



# Chairman's Reminiscence of the past **25** years 主席暢談 **25** 年

■ **Would you please shed some light on how Ngai Lik was founded and its journey to success?**

Before Ngai Lik was founded, I worked in a small electronic factory and learnt through the job. During that period, I also participated in the trading of electronic parts. With the belief in the bright prospect of the electronic business, my wife and I invested HK\$50,000 in 1976 and established a small-scale workshop in Jordan Road. We employed about 30 staff and the workshop was mainly engaged in the processing of portable recorders with a production volume of 30,000 sets per month. As the electronic industry grew rapidly, we had our second production line two years later.

■ **如何創辦「毅力」？其過程是怎樣？**

在創立「毅力」之前，我在一間小型電子廠一邊學習，一邊工作。期間亦有從事電子零件買賣。基於對電子業前景的信心，我與太太於1976年投資五萬元在佐敦道開辦一間小型工場，僱用了三十多名員工。我們主要從事手提收音機的加工工序，每月的產量約三萬部。隨著行業的急速發展，兩年後我們再開設第二條生產線。

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## 主席暢談廿五年



### ■ Why did you choose the electronic industry to start with?

The answer is simple and there are two reasons. Firstly, I studied electrical engineering during my school years and I considered myself to be well-equipped with the knowledge and experience required in this field. Secondly, I was highly optimistic about the prospect of the electronic industry in Hong Kong.

### ■ Has Ngai Lik encountered difficulties over the past 25 years? How did you tackle them?

There were definitely ups and downs in running a business. During the first year of establishment of Ngai Lik, we faced the problem of insufficient orders and imminent financial difficulties. The idea of giving up did cross my mind. Fortunately, with the dedication of our staff, the company was able to endure the adversity.

### ■ 為何選擇電子業？

很簡單，第一，我是修讀電機工程的，對電子有一定的認識及研究；第二，我對香港電子業的前景非常看好。

### ■ 經營毅力二十五年以來，遇到什麼困難？如何解決？

經營生意當然有高、低潮。我們經營初期亦曾有放棄的念頭。在創立「毅力」的頭一年，我們因為訂單不足而面臨經濟困難，幸好得各員工努力，終能渡過難關。與其他的公司一樣，毅力亦要面

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Over the years, we sailed through some really stormy market conditions and Ngai Lik had to combat with economic doldrums as well as the recent Asian economic turmoil just like any other company in the industry. Building on our prudent and practical operating principles, we focus entirely on the development of our core business and did not allow ourselves to get involved in any market speculation nor in non-core business investments activities. As an industrialist, we adhere to a conservative and solid business strategy, taking no uncertainty as we advance forward. As a result, our business has been sustaining a steady growth despite unfavourable market conditions.

### ■ **Ngai Lik has been the leading manufacturer in the production of electronic audio-visual products for years. How does it manage to sustain this leading position in the industry?**

Ngai Lik commits itself to the development of innovative products and enhancement of production capacity and efficiency. We also strive to maintain long-term relationships with our customers and suppliers. In addition, Ngai Lik also focuses on its vertical integration production policy to lower the production cost and improve our competitive edge. Our Ngai Lik Industrial City runs an 'all-in-one' dynamic manufacturing platform. I strongly believe that Ngai Lik has its roots burrowed firmly and deeply into the heart of this industry.

對世界經濟不景，以及亞洲金融風暴等市場大氣候。面對這些挑戰，我們堅持以穩健實幹為原則，不參與投機或行業以外的投資活動，一直以工業為基礎，穩打穩紮。因此，業務於逆境中也有穩健的增長。

### ■ **多年來，毅力已是生產電子視聽音響產品的翹楚，如何保持在這行業的領導地位？**

「毅力」致力於不斷研發新產品及加強生產力規模及效率。再者，與客戶及供應商亦保持良好的長遠關係。為了減低成本及增強競爭力，我們亦十分注重垂直生產整合。於毅力工業城，我們設立了全面及自供自給的生產基地。我相信「毅力」於行業中的領導地位相當穩固。



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### ■ What is your view on the development of consumer electronic products in the coming 3 to 5 years?

I believe that there is still ample room for development of the consumer electronics industry. With the growing popularity of general internet usage and a global trend calling for product digitalisation, the digital and multi-media products such as MP3 discman and DVD players will be the major favourites in the upcoming market. Besides, digital camera will become more popular and its price will gradually become more affordable. Therefore, we are preparing for the manufacture of low cost digital cameras with a view to cater for consumers of the mass market segment and are now engaging ourselves in the research and development of internet DVD players in anticipation for the impending market boom.

### ■ 怎樣看未來三至五年消費電子產品的發展？

我認為消費電子產品仍有很大的發展空間。鑑於互聯網使用更為普遍及全球產品數碼化，數碼及多媒體產品將是未來電子市場的主要產品，例如MP3鐳射唱機及DVD機。另外，隨着價格逐步下降，數碼相機將會更為普及。故此，我們正準備生產低成本的數碼相機，並著手研發互聯網DVD機，為未來市場的發展需要作好準備。

