

Joaquim Morais Alves

President 1972-1973 of Macau Rotary Club

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Joaquim Morais Alves (歐若堅), Com IH, GO IH, GO M, GC M (25 November 1923 - 27 March 2003) was the President 1972-1973 of the Rotary Club of Macau (澳門扶輪社), and later served as Club Secretary in 1974-1975. The Rotary Club, then, was a member of District 345 of Rotary International, which was compiled with 3 territories of 3 different countries: (1) The Portuguese Territory Macao (葡萄牙領地澳門); (2) The British Crown Colony Hong Kong (英國殖民地香港); and (3) Taiwan Province of the Republic of China (中華民國臺灣省). The Macau Rotary Club in 1972-1973 was supervised by District Governor “Diamond” M. F. Wang (王木發) (*Taipei Northwest, Taiwan*) (臺北西北區扶輪社).



Joaquim Morais Alves was born in Vila Real, Portugal, on 25 November 1923. He went to Macao when he was just 16 years old. Since 1939, he took up residence and settled in Macao until his death, where he carried out intense and brilliant civic, political and professional activities. Having distinguished himself in the life of the Territory, Joaquim became a prominent member of the Portuguese community in Macao. He was known as the “Macaense de Trás-os-Montes” (Macanese Behind-the-Hills). Joaquim married in 1948 with Ólaida da Encarnação Couto, an ethnic Portuguese Macanese, with whom he had 4 children: Joaquim Morais Alves Júnior, Carlos Alberto Couto Morais Alves, Victor Manuel Couto Morais Alves, and Marília Couto Morais Alves. Joaquim died at the age of 79, a victim of cancer, on 27 March 2003.

Business and Profession

After graduation from the high school, Joaquim joined the army service. As one of the close collaborators of Stanley Ho (何鴻燊), Joaquim was, until the day of his death, General Secretary of the The Sociedade de Turismo e Diversões de Macau (STDMM) (Macao Tourism and Amusement Society 澳門旅遊娛樂股份有限公司), and President of the Board of the General Assembly of the Sociedade de Jogos de Macau (SJM) (Macao Gaming Society 澳門博彩控股有限公司), which is a subsidiary of STDMM in the casino sector. The STDMM is a company in Macao owned by the family of Stanley Ho. Historically, it held a monopoly to Macao's gambling industry as the only licensee for casinos.

On a business level, Joaquim was also the founder and president of Companhia de Electricidade de Macau (CEM) (Macao Electricity Company 澳門電力股份有限公司). From 1906 to 1972, the electricity supply service was managed by the "Macao Electric Lighting Company Ltd." which had its headquarters in the British Crown Colony Hong Kong. In 1972, due to non-fulfilment of its concession contract with the Portuguese Administration, the company was replaced by CEM. CEM was restructured with the Portuguese Administration's support in 1982. In 1985, CEM signed the 25-year concession contract. It has since scored achievements in the areas of cost-effectiveness and technology.

Public Services

On the civic-political level, Joaquim Morais Alves had served the community in various positions, including some of the majors listed here:

1/ 1966-1974 -- Presidente do Leal Senado de Macau (President of Macao Municipal Council 澳門市政廳主席)

2/ Presidente da Comissão para a Implementação da Língua Chinesa na Administração de Macau (Chairman of the Commission for the Implementation of the Chinese Language in the Administration of Macao 在公職推行使用中文委員會主席)

3/ Membro do Conselho Judiciário de Macau (Member of the Judiciary Council of Macao 澳門司法委員會成員)

4/ Presidente da Delegação de Macau da Cruz Vermelha Portuguesa (President, Macao Branch of the Portuguese Red Cross 葡萄牙紅十字會澳門分會主席)

5/ 1987 - Presidente do Comité Olímpico de Macau (Chairman of the Olympic Committee of Macao 澳門奧林匹克委員會主席)

6/ Presidente da Associação Promotora da Instrução dos Macaenses (APIM) (President of the Macanese Education Promotion Association 澳門土生教育協進會主席) --- Joaquim was a great friend and close to the Macanese mestizo community, to the point of often identifying himself as part of it. For this reason, he was commonly called by his acquaintances "Macaense de Trás-os-Montes", despite not being a local mestizo and Eurasian of Portuguese descent.

7/ In addition to these positions, he was also a deputy to the Assembleia Legislativa de Macau (Legislative Assembly of Macao 澳門立法會議員) in two different legislatures: (1) In 1980-1984, elected by direct suffrage by the list of the Association for the Defense of Macau's Interests (ADIM), headed by Carlos d'Assumpção; and (2) In 1996-1999, appointed by General Vasco Joaquim Rocha Vieira, GCTE, GCC, GCIH, ComA, the Governor of Macao (澳門總督韋奇立將軍).

