



陸春雲
Frank Luk

Supercom Canada Ltd. 總裁
President, Supercom Canada Ltd.

為而不恃 功成而弗居 待人處事憑的是「誠信」兩個字

在此間華洋社區電腦業界，陸春雲(Frank Luk)這個名字是相當響亮的，不只是他公司Supercom的產品，最主要的是他的為人：有情有義，一生奉「誠信」為處世的標竿，恪守不渝。

他和許多創業有成的華人移民有一點類似，都是白手起家，所不同的是他年少時比別人經歷更多的磨練，讓他對商場的競爭，人與人之間的相處，有更透析的體驗，累積這些無形的資產，塑造了他的人生觀，直到目前為止，都讓他受用不盡。

祖籍揚州 澳港生長

陸春雲的祖籍是江蘇揚州，但父母年輕時移居澳門，這位黝黑壯碩的電腦商於1952年在澳門出生，7歲時跟隨家人來到香港，在九龍總商會中學就讀，這是一所由當時中華民國行政院所屬「中國大陸災胞救濟總會」(簡稱救總)津貼所辦的中學。初中還沒讀完，父親就因病去世，不識字的母親在一間理髮店替客人修指甲，收入微薄自不在話下，但她仍鼓勵獨子陸春雲繼續讀完中學。他就在一邊讀書，一邊幫人補習賺點補貼的情況下讀完高中。陸春雲雖然考上國立台灣大學，但赴台求學經濟上有困難，最後選擇了香港的葛量洪教育學院，這是一所師範學校，畢業後有工作安排，可以

賺錢幫補家用。

陸春雲從師範學院畢業後教了3年書，1976年申請到加拿大滿地可Concordia University商學院就讀，取得商科學位後再打算到美國德州大學讀MBA，沒料到美國領事館以「懷疑其經濟能力不足，日後可能滯留不走」的理由，拒絕發給簽證，經他據理陳詞之後，美國領事館同意將他的申請資料送回香港查證屬實後，終於批准他入讀。他再向大學學生輔導處求助，申請到學生貸款，解決了學費和生活費的問題。對於這些遭遇，陸春雲當時雖然非常沮喪，但後來他經常銘記在心，並以此勉勵年輕人遇到挫折時要據理力爭，千萬不要就此認輸或懷憂喪志，因為人生的許多機遇和轉折，往往就在這個節骨眼上。

1989年，陸春雲創立Supercom Canada Ltd.，以銷售電腦組件、整套system和成品為主要業務，公司成立19年，穩定成長，營業額高達加幣4億餘元，員工超過200人，還開創了屬於自己的品牌—Touch，公司設在萬錦市的14th Avenue夾Birchmont，廠房面積達12萬平方英尺。談到創業的甘苦，陸春雲非常感激太太對他的支持，以及商業上夥伴對他的信任。由於妻子的賢慧和體諒，讓他在商場上馳騁無後顧之憂；由於長期建立的誠信基礎，只要是Supercom要的貨，許多商業上的夥伴出貨毫不遲疑。

關懷公益 籌款無數

生意上的成就並未帶給他充分的滿足感，宗教的信仰潛移默化地引導他散發出對公益的關懷。在參與社區活動的時候，他有感於慈善團體非常需要加拿大社會各界的支持，基於這個理念，他經常主動或應邀參與一些有信譽的慈

善籌款活動，像多倫多病童醫院基金會、公益金、新寧醫院籌款、萬錦市基督教青年會(YMCA)、天主教青年基金會、Ontario Bible College、多倫多香港獅子會、小愛瑪骨髓基金會、加拿大童子軍會、頤康基金會、加華電腦商會等，他都曾以主席、共同主席、董事的身份協助籌募善款。這些年來經他直接或間接籌得的善款總數到底有多少？陸春雲自己都數不清。其中令他感受最深的是曾協助萬錦市基督教青年會籌得加幣6百萬元，還有就是去年應邀加入病童醫院基金會董事局，在全體董事努力及社區支持下，共籌得加幣逾9千8百萬元，這是主流社區的一大盛事，他是董事局內31位成員中唯一的華人，能夠共襄盛舉，與有榮焉。

誠信為本 創造雙贏

談到與人相處和營商之道，陸春雲直言「誠信」最重要，惟有「誠信」才可以創造雙贏。他回想14年前當Panasonic 2X CD ROM銷售到後期時，許多經銷商基於電腦組件日新月異，怕屯積賣不出去，不敢進貨，或者把來價壓得很低。對方找上他，希望他幫忙銷售，他一口氣進了4.5萬台，以薄利多銷的手法售出，陸春雲雪中送炭使得Panasonic的代表非常感激，未幾Panasonic 4X CD ROM新機出廠，第一批貨就給了他，讓他賺了不少錢。他這種把對方當成商業夥伴而不是當作對手的精神，使他在與其他廠商進行生意來往時，贏得了至高的商譽。在公司樓下大廳的兩面牆上，掛滿了全球各大電腦廠商頒給他本人或Supercom的信用褒獎狀及生意夥伴證明，像台灣的華碩ASUSTEK、宏碁ACER，南韓的SAMSUNG，日本的SONY、美國的IBM、SEAGATE、WEST DIGITAL等，令人目不暇給。陸春雲對待公司的員工亦以

