

Honorary Fellow A Citation



Mr Shum Choi Sang, SBS, OBE, JP

Mr Shum Choi Sang is an elder statesman of Hong Kong journalism. His achievements are distinguished not only in the mass media but also in education, philanthropy and in district politics, in which circles he enjoys a high reputation and commands great respect.

Mr Shum's forebears came from Yinping in Guangdong and he was born in Hong Kong. He attended King's College and then New York University in the United States, where he obtained his MA in Economics. His father, the late Mr Shum Wai Yau, was a pioneer in the newspaper business in Hong Kong, having founded *Wah Kiu Yat Po* in 1925 which went on to great success. Mr Shum Choi Sang followed his father's footsteps and entered the work place at an early age. He served in *Wah Kiu Yat Po*, going to work in the daytime and pursuing his studies at night. His great diligence and will to succeed thus built up a sound foundation for his future career.

In 1949 Mr Shum Choi Sang, as the representative of *Wah Kiu Yat Po* in a delegation of correspondents from British dependent territories, attended a major industrial exhibition in Britain. He stayed on in Britain for eight months and, apart from carrying out study visits to newspaper establishments in that country, also developed a good understanding of Europe in the wake of the Second World War. His observations were compiled in a well-informed volume titled *Reminiscences in England*. Teeming with interesting information and rich illustrations, it is now an important and valuable aid to those who wish to know more about its subject. In his other book, titled *Newspaper*, Mr Shum wrote from decades of experience as a newspaper publisher and the book became immensely popular among readers. *Sales Promotion* is yet another book by Mr Shum, in which he sought to explain and analyse, in a systematic and structured manner, marketing essentials such as advertising, consumer psychology, statistics and business management. It has been much praised by book reviewers in Hong Kong as a rare and excellent effort.

In 1960, Mr Shum joined *Wah Kiu Yat Po* as Manager. This allowed his talents and capabilities to show forth, and his achievements in introducing reforms and in philanthropic enterprises were particularly well known. Under Mr Shum's leadership *Wah Kiu Yat Po* became a leading newspaper with advanced equipment and facilities and high production efficiency, and was truly the *vox populi* of the time. The Wah Kiu Yat Po Fund for the Relief of Underprivileged Children was a charitable scheme of immense dimensions that, during the time of its existence, issued 1.5 million grants to 140,000 underprivileged children.

Mr Shum's charitable undertakings extend beyond Hong Kong. His benevolence is particularly felt by the people of Jiangzhou, his native place. Following the example of his father, Mr Shum has made generous donations to the Wuyi University in Jiangmen, as well as to primary schools, kindergartens, hospitals and stadiums in his hometown. In March



1993, the People's Government of the City of Jiangmen recognized Mr Shum's achievements and contributions with a Gold Key and membership of the People's Political Consultative Conference of the City. In October the same year, Mr Shum was made an Honorary Citizen of Jiangmen.

In his long career as a newspaper publisher, Mr Shum has made outstanding contributions to his profession and was Chairman of the Newspaper Society of Hong Kong for many years. He was also Chairman of the Chinese Language Press Institute, Vice-Chairman of the Hong Kong Committee of the International Press Institute, as well as Chairman of the Journalism Training Board of the Vocational Training Council.

Mr Shum's participation in territory-wide charities and public services has also been extensive. He is a member of the Advisory Committee of the Hong Kong Red Cross, a Vice-Patron of the Community Chest of Hong Kong, and a member of the Selection Committee of the Hong Kong Special Administrative Region. He is a member of the governing bodies of a number of tertiary institutions, schools and kindergartens, and has been the Chairman and a member of the Hong Kong Eastern District Board. In recognition of his distinguished service to the community, he was decorated with the Officer of the Most Excellent Order of the British Empire and, in 2002, presented with the Silver Bauhinia Star by the Government of the Hong Kong Special Administrative Region.

Mr Shum's association with the Chinese University dates back to the University's early days. He has been a member of the Board of Trustees of United College since 1963, and became its Chairman in 1995. He has also been a member of the University Council since 1992. It was in appreciation of Mr Shum's staunch support and munificent donations over the decades that United College named its archives exhibition the Shum Choi Sang United College Archives in 1999. Mr Vice-Chancellor, may I present Mr Shum Choi Sang for the award of an Honorary Fellowship of the University.