一間咖啡店「Maxim's Boulevard」在香港尖沙咀海運大廈開業。
- 1970 年 美心代表參加日本大阪世界博覽會香港館餐廳。
- 1971 年 首間中菜食府--「翠園」於香港尖沙咀星光行開業。以此為基礎，發展了一系列具有各種特色菜系的中菜食府。
- 1972 年 怡和集團的置地公司加入成為股東，美心餐飲有限公司成立，收購「美心」和「翠園」品牌。首家快餐店於中環開業。到 1973 年初，該集團經營了 15 家餐廳。
- 1980 年 創立北京航空食品有限公司，為中國首間中外合資企業，取得外資審字第一號。
- 1982 年 「美心西餅」率先進駐香港地鐵沿線各站，成為第一間港鐵車站的西餅麵包連鎖店。
- 1986 年 怡和集團的牛奶公司成為合作夥伴。
- 1998 年 創立 m.a.x. concepts 餐廳管理，開設一系列新派概念餐廳，品牌包括 MAX、Cellini、Mecca、Thai Basil、Eating Plus、Mezz、Café Landmark、Emporio Armani Caffé 以及現代餐廳 Kiku 和 Miso。
- 2000 年 美心與星巴克咖啡(Starbucks)合作成立 Coffee Concepts Ltd.。
- 2003 年 開設首間美心食品工廠(現名為美心產品廠)位於香港大埔，佔地 25 萬平方呎。
- 2004 年 集團開設了法式越南連鎖餐廳 Rice Paper。同年，美心快餐開始生產即食食品 and 點心小食，在 7-11 便利商店和惠康超市販售。
- 2005 年 獲香港政府醫院管理局首度委任，在新界西聯網及伊利沙伯醫院推行「病人膳食服務公私營協作計劃」。香港美心西餅於廣州開設西餅烘焙工廠及旗艦店。在香港迪士尼樂園內主理中菜館「廣場餐廳」及「市集餅店」。美心將其大部分餐廳重新命名為 MX。
- 2006 年 獲取「元氣壽司」及「千兩」在港經營權及管理權。將美國洛杉磯連鎖餐廳 Lawry's The Prime Rib 引進香港。美心與澳洲廚師 Geoff Lindsay 在太平山頂凌霄閣開設了「Pearl on the Peak」餐廳。
- 2007 年 於香港金鐘廊開設 Simplylife Bakery Café (星美樂)。
- 2008 年 收購(香港)東海堂麵包店。
- 2010 年 於上海世界博覽會成為香港唯一餐飲代表，並設立逾二萬平方呎的美食廣場。Simplylife Bakery Café 以「星美乐」品牌進入中國大陸。
- 2011 年 將日本著名一風堂拉麵引進香港。
- 2012 年 於香港大埔設立美心西餅及麵包廠，佔地 15 萬平方呎。
- 2013 年 作為星巴克總特許經營商進入越南。

- 2014 年 於香港大埔設立美心食品工廠，佔地 10 萬平方呎。
- 2015 年 香港新總部美心集團中心正式營運。
- 2016 年 取得義大利餅店及餐廳 COVA 在香港及澳門的特許經營權。將美國著名品牌 The Cheesecake Factory 引進上海迪士尼樂園。作為星巴克總特許經營商在東埔寨開設旗艦店。
- 2017 年 宣布與美國品牌 Shake Shack 簽訂授權協議，在香港、澳門及華東地區營運。與新明株式會社成立合資公司，在東南亞發展日本料理。與星巴克簽訂授權協議，全面營運及開拓新加坡市場。
- 2019 年 與泰國合作夥伴成立星巴克合資企業。
- 2020 年 於中國廣東省江門市設立美心食品工廠，佔地一百萬平方呎。與星巴克簽訂授權協議，全面經營開發寮國市場。宣布與 Shake Shack 簽訂華南地區經營許可協議。