「誠信」為本，彼此相處愉快，Supercom創業19年，在200多位員工之中，年資超過10年以上的佔了40%，令他感到欣慰。

他非常欣賞儒家的「仁」，「仁」字拆開是兩個人，行「仁」才能雙贏，生意場上亦然。他不接受一般商場上那種Maximize your profit的做法。陸春雲為人處世一向低調，由於經商，對「利」的重視理所當然，但是對「名」的追求則非常淡泊。當有人提名他角逐今年的「紅楓傳奇」人物時，他原先是抗拒的，但是當他明白提名人是希望他能將個人在事業上的經歷以及參與社區慈善事業的感受，與年輕的一代共同分享時，他不便再推辭。他特別勸諭年輕人或新移民在找第一份工時不要太在意Underpay，當你展現本事時，老闆自然不捨得讓你走，會給你加薪；反過來說，如果老闆認為你是Overpay而又沒有真材實料的話，事實上你是有危機的，老闆會找機會解僱你。還有就是不要老是認為自己懷才不遇，重要的是把自己實實在在包裝好，有麝自然香，如果你是匹千里馬，一定有機會遇上伯樂。陸春雲以他自己多年的經驗和觀察所得，他認為主流社區的白人老闆其實是滿喜歡聘用華人的，因為華人一般較能吃苦耐勞，把工作看得比家庭還重要，尤其是遇到長周末，下班時間還沒到，許多本地加拿大人已忙著收拾東西，不像華人這麼負責盡職。陸春雲的誠信和處世態度在商場上得到認同，1996年由駐多倫多台北經濟文化辦事處推薦，並獲得台灣當局選為該年度海外華人創業青年楷模。

為而不恃 功成弗居

信奉天主教的陸春雲同時也勸諭華人新移民在發送履

歷表求職時，要據實以報，千萬別以為西方社會是要靠誇大自己的才能以取得職位。他警告說：「西方社會與人相處是基於信任，所謂Born to Trust，一旦你的謊言被對方拆穿，等於是你污衊了我對你的信任，我將永遠不再相信你的為人。」

陸春雲的人生觀還有特別灑脫的一點，值得當今華社的「名流」反思。他凡是參與過的慈善活動，不論籌得多少錢，做了多少事，過後絕不再戀棧名位。他一生最喜歡研讀思考的是老子的「道德經」，尤其是第二章的一段：「……是以聖人處無為之事，行不言之教；萬物作而不為始，生而不有，為而不恃，功成而弗居。……」他希望走到人生盡頭的那一天，覺得不枉此生。

陸春雲說：「生而不有，為而不恃的意思非常清楚，就是不佔有，偏偏有些人認為某某組織或社團是我所創，非我莫屬，沒有我就不行，想長期壟斷，想永遠佔有，有這種心態的人絕不是做慈善，只是藉慈善為名，以達到他下一個目的。社區不是你一個人的，善果不必佔有，每個人都是過客，就如佛教慈濟基金會所講的，廣邀天下善士，群耕一方福田。做慈善最重要的是影響別人，感動別人一起去做。」

談到他的家庭時，臉上流露出對妻子感激的笑容，他們育有兩女一子，兩個女兒都已學成，一位在公司幫忙，一位在皇銀上班，最小的兒子還在讀大學，妻子操持家務，除非真有必要，平日絕少陪他應酬，總是在背後默默支持他。他笑稱曾有一次告訴妻子，如果有來生，他要先約定再續前緣，但她「婉拒」Frank的美意，因為做陸春雲的妻子孤獨而且辛苦。（編者按：如果真的是這樣，不如來生來一個「角色對換」role exchange，緣訂再續，相信陸太一定會說：“Yes, Frank!”）



