



勵文灝先生

Mr. Irwin Li

作者：金綺文

Writer: Annie Qiwen Jin

創業斐然 視奉獻為幸福

來自上海的勵文灝堪稱大陸新移民成功典範。他父母曾是中國大陸改革開放後，最早一批下海創辦私人企業的人士。90年代末通過企業家移民項目來到加拿大，勵文灝也隨同父母移民至此。獲得卡加利大學(University of Calgary)工商管理碩士(MBA)學位後，勵文灝曾在知名國際汽車企業豐田旗下的品牌凌志(Lexus)加拿大分公司擔任財務總監，後來毅然辭去穩定的工作自己創業。

創業有方，成就斐然

2006年，勵文灝與朋友共同創立了曼尼環球集團(Mennie Global Group)和曼尼加拿大有限公司(Mennie Canada Ltd.)，後者專門生產纖維玻璃門。憑著家族遺傳的創業經商天賦，加之在大企業累積的經營管理經驗，勵文灝的創業道路非常順遂。短短數年時間，曼尼公司便躍居世界第三大纖維玻璃門供應商，產品除了暢銷加拿大全國外還銷往世界各地，在英、法、澳大利亞等國都佔據了不小的市場份額。曼尼集團下屬的商業地產和投資企業也快速成長，如今已在大多倫多地區擁有超過50萬平方英尺的產業。

勵文灝說：“創新和不斷提高公司的整體素質是公司的生命線”。創業之初，曼尼公司在中國買下一家製造企業。勵文

灝深知美國和歐洲企業一直壟斷纖維玻璃門市場，他要制勝，一定要擁有高品質和獨一無二的產品，因此他率領公司花費整整一年時間重新調整產品研發策略，悉心調查市場，了解客戶需求，改變“中國制造”產品價廉質低的形象，用精心研發、獨特特性的高質量產品打入市場，為企業打開了通往成功的大門。

曼尼公司取得驕人業績，勵文灝也受到業界矚目，並因此於2012年獲得創業協進會（ACCE）頒發的最佳企業獎。創業協進會是成立於1994年的一家非營利組織，其前身為“加國華裔創業俱樂部”，協會宗旨在於通過舉辦培訓和研討會、交流會，以及為傑出的華裔創業家頒獎等活動，促進加國華裔企業家踴躍創業，加強加國華裔企業在全球市場的競爭力。

回饋社會，助力同胞創業

獲獎後的勵文灝加入創業協進會的獲獎者俱樂部，結識了很多同為創業者的企業家，也了解到很多以前一無所知的創業及經營資源。他深有感觸，覺得很多華人企業家都慣於自己埋頭苦幹，卻不知在聯邦和省級政府都有很多可利用的資源，能夠幫助企業更快更好成長。他決心回饋社會，把自己的創業經驗與各界人士分享，同時幫助他們接觸各類可用資源。

2015年勵文灝當選創業協進會會長，他大力招攬會員和

贊助商，積極開展與其他團體、商會及政府機構的合作，舉辦各類研討和交流活動，讓更多華人企業家從中受益。在勵文灝擔任會長的三年期間，他為協會引進了加航（Air Canada）、Gowling 律師行等重量級贊助商，成功舉辦一百五十多場活動，協會會員增加了百分之二十五。每年的企業家頒獎晚會歷來是創業協進會的重頭戲之一，參加人數通常有七八百，而在勵文灝的努力下，2017年的頒獎晚會出席人數達到千二多人，影響力空前擴大。

近年來，中國大陸來的新移民所佔比例越來越高，有不少人到加拿大後也有心創業，但苦於不了解加國國情而無從著手，不少人還有語言障礙。在勵文灝的主張下，創業協進會專門設立了“大陸移民項目”（Mainland Initiative），用國語向這些新移民介紹創業知識。在勵文灝帶領下，幾年時間裏，創業協進會幫助數百名華人企業家在創業道路上起步或成長，一些企業甚至成為業界領頭羊。