情繫嶺南——高等教育的忠實支持者

青少年時期的伍沾德在廣州嶺南大學(Lingnan University)附屬小學、中學接受教育，1947 年大學畢業。

嶺南大學原本是在美國美北長老會海外差會(American Presbyterian Mission, North)同意下，1888 年於大清國廣州創立的一所不隸屬於任何教派的基督教大學，為中華民國時期十三所基督教大學之一。1949 年民國政府播遷臺灣後，嶺南校董會聯合全部十三所基督教大學，南遷至英國殖民地香港，共同組織創辦崇基學院(Chung Chi College)。中華人民共和國建政後，廣州嶺南校區以及設施經 1952 年的高校院系調整，與原國立中山大學合併組成中山大學(Sun Yat-Sen University)，中山大學主校區遷至原嶺南大學康樂園校址。

1986 年 伍沾德和一批嶺南資深校友林植宣、黎耀球、伍舜德、陸容章，聯同嶺南大學廣州校友會主席王屏山及嶺南大學澳門同學會名譽會長區金蓉女士共同倡議，由中山大學領導提議，經國家教育委員會批准，於 1988 年正式成立了中山大學嶺南(大學)學院——專注經濟學和企業管理學為主要研究領域。1989 年成立了嶺南(大學)學院董事會，伍沾德出任第一屆董事會主席，兼任該院的發展及計劃委員會主席及其信託委員會的名譽主席，後來從 1994 年續任董事會名譽主席及董事至終生。

三十多年前，當中國的大學還缺乏經費、人才的時候，伍沾德帶領董事會成員召集熱心校友及社會人士捐資興建了十一座大樓，包括黃傳經堂、林護堂、黃銘衍堂、嶺南堂、伍舜德圖書館、伍沾德堂、教授住宅大樓(蒙恩樓、李蕙荃樓及鄺錫坤許美娟伉儷樓)、葉葆定堂及嶺南 MBA 中心；重修了超泉、乙丑進士牌坊及榮光堂。除了擴充圖書館、行政大樓、學院建築物及校舍設備等外，董事會致力資助教育事業，捐資支持嶺南(大學)學院與美國麻省理工學院(Massachusetts Institute of Technology)合辦的 IMBA 課程，並設立董事會教育獎勵金、助學金及紀念獎勵金、教師培訓等。嶺南(大學)學院董事會在伍沾德及一眾資深學長的帶領下，本著「作育英才，服務社會」的精神，為嶺南(大學)學院建基搭橋、鋪磚蓋瓦，成就了今天嶺南的輝煌。

伍沾德伉儷累計向中山大學捐資港幣逾兩千萬元，並捐建多項建築。今天的康樂校園內有兩棟耀眼的紅磚建築物，一棟是伍沾德長兄伍舜德於1995年捐建的「伍舜德圖書館」，另一棟是伍沾德伉儷於1998年捐建的嶺南行政中心——「伍沾德堂」。兩棟觸目的大樓樹立在康樂校園裡，成為最具代表性的建築物之一。此外，伍博士伉儷設立了「伍沾德伉儷傑出服務獎」，每年頒發給對嶺院作出傑出貢獻的老師、職員及學生。在過去三十多年，嶺南(大學)學院孕育了超過十萬名畢業生，獲獎勵金師生職員達四千多名。

伍沾德於1999年與美國麻省理工學院洽談合作時，麻省理工代表曾問他：「清華有朱鎔基、復旦有李嵐清，那麼嶺南有誰呢？」，伍沾德一行人回答：「我們有同學會。」伍沾德認為「一個畢業生拿一張證書，就像拿到一張永遠無法償清的欠單」，「一日嶺南人，一生嶺南人」，他希望嶺南學生永遠念記著培養自己的母校，自己有所成就了便應該回饋母校。