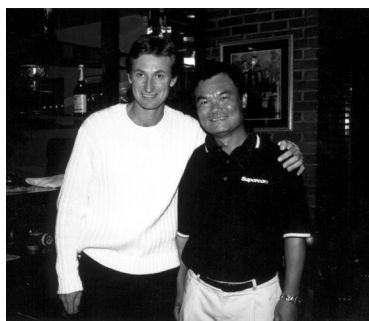
陸春雲的全家福



太太永遠在背後支持他，只有把臂共遊時才露面。



與慈善演出的港加藝人容祖兒及林嘉華等合影



與冰棍球巨星溫格烈斯基合影



歌星甄妮來多倫多為頤康義演籌款，陸春雲與甄妮合唱一曲。



參與支持康福心理健康中心籌款



當年中國國家主席江澤民訪問多倫多，祖籍江蘇揚州的陸春雲偕夫人(右一)和江總是同鄉，難得與總理克里靖一起留下歷史性的鏡頭。



陸春雲曾獲選為中華民國海外華商創業青年楷模獎，與當時的李登輝總統合影。



當年為營救小愛瑪籌款



應邀在CPAC演講，分享創業心得。



參與「中華門」牌樓籌建委員會



參與公益金慈善活動



協助萬錦市YMCA籌得加幣600萬

Frank Luk - A Person of Integrity in Business and in Life

In both Chinese and Canadian communities, and the computer industry, the name of Frank Luk is very well known. This is not just because of the products of his company Supercom, but mainly because of Frank's character. With strong sentiments and feelings about justice, Frank is also a person of integrity, and he does not deviate from his principles.

Similar to other Chinese Canadian entrepreneurs, Frank started from scratch to develop his business. What is different is that from when he was young, Frank went through many ordeals. These experiences gave Frank a more in-depth understanding for competition in the business world and relationships between people. They are like invisible assets which melded Frank's life philosophies and helped him succeed in business.

Frank's ancestors came from China, but his parents moved to Macao early in their lives. Frank was born in Macao in 1952, and when he was seven years old, his family moved to Hong Kong. Before he finished junior high school, Frank's father passed away due to illness, and his mother, illiterate, worked in a hair salon as a manicurist. Although her wages were very low, she still encouraged her only son, Frank, to finish his studies. Through high school, Frank supplemented their income by working as a tutor. Under these very difficult circumstances, Frank graduated from high school. He was admitted to a Taiwan university, but the family's financial difficulties prevented him from taking that opportunity. Instead, Frank chose to enter Grantham College of Education in Hong Kong, which would provide more of a guarantee for a job, therefore income for the family down the road.

Having finished his studies at Grantham College, Frank taught school for three years. In 1976, Frank applied to Concordia University in Canada to study commerce. After getting the Commerce degree, Frank planned to go to University of Texas for an MBA degree. However the American embassy turned his visa application down, citing the reason that Frank did not have adequate financial support and that he might stay in the States in the future. The embassy changed their decision after hearing Frank's vehement arguments, and agreed to send his application to Hong Kong to be verified. At the end, his visa application was approved. Frank also applied for financial assistance from the University and was able to pay for his tuition and living expenses through student loans. Although Frank at that time was exasperated by the difficulties he experienced, he always remembers how he had overcome them. Frank says that very often at life's turning points, there are challenges and obstacles; he encourages young people to always put up a good fight when confronted by challenges, and not to give up easily.

In 1989, Frank Luk established Supercom Canada Ltd. Supercom specializes in the distribution of computer products, consumer electronic products and computer systems. Supercom even has its own brand: Touch. The head office is located at 14th Avenue and Birchmont in Markham with over 200 employees and office space of over 120,000 sq feet. Supercom's annual sales revenue has now reached \$400 million. Frank has built his company on the principle of integrity, and he is so well known in the industry that his many business partners will have no hesitation supplying whatever supplies Supercom needs.

Talking about the difficulties of building a business, Frank is extremely grateful to his wife for her support, and to his business partners for their trust in him. His wife's understanding support has allowed Frank to focus on his business without having to worry

about what happens at home.

The success in Frank's business did not bring him total satisfaction. His religious beliefs led him to participating in many community activities and contributing to charitable causes. Frank feels many charitable organizations are in need of support from our society and acting on this belief, he often takes part in reputable charitable fundraising events, such as Toronto Sick Kids Foundation, United Way, Sunnybrook Hospital, Markham YMCA, The Catholic Youth Foundation, Ontario Bible College, Toronto Hong Kong Lions Club, Scouts Canada Foundation, 'Save Emma' Bone Marrow Foundation, and the Yee Hong Community Wellness Foundation. Very often he would act in the role of either Chair, Co-chair, or Director to help raise funds. How much money has he directly or indirectly raised for charity? Even Frank himself is not clear. The event that Frank felt the most about was helping the YMCA in Markham raise six million dollars. Last year he was also invited to join the board of Sick Kids Foundation. With the support of all the directors and the community, they raised ninety-eight million dollars. This is a huge event in mainstream society. Among the thirty-one foundation directors, he is the only member of Chinese origin. To be part of such a great undertaking, Frank feels it is a great honour.

