

Honorary Fellow Dr Brian Li Yiu-cheung

Public Orator Professor Henry Chung Shu-hung

Pro-Chancellor, Chairman of the Council and President:

Dr Brian Li is Vice-Chairman and Executive Vice-President of the Hong Kong-listed Gold Peak Technology Group Limited and Executive Vice-President of the Singapore-listed GP Industries Limited. Over the past 30 years, he has accumulated an enormous amount of experience in electronic engineering and management and unique insights into the process of globalised production and commerce.

Dr Li was educated in Hong Kong and Canada, first in the field of electrical engineering and later broadening into business. A man of action as much as deep reflection, he considers “understanding” to be as important as “doing” and deems it necessary to evaluate the many prevalent theories about globalisation against his own experiences. His doctoral studies allowed him to explore many different theories, both Eastern and Western, about successful businesses.

These theories have impacted his understanding of different cultures. After joining Gold Peak in the 1980s, he was entrusted in 1992 with the acquisition of KEF and Celestion, two major British brands for sound equipment. His success in initiating the purchase proved to be a landmark event in his career. First, it symbolised Gold Peak’s expansion from its earlier focus on batteries and electronics into sound technology. Secondly, Gold Peak’s acquisition of KEF and Celestion represented one of the earliest cases in which an Asian company took control over a European enterprise. Moreover, in this instance, the acquisition was quickly followed by acculturation, with Dr Li bringing the British engineers and Chinese production team together so that they could learn from each other.

In Dr Li's view, true globalisation is a slow process, requiring immense patience, which, incidentally, is one of the main attributes of people meeting with success. The second is the conviction that you are doing something not just for your own gain but also for the world at large. Hence, in all his endeavours, Dr Li is concerned with the interests of all possible stakeholders, including his staff, customers and even his competitors. A successful person, moreover, sets his sights on the future. Echoing Steve Jobs' observation that "customers don't know what they want," Dr Li habitually anticipates his customers' needs and proposes solutions ahead of time.

His concern for stakeholders and his orientation toward the future prompt Dr Li to participate actively in the promotion of the engineering profession. He serves as Vice-Chairman of the Hong Kong Electronic Industries Association and is a Fellow of the Hong Kong Institution of Engineers and a Member of the Hong Kong Electronics Industry Council of the Federation of Hong Kong Industries. He is also a Member of the Cooperative Education Centre at CityU and has served on the Advisory Committee of the Department of Electrical Engineering, becoming Chairman in 2015. In 2013, the new CityU-KEF Acoustic Centre was set up at CityU, providing a much-needed venue for research into acoustic engineering. Dr Li believes that his involvement in the training of new personnel and researchers in engineering benefits the academe and industry. Just as his knowledge of industry allows him to advise universities on the latest trends, universities' up-to-date programmes professionally train graduates for the needs of the market.

Reviewing his career in technology and management, Dr Li considers communication to be of the utmost importance. To be an effective manager, you need more than promising ideas: you have to communicate them efficiently, too, which is particularly tricky in the global context, as Dr Li knows well. In managing needs, Dr Li has learnt to motivate his globally based staff by taking into consideration cross-cultural differences and expectations. Meanwhile, he never ceases to upgrade himself for the challenges of his job, including earning a Doctor of Business Administration at CityU in 2011.

Pro-Chancellor, Chairman of the Council and President, with patience and foresight, Dr Brian Li Yiu-cheung has charted an unusual career path, one that brings together diverse cultures and specialities, and that has allowed him to contribute to both the industry and the academy. I respectfully present to you Dr Li Yiu-cheung for the conferment of an Honorary Fellowship from City University of Hong Kong.