伍沾德曾表示自己以往的經歷非常困苦，在嶺南大學四年間，學生是很少機會見到校長的。有見及此，伍沾德伉儷為了增加嶺院畢業生的歸屬感，每年會帶領董事會代表回母校參加嶺院的畢業典禮。這樣畢業生便可在畢業典禮上見到院長及董事會代表，讓他們感受學院、院長及董事會的關愛。每年，伍沾德除了在畢業典禮上出任頒獎嘉賓及致詞，為莘莘學子送上祝福外，也參與畢業典禮後的晚宴。欣賞一眾師生職員表演，聚首一堂，渡過歡愉的晚上。此外，伍沾德對嶺南校友十分關愛，特別安排從內地到訪香港的嶺南同學會校友們到美心集團辦公大樓參觀及設宴款待。伍沾德對嶺南子弟的激勵及關懷，令人深深感動，終生難忘，感恩於心。

伍沾德畢生情繫嶺南，非常關心母校的發展，儘心儘力回饋母校。伍沾德曾對嶺南(大學)學院董事會執行委員會表達了他一顆熱切的心：「我們依靠的是一顆熱愛嶺南的心，一顆真誠地辦好教育的心。無論我們處於貧困還是富有之中，無論我們是在壓力下筭路藍縷，還是在春風中厚積薄發，只要我們堅持這顆心去支持嶺南的發展，嶺南一定會越辦越好。」

另一方面，在香港的嶺南大學，伍博士伉儷也設立了「伍沾德伉儷傑出服務獎」(The Dr. and Mrs. James Tak Wu Awards for Outstanding Service)，每年頒發給對嶺南大學或社區服務作出傑出貢獻的老師、職員及學生，獎金港幣五千元及獎盃一座。



榮譽

餐飲業大亨、資深扶輪社員伍沾德博士，於2020年10月29日在香港養和醫院安詳離世。他在香港、內地及國際間致力傳揚中國飲食文化；多年來，致力推動香港及內地的高等教育發展。對社會的卓越服務、對學術界的貢獻以及在餐飲界的傑出成就，為他贏得了許多榮譽。下面列出了其中一些：

- (1) 1995年——美國麻薩諸塞州春田學院授予榮譽博士學位
- (2) 2001年——中國香港特別行政區政府頒授銀紫荊星章

- (3) 2003 年---中國廣州市人民政府授予「廣州市榮譽市民」
- (4) 2005 年---中國廣州市中山大學授予榮譽博士學位
- (5) 2006 年---中國香港特別行政區香港大學授予名譽大學院士銜
- (6) 2009 年---中國香港特別行政區政府頒授金紫荊星章
- (7) 2009 年---中國香港特別行政區嶺南大學授予榮譽工商管理學博士學位

***** ***** ***** ***** *****

附 錄

伍夫人李玉珍女士--2005 年 6 月 11 日於廣州市中山大學嶺南大講堂：

「1940 年我入廣州真光，當時聽聞真光畢業可以直接入北京協和醫院做看護。結果讀了一年，1941 年就開始打仗。嶺南搬至澳門，但真光沒有搬遷。我父親跟我說，真光也不搬過來，不如你跟哥哥一起去嶺南讀書了。我兩個哥哥都在嶺南讀書，一個跟我同班，另一個低我一班，因為讀書成績差點，留了一班。當時嶺南只收男生，不收女生。全校就我們三個女生，都是從真光轉過來的。有一次，一位女同學指著遠處對我大叫：『你看，你看，那邊的男生頭髮是白的！』我看過去，原來那就是沾德了。沾德時常來找我哥，找了幾回。我哥就說，你快出去，原來他不是找我的，他是想見你呀。就這樣，我跟他熟識起來。

拍畢業照時，大家就說，玉珍旁邊的位子留給沾德坐，他就坐到我身邊了。那時候大家都知道，我們已經壓馬路了。」

伍沾德---2005 年 6 月 11 日於廣州市中山大學嶺南大講堂：

「我人生中極有意義的三件事都與嶺南有關：

第一件事是在嶺南讀書，認識了同班李玉珍同學。當時我們買兩毫子花生行街，壓馬路。結果由中學到大學壓了五年馬路，然後結婚，到今年不知不覺已經五十八年了。

第二件事是與我哥哥，還有數名嶺南同學、好友在四十九年前創辦美心餐廳，一直到美心集團。由最初一間到現在香港有 303 間，加上內地和海外總共 356 間。當初職工有 64 人，到現在 12,313 人。我們感到很驕傲。