作為來自中國大陸的移民，勵文灝非常願意為加中友好互惠貢獻一分力量。他多次協助組織中國貿易代表團來加拿大訪問，為兩國的潛在貿易夥伴牽線搭橋，同時也從各方面幫助加拿大企業打開中國市場。而在加拿大國內，勵文灝也認為華人企業家不能局限於華人圈子，必須與主流社會建立更多緊密聯繫。在他努力下，創業協進會與加拿大原住民與少數族裔供應商委員會（CAMSC）簽訂合作協議，通過這項合作，可以幫

助很多華人企業家獲得許多世界五百強大企業的供應商合同，壯大自己的企業。與此同時，創業協進會還新設立了最佳貿易獎，對於為加中貿易做出卓越貢獻的企業家，不論其是否華裔，只要有加國國籍就予以表彰和宣揚。

投身公益，以奉獻為幸福

在創業協進會的一些活動中，他常與過百義工一起工作，包括很多創業者，他們儘管自己事業非常繁忙，卻堅持到協進會做義工，盡心盡力回饋社區，令他十分欽佩。另一方面，次子在多倫多病童醫院接受手術和住院的一段經歷，也讓勵文灝對醫院義工感觸良多。勵文灝的次子曾在上海接受手術，但手術失敗，回到多倫多再次接受手術。兩國醫院的對比，除了醫療體制的區別，讓勵文灝感受最深的就是加拿大醫院的義工。他說：“在加拿大，因為有很多人每年都付出時間做義工，讓整個社會和每個人的生活都變得更好。我想用自己的行動告訴更多大陸來的企業家，加拿大不單有福利，也講究奉獻。我希望有更多人加入到為社會貢獻的隊伍中來，讓我們的家園更美好。”

作為多倫多病童醫院基金會大型籌款活動的名譽主席，勵文灝親力親為，並帶頭捐款，為基金會籌得一百多萬加元，為醫院購買給早產兒做檢查的磁力共振（MRI）設備。他還擔任了一場為歡迎大熊貓來加拿大舉辦的慈善晚宴活動

聯合主席，籌得三十萬加元善款，捐贈給中國四川貧困地區，為當地學生購買書籍等學習用品。2017年他出任旺市市長中秋慈善晚宴（Lunar Gala）的聯合主席，為Mackenzie Health Foundatio 籌得三萬五千加元善款。

此外，勵文灝為之捐贈善款的慈善機構則數不勝數，諸如Terry Fox Foundation、Covenant House、瑪嘉烈公主癌症基金會、智行基金會和頤康基金會等等。由於勵文灝積極投身公益、貢獻突出，2017年10月他獲得了加拿大參議院150周年紀念勳章（Senate 150th Anniversary Medal），這是為紀念加拿大建國150周年由參議院向那些默默為社區做出傑出貢獻的人士頒發的榮譽。

勵文灝認為，回饋社區不僅僅是捐贈善款，更重要的是貢獻時間。作為一名成功的企業家，因為公司產品銷往世界各地，勵文灝常常奔波於全球各大市場之間。他笑言自己每年因公務乘飛機的旅程高達十二萬英里，甚至超過全職空姐的標準里程數。但即便如此，他仍然抽出許多業餘時間投入到各類公益活動，為此犧牲了陪伴家人的時間，錯過了兩個幼子成長過程中的很多重要時刻。對此他心懷歉疚，但亦無怨無悔，他說：“奉獻是幸福的。”



勵文灝歡迎創業協進會新會員
Irwin with ACCE members



勵文灝向冠名贊助商頒發紀念牌
Irwin presents Thank-You plaque to
title sponsor - BDC



勵文灝與創業協進會評審委員
Irwin with ACCE Panelists



勵文灝在創業協進會活動上演講
Irwin at the ACCE podium



勵文灝代表創業協進會與列治文商會
簽署合作協議
Irwin signing partnership agreement between
ACCE and Richmond Chamber of Commerce