When Frank talks about how he conducts his business, and works with other people, he uses the word 'integrity', a very important principle to him. He feels a 'win-win' situation can only be built on the basis of integrity. He remembers fourteen years ago, when Panasonic 2X CD ROM came to the end of its life cycle, many retailers were concerned with stockpiling of the product when electronic components changed so rapidly. When the Panasonic salesman contacted him, Frank ordered 45,000 units in total, because he thought that by selling in large volumes with a tiny profit on each, it would work out for both sides. The

Panasonic sales representative was extremely grateful for Frank's help. When the Panasonic 4X CD ROM came on the market, he gave Frank the entire first shipment, and he was able to make a lot of money on that. Frank's way of treating all his third-party suppliers as business partners has earned him the highest reputation in the industry. In Supercom's office, the walls of the lobby are full of awards given to him or his company by the world's largest computer companies, such as Asustek of Taiwan, ACER, Samsung of South Korea, Sony of Japan, IBM, Seagate, West Digital of US. Frank also treats his employees with 'integrity' and he is proud that Supercom, after nineteen years in business, forty percent of the two hundred employees in his company have worked there for over ten years.

Frank very much admires the Confucian ideal of 'kind-heartedness' (仁). When the Chinese word for kind-heartedness (仁) is taken apart, it is made of two people (二人), and Frank's way of doing business is based on this ideal, the only way to result in a 'win-win' for both sides, in his view. He does not accept the principle of 'maximizing your profit', commonly used by other companies. Frank likes to stay 'low-key' in his private life. While he is concerned about profit as a business man, Frank does not go after 'fame'. When he was nominated for Chinese Canadian Legend Award this year, Frank initially resisted the idea. He only accepted his nomination after the nominator explained that Frank could share his experiences of building his business and his work in charitable organizations with the younger generation through this process.

Frank especially advises the younger generation and new immigrants not to worry too much about being under paid when looking for the first job. Once you have an opportunity to demonstrate your capability, your employer will naturally increase your wages to keep you on the job. On the other hand, if your

employer thinks you are over paid for the ability that you have demonstrated, you will be in a precarious situation. He or she will find an opportunity to let you go. Frank also says that one should not worry about one's talents not being recognised. Instead, he suggests that young people should focus on improving their abilities, and their capabilities will sooner or later be recognized. Based on his many years of work experience and observations, Frank feels that in mainstream society, many Canadian employers like to hire Chinese-Canadians, because they feel that they are more hard working, often putting work ahead of family. He cites an example that on long weekends, before quitting time, many Canadians are already packing to go home, whereas Chinese-Canadians will finish their work first. Frank's integrity and his way of running a business have been recognized by the industry. In 1996, the Government of Taiwan presented Frank with the prestigious "Overseas Chinese Entrepreneur of the Year" award.

Frank also advises new Chinese immigrants, in applying for jobs, to be truthful in filling out their resumes and not to exaggerate their abilities just to get a position. He warns, 'in western society, relationships are based on trust, i.e. born to trust. Once your lie is uncovered, you have abused my trust in you and I will never believe you again.'

Frank's life philosophies are also different from others. Perhaps some of the celebrities in our Chinese community can reflect on this: No matter how much money he has raised for a charity, how much work he has done for it, Frank would not stay on just to occupy a board position. Frank likes to study and reflect on Laozi's *Dào Dé Jīng*. He especially likes Chapter 2:

*"Therefore the Master
acts without doing anything
and teaches without saying anything."*

*Things arise and he lets them come;
things disappear and he lets them go.
He has but doesn't possess,
acts but doesn't expect.
When his work is done, he forgets it.
That is why it lasts forever."*

Frank says, "the phrases: 'has but does not possess, acts but doesn't expect' are very clear. Some people think that if they build an organization, it belongs to them and they want to monopolize that organization forever. With this mindset, these people are not working for charity. They are only using charity as a means to achieve their own purpose. Society does not belong to any one person. Everyone is a transient visitor. As the Buddhist Compassion Relief Tzu Chi foundation says: we invite all philanthropists in the world to work together to cultivate a field of happiness. The most important work is to influence others, motivate others to do the work of charity together." He hopes that when he walks to the end of his life, he does not feel that his life has been wasted.

When Frank talks about his family, especially his wife, a grateful smile appears on his face. They have two daughters and a son. Both daughters have finished their studies. One helps out at Supercom, and one works at the Royal Bank of Canada. The youngest son is still going to university. His wife looks after the family, and unless it is absolutely necessary, she does not accompany Frank in his social engagements. She is always supporting Frank quietly in the background. Once Frank jokingly told his wife that if there was an afterlife, he would want to marry her again, but she gently 'refused' his offer because the life of Frank's wife is a lonely and difficult one!