第三件事，是學校給與我們這樣好的教育，我們要如何把這樣的教育傳承下來。1986 年，好多嶺南的同學，包括香港、澳門和海外的同學比如鄒至莊同學一起商討，很希望能夠重開嶺南的教育，將良好的教育傳承給大家。當時中山大學李岳生校長提議，康樂園內恢復開辦嶺南學院。後來得到國家教育委員會的批准在康樂園設立學院，歸中山大學領導。在此要再一次感謝中山大學書記和校長。」



伍沾德：一日嶺南人，一生嶺南人

《南方日報》2015年5月14日 A13 版

伍沾德（1923- ）祖籍廣東台山，早年在嶺南小學、中學、大學就讀，後在香港發展。他是香港美心集團創辦人之一，改革開放後最早的中外合資企業之一北京航空食品有限公司的創辦人。他現任香港美心集團名譽主席、中山大學嶺南（大學）學院董事會名譽主席。在中國高等教育史上，中山大學嶺南（大學）學院具有獨特的基因：她是中國唯一一所名字中有兩所大學的學院，被稱為「大學中的大學」，與成立於120多年前並對近代中國產生重要影響的嶺南大學有著深厚的歷史淵源，也是改革開放後最早設立董事會、大膽實踐教育改革的學院之一。

富有傳奇色彩的是，中大嶺院的成立，還與一位嶺南大學老校友30年前的不斷推動密不可分。這就是被譽為香港飲食界「泰山北斗」的美心集團創辦人之一、新中國「中外合資第一人」的伍沾德先生。

伍沾德先生是中山大學嶺南（大學）學院董事會第一任主席，現任名譽主席，20多年間，伍沾德和嶺南同學共為中大捐助了11棟建築，累計捐款2億多元。

嶺南情緣 求學時包辦食堂 初顯經商智慧

中山大學康樂園中軸線的北區，參天古樹掩映之下，有兩棟磚紅色建築比鄰而居。一棟是伍舜德圖書館，一棟叫伍沾德堂—嶺南行政中心。殊不知，兩棟大樓是一對七八十年前曾在此求學的兄弟捐建。

哥哥叫伍舜德，1935年以優異的成績畢業於嶺南大學商業經濟系，弟弟伍沾德1947年畢業。兄弟倆出生於廣東台山的一個愛國華僑家庭，還在孩提時代，父親就把他們送回家鄉的嶺南學校接受教育。後來為逃避戰亂，沾德跟隨嶺南大學從廣州遷移到香港，戰後因省港交通不便留在香港發展。

「我從小學、中學到大學，都在嶺南讀書，嶺南就像個大家庭，大家互相尊重友愛，感情就像一家人。」回憶起當年求學往事，已入耄耋之年的伍沾德先生流露出孩童般笑容。

創辦於1888年的嶺南大學，是廣東第一所大學，也是基督教會在廣東的最高學府，對廣東近代史產生了深遠的影響。20世紀前半葉，教會背景的嶺南大學與燕京大學齊名，是南中國最負盛名的大學，有「南嶺南，北燕京」之說，彙集了當時中國許許多多最頂尖的學者。孫中山先生生前三次到嶺大，正是在嶺大的懷士堂，他勉勵學生要立志「做大事，不可要做大官。」1951年，院校調整中，嶺南大學的部分院系併入中山大學，嶺大的校址康樂園成為中大的校園。