勵文灝接受電視訪問
Irwin at the TV interviews



勵文灝與NBA球員 Triston Thomason 共同參加 Amari Thompson 基金會活動
Irwin and Triston Thomason (NBA player) taking part in Amari Thompson Foundation event



向病童基金會捐贈善款
Donation to SickKids Foundation



勵文灝與國際貨幣基金組織總裁Christine Lagarde
Irwin and Christine Lagarde (Chairwoman of the International Monetary Fund)



勵文灝榮獲加拿大參議院 150周年紀念勳章
Irwin receiving Senate 150th Anniversary Medal



與總理特魯多合影
With Prime Minister Trudeau



與前總理哈珀會面
Meeting former Prime Minister Harper



勵文灝出席創業協進會董事會會議
Irwin at the ACCE board meeting



安省經貿代表團
Ontario Trade Mission

Mr. Irwin Li

Irwin Li, who came from Shanghai, is a great example of a successful immigrant from Mainland China. His parents were among the first group of people to set up private enterprises after economic reforms in China. They came to Canada through the entrepreneurial immigration category in the late 1990s. After receiving an MBA degree from the University of Calgary, Irwin served as Director of Finance at Lexus Canada. Later, he resigned from this stable position and started his own business.

In 2006, Irwin co-founded Mennie Global Group and Mennie Canada Ltd., which specialize in the manufacture of fiberglass doors. With natural entrepreneurial ability inherited from his parents, and valuable business management experience acquired at Lexus, Irwin has had a smooth path to success. In just a few years, Mennie Canada has the highest market share in Canadian fiberglass door industry, and Mennie Global Group has become one of the largest supplier of fiberglass doors. Its products are being sold all over the world, with a large market share in Britain, France, and Australia. DURA Canada, a commercial real estate and investment offshoot of Mennie Canada, has also grown rapidly and now owns more than half a million square feet of property in the Greater Toronto Area.

“Innovation and continuous improvement in overall quality is the

company's lifeline," Irwin says. At the beginning of the venture, Mennie Canada acquired a manufacturing company in China. Irwin knew that the fiberglass door market was dominated by American and European companies. The only way to break in was to have unique products of high quality. Consequently, he led his company on a year-long task to investigate the market and re-adjust product development strategies accordingly. The goal was to understand customers' needs, rehabilitate the reputation of "Made in China" products which were regarded as low in price and inferior quality. He wanted to enter the market with high-quality products that were meticulously researched and developed with unique characteristics, all prerequisites for success.

Already Mennie has achieved outstanding results. Irwin himself has also attracted industry attention. In 2012, he won the Best Entrepreneurial Award from the Association of Chinese Canadian Entrepreneurs (ACCE), a non-profit organization founded in 1994. Its predecessor was the Chinese-Canadian Entrepreneurship Club. The purpose of ACCE is to promote training, seminars, exchanges, and give out awards for outstanding entrepreneurs. Its mission is to support Chinese-Canadian entrepreneurs in launching new businesses and strengthening the competitiveness of Chinese-Canadian companies in the global market.

After receiving the award, Irwin joined the winners' circle of ACCE, where he met other entrepreneurs and gained access to resources that were helpful in starting and running a business. He was deeply

touched and felt that many Chinese Canadian entrepreneurs focused on working hard, but lacked knowledge or access to resources provided by the federal and provincial governments to help companies grow faster and better. Since then, Irwin has been determined to give back to the community, share his entrepreneurial experience with his peers, and help them take advantage of all available resources.

In 2015, Irwin was elected as President of ACCE. During his tenure as president, he vigorously developed membership enrolment and sponsors, proactively partnered with other groups including the Chambers of Commerce and other government agencies, and held seminars and exchanges to benefit more Chinese entrepreneurs. He also introduced major sponsors such as Air Canada and Gowling WLG to the Association. Altogether he oversaw more than one hundred and fifty events. Membership has grown by over twenty five percent. The Association's annual Chinese Canadian Entrepreneur Awards Gala has always been one of the highlights of ACCE. The number of participants is usually seven or eight hundred. Under Irwin's leadership, the number of attendees at the 2017 awards ceremony reached more than twelve hundred.