8/ Presidente do Conselho de Consumidores de Macau (Chairman of Macao Consumer Council 澳門消費者委員會主席)

9/ Presidente do Conselho de Curadores do Salão da Misericórdia (Chairman of the Board of Trustees of the Hall of Mercy 仁慈堂值理會主席)

Lifelong Dedication

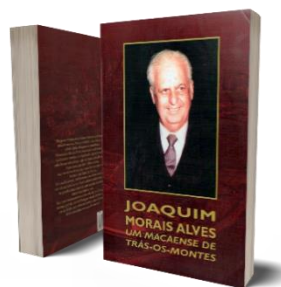
Joaquim Morais Alves was, due to his civic intervention, one of the most notable personalities in Macao in the second half of the 20th century. When he passed away, on 27 March 2003, several public and private organizations paid tribute to him, with the most attended sessions being those promoted by the International Institute of Macau (IIM) and the Associação Promotora da Instrução dos Macaenses (APIM). For the first, the 24th of June was chosen, formerly Macau City Day, which, for him and for the Macanese community, had special meaning. Remember that Joaquim Morais Alves was President of the Leal Senado of Macao, a position he held with particular distinction and which he assumed at a very difficult time, immediately after the serious incidents of the so-called “One, Two, Three” (Motim 1-2-3 一二·三騷亂) on 3 December 1966, a local extension of the “Cultural Revolution” that still fired the spirits and hearts of Chinese youth. Furthermore, he had been proclaimed “Citizen Emeritus of Macau”, as he loved this city as if it were truly his homeland, despite not having been born there. The session at APIM was organized following the meeting of its General Assembly, in which, by unanimous decision, the category of “Honorary Member” was attributed to two outstanding personalities of the Macanese community: Dr. Carlos Augusto Corrêa Paes d'Assumpção (宋玉生博士) and Commander Joaquim Morais Alves. It was scheduled for November 29th, so that the presidents of the Houses of Macau, present in the region, could prepare, with the respective organizing committee, the great “Meeting of Macanese Communities – Macau 2004”, and participate in the heartfelt evocation of those illustrious Macanese.

At the same time, the action of Morais Alves as president of the first meetings of the communities was also remembered. On June 24th, three books about his life and work were launched in the IIM auditorium, which contained a significant part of his rich testimony and reflected well the concerns and achievements of a simple man, who also knew how to be a great man, a great Portuguese, an authentic Macanese, a “Macaense de Trás-os-Montes”, as he always wanted to be called. This was also the title chosen for one of these books, whose

preparation was due to the dedicated coordination of the writer João Correia dos Reis. In Issue 10 of the magazine 《Oriente / Oeste》, published by IIM, which came out following his death, an evocation was dedicated to him, containing a happy summary of his civic and professional career.

It was in this spirit and in fulfillment of this solemn commitment that the IIM named its library after Comendador Joaquim Morais Alves and that this non-governmental organization promoted in Lisbon, together with the Casa de Macau in Portugal, another tribute to its honorary member, whose photograph has been in the gallery of honor of that House for many years.

The introduction to the book 《Joaquim Morais Alves - Um Macaense de Trás-os-Montes》 inserts a phrase from the ancient Chinese philosopher *Lao Tsu* (老子) in 《Tao Te Ching》 (道德經), at once simple and profound: “So, he who displays himself does not shine; he who asserts his own views is not distinguished; he who vaunts himself does not find his merit acknowledged; he who is self-conceited has no superiority allowed to him.” (不自見，故明；不自是，故彰；不自伐，故有功；不自矜，故長。) This was how Joaquim Morais Alves was alive. This way he will be remembered until eternity.



Honours

In recognition to his invaluable contribution to the Macanese community, Joaquim Morais Alves was honoured in many ways, including these remarkable awards:

- 1/ Citizen Emeritus of Macau by the Leal Senado de Macau
- 2/ Commander / Grand Officer: Order of Prince Henry the Navigator of Portugal
- 3/ Plaque of Honour of the Portuguese Red Cross (the highest distinction of that organization)
- 4/ Medalha de Valor (澳門政府頒授英勇勳章)
- 5/ Medalha de Mérito Desportivo (澳門政府頒授體育功績勳章)
- 6/ Grand Cross of the Order of Merit (2005) -- Posthumous title was conferred to the late Joaquim Morais Alves by President of the Portuguese Republic Jorge Sampaio during his visit to Macao in 2005. President Sampaio (沈拜奧總統) gave such citation to Joaquim Morais Alves: “*dedicated himself with total selflessness to serving the State and the public cause. He is known among all for his long and exemplary career in teaching the Portuguese language and tireless dedication to preserving the traditions and identity of Macao.*”



24 June 1969, Macau Day -- Celebration of the 75th Anniversary of the Foundation of the Lyceum of Macau, presided over by the President of the Portuguese Republic at the Casa de Macau in Lisbon, Portugal. (Left – Right) Commander Joaquim Morais Alves; Joaquim da Silva Cunha, Minister of Overseas; Admiral Américo Tomás, Portuguese President; General Flávio dos Santos; Dr. Armando de Oliveira Hagatong.

Scenes of Macao in the 1970s