1943年，伍沾德入讀嶺南大學，大學生涯給他一生烙下難以忘懷的記憶。「我經常說，我人生中極有意義的三件事都與『嶺南』有關：與我同甘共苦68載的妻子李玉珍是嶺南大學的同班同學；與數名嶺南同學、好友創辦美心集團；推動在中山大學內開辦嶺南（大學）學院。」

值得一提的是，伍沾德早在嶺南大學求學時就顯露了商業頭腦。1943年，正值抗戰，物資供應緊張，嶺大的包伙食商突然加價引起學生不滿。伍沾德經過和幾個同班同學協商，決定組織學生膳食小組終止與原伙食商的合作，自行包辦伙食，並被公推為膳食部長。經過苦心經營，一學期下來，他們把大家的伙食費節省了近三分之一。「就在那時學到了很多管理技巧，受益良多。」他說。

美心餐廳 要為中國人爭氣 立志辦好西餐廳

1956年，伍舜德和伍沾德一起在香港創立了美心餐廳。然而伍沾德回憶，創立美心完全是出於一份民族自尊心。

上世紀50年代，由於工作的關係，伍氏兄弟經常需要邀請一些客人到西餐廳裡面用膳，但是每次都被安排坐在廁所旁邊的角落。對於這種莫名奇妙的「禮待」，伍沾德認為是種族歧視，他說：「餐廳欺負中國人，把好的位置安排給洋人，我們則要坐近廁所旁的角落。」由於遭受到這種「白眼」，誘發伍沾德先生萌生一個念頭：「難道中國人只能光顧外國人辦的西餐廳？我們中國人就辦不好一家出色的西餐廳？」就是憑著這種不服輸、為中國人爭氣的心態，伍沾德開始有辦西餐廳的構思。

如今美心餐廳已經發揚光大，發展為香港最大的飲食王國——美心集團，占香港飲食業市場份額的10%以上，在香港幾乎沒有人未曾光顧過美心西餅、美心速食店或酒樓。

說起美心集團成功的秘訣，伍沾德認為只有四個字：嶺南精神。「嶺南有很好的教育傳統，她不僅教你怎麼讀書，還教你怎麼做人，怎麼友愛。我們常說的嶺南精神是什麼呢？就是誠信、堅毅、團結、友愛。」伍沾德說，嶺南大學素有愛國愛校的好傳統和團結友愛的好風氣，一談起嶺南，校友們便情同手足。「不論在東南亞、香港、澳門、美洲大陸，只要你一提起嶺南大學，當地的校友便像對待親人一樣歡迎你，如果彼此是同一級的，更是親熱非凡，讓你處處感受到『嶺南一家親』的深情厚誼。」

一個小小細節，足以見證嶺南同學的團結。如今每逢嶺南大學校友日，在廣州，在港澳、北京、上海，甚至遠至美國的西雅圖、三藩市、紐約、洛杉磯以及加拿大溫哥華、多倫多等地，紛紛舉行校友日活動。許多耄耋之年的老校友，不遠萬里，拄著拐杖甚至坐著輪椅也要「尋根」覓校，或委託老伴、兒孫前來，伍沾德及夫人就是其中之一。

復辦大學 外交家助推復辦嶺南學院

1952年，新中國高校院系大調整，作為13所基督教大學之一的嶺南大學，文科和部分理科併入中山大學，部分理科和工科歸華南理工大學，醫科歸於中山醫科大學，農科歸華南農業大學，中山大學主校區遷至原嶺南大學康樂園校址。從此，始創於1888年，有近70年歷史的嶺南大學被一拆為四，消失於歷史的煙雲中。

時光流轉到上世紀80年代，隨著改革開放，國門打開，百廢待興。遍佈海外的嶺大校友，素有愛國愛校傳統，成為推動改革開放進程的重要力量。

1979年中美簽約通航，由於中途不停站，飛機上的配餐成為難題。而當時內地還沒有公司能提供合格的配餐。中方曾接觸一些外國公司，但因對方提出苛刻、乃至無理的條件而難以談攏。配餐由此成為中美通航一個不大但卻相當關鍵的障礙。