In recent years, more and more immigrants from Mainland China have arrived. Many people wish to start a business in their new country. However, they have difficulty in understanding their surroundings and many of these newcomers have language barriers. Because of this, Irwin advised the ACCE to set up

Mainland Initiative, a Chinese-language program which teaches entrepreneurial skills and knowledge to these new immigrants. Under Irwin's leadership, ACCE has already helped hundreds of Chinese entrepreneurs to start or grow businesses. Some of these companies have even become leaders in their industry.

As an immigrant from Mainland China, Irwin is contributing to the friendly and mutually beneficial relationship between Canada and China. He has assisted in organizing Chinese trade delegations to visit Canada, and acted as middleman for potential trading partners. He has also helped Canadian companies break into the Chinese market. Irwin also believes that Chinese entrepreneurs cannot be confined to the Chinese community in Canada. They must establish closer ties with mainstream society. Under his efforts, ACCE has signed a cooperation agreement with the Canadian Aboriginal and Minority Suppliers Council (CAMSC), which will help Chinese entrepreneurs obtain supplier contracts with many of the world's Fortune 500 companies. ACCE has also established a new award that is open to all Canadians: Canadian entrepreneurs who make outstanding contributions to Canada-China trade, regardless of their ethnicity, will be commended and recognized with the award.

At ACCE gatherings, Irwin worked with over a hundred volunteers, including many entrepreneurs. Although many of them were very busy managing their own companies, they insisted on volunteering at the Association and dedicated their efforts to giving back to the community. Irwin is very impressed by such efforts, and at

the same time, he was touched by the volunteerism he saw in a totally different setting. His second oldest son had been admitted for surgery and hospitalization to Toronto Sick Kids Hospital, where many volunteers helped out daily. Irwin's son had undergone surgery previously in Shanghai. When the operation failed, they returned to Toronto to have his son undergo surgery here. Irwin saw the contrast in the hospitals of the two countries. Aside from the differences in medical systems, the most profound difference for Irwin were the volunteers in Canadian hospitals. He said: "In Canada, there are many people who spend their time volunteering, and this makes the whole society and everyone's life better. I want to use my own actions to tell entrepreneurs from Mainland China that Canada offers many benefits, but 'giving' is very important here. I hope that more people will contribute to society and make our country a better one."

In 2016, Irwin was Honorary Chair for a successful evening gala raising funds for Toronto SickKids Foundation. Irwin personally presided over various fundraising activities and took the lead in donations. Over one million dollars was raised for the purchase of hospital equipment including a neonatal MRI unit for premature infants. He also served as co-chair for Panda Gala, hosted when a Chinese giant panda visited Canada. The Gala raised more than \$300,000 in donations for impoverished areas in Sichuan, China, to be used to buy school supplies for local students. In 2017, he co-chaired Mayor of Vaughan's Lunar Gala, and raised \$35,000 for

Mackenzie Health Foundation.

In addition, Irwin has donated to countless charities, such as Terry Fox Foundation, Covenant House, Princess Margret Cancer Foundation, Chi Heng Foundation and Yee Hong Community Wellness Foundation, among others. In October 2017, for his community contribution and active volunteerism, Irwin was recognized with a Senate 150th Anniversary Medal, which commemorates the 150th anniversary of the founding of Canada.

Irwin believes that giving back to the community is not only about donating money, but more importantly, contributing time. As a successful entrepreneur, he travels all over the world. His annual trips total nearly 120,000 miles, which exceed the standard distances travelled by full-time flight attendants. Even so, he still spares time for various community activities, sacrificing time with his family. He has missed many important moments in the childhood of his two young children. He is apologetic for this, but has no regrets. He says: "Dedication is happiness."