關鍵時刻，伍沾德先生臨危受命，敢於承擔風險，用個人擔保投資與中國民航局合作，生產出民航配餐，他因而成為來內地創辦中外合資企業第一人，持有001號經營執照。1980年5月1日，北京航空食品有限公司掛牌營業，在當時的設備條件下，日產中西餐700份。如今，北京航空食品有限公司日均航空配餐超過8萬份，對中國民航業發展貢獻良多。

2014年，在鄧小平誕辰110周年之際，這段曲折的故事被改編，成為熱播電視連續劇《歷史轉折中的鄧小平》中一段令人津津樂道的情節。

「很多嶺南的同學，包括香港、澳門和海外的同學，很希望能夠在國內重開嶺南的教育，將良好的教育傳承給大家。」伍沾德回憶，當時一班嶺南同學時常聚會，大家一坐下來就討論如何推動重開嶺南大學。

因為創辦北京航空食品公司的關係，伍沾德在北京認識了很多朋友。其中一個即是做過外交部長、副總理的外交家黃華。黃華早年畢業於燕京大學，當時擔任全國人大常委會副委員長。由於燕大無法復辦，他對嶺大的復辦就格外支持。「他說『我幫你出手啦！』，結果他聯絡很多人，最後成功說服教育部開辦」，伍沾德說。

此後的幾年間，正是在伍沾德先生和一批嶺南老校友的積極倡議下，1989年，由中山大學領導提議，經原國家教委批准，中大設立了嶺南（大學）學院，伍沾德出任中山大學嶺南（大學）學院第一屆董事會主席。

對話 做安分守己 向上發展的人

《南方日報》：中山大學嶺南（大學）學院，可以說是中國唯一一所名字中有兩所大學的學院，被稱為「大學中的大學」。請問這其中有何奧秘？

伍沾德：嶺南學院得以開辦，與當時中山大學的提議推動密不可分。教育部當時的批文叫「嶺南學院」，我們有些同學覺得是學院又不是大學，不是很好，所以中間就加了個括弧，叫嶺南（大學）學院。這個學院是二級學院，歸中山大學領導。當時國家很窮，很多地方不完善，尤其是硬體設備方面，我就聯絡了很多嶺大的同學一起捐款，20 多年間一共捐了 2 億多元，現在建起了 11 座建築，其中 10 座大樓，一座噴水池。

《南方日報》：中大嶺南（大學）學院正式成立時，您當時擔任第一屆校董事會主席。據瞭解，在當時的中國大陸高校中，成立校董會還是非常罕見的舉措，產生了非常大的影響。作為首屆校董會主席，請您介紹當初校董會成立的經過？

伍沾德：當時中國的大多數大學沒有「董事會」的制度。我們覺得，大學校董會制度是現代大學的重要制度，可以使我們監督、督促嶺南學院，恢復原來嶺南大學教育的宗旨，讓學院走上進步的軌道，那樣我們就覺得非常之開心。25 年來我們監督學院的進步，當然主要集中在大事，幫助籌款、監督戰略規劃等，我們的合作做得相當好。

《南方日報》：您早年就讀於嶺南小學、中學，隨後進入嶺南大學，嶺南教育對您影響至深，您常說：「一日嶺南人，一生嶺南人。」在您心中，「嶺南」二字意味著什麼？您希望今後中大的學生成為什麼樣的人？

伍沾德：嶺南（大學）學院的校訓是「作育英才，服務社會」，英文就是 Education For Service。孫中山先生在前來嶺南做 3 次演講，1923 年的演講他說：「希望嶺南的同學不做大官，做大事，幫助社會。」這個也是我們最喜歡聽到的。我認為，最重要的就是大學讀出來時，能夠做到誠信、勤奮，努力去做事情，無論你做生意也好，醫學界、工程界甚至教育界也好，能做到安分守己、向上發展的人。



前排左起第三人是伍沾德