



CHARLIE LEE

*Executive Director of
Lee Kum Kee Company Ltd.*

The head office of Lee Kum Kee Europe is in the UK because many Hong Kong migrants and overseas Chinese live in the UK.

The culture is a habit of living that doesn't change abruptly. Our products can sell overseas all thanks to the Chinese there.... Chinese are particularly gifted; cooking noodles or rice, we can then open a restaurant and support our living. It must be culture. Taste doesn't change all of a sudden. Although many Chinese prefer Chinese cuisines, it is difficult to appeal to foreigners. The UK, in particular, has close tie with China in history.....

Our company has a core value. A decade ago we pondered what the core values are for our family and business, and the essence lies where the two overlap. To us, our core values are "Pragmatism, Integrity, Constant Entrepreneurship, Si Li Ji Ren (Considering Others' Interests), Benefitting the Community, Sharing Fruits of Success", and Considering Others' Interests is the central idea among all. It originates from the founder Lee Kum Sheung, who named Lee Kum Kee after himself. There was a family in our hometown Xinhui. My great grandfather was righteous and offended them. They wanted to get rid of him, and were even ready to kill him. Because Qibao of Xinhui is an island, my great grandfather fled by boat from Tan River to Pearl River with his mother, and finally he settled down in a place in Zhuhai which was then known as Zhongshan. He opened a teahouse, which gave rise to culinary culture. Nanshui sat on brackish water, where many oysters grow naturally. One time he was cooking oysters but he forgot to put out the fire; the oyster soup on the stove was cooked from white to brownish in color, but it tasted delicious. This is how he invented oyster sauce by accident....

Some of our clients and suppliers have been trading with us for generations. A client in Mexico has been doing business with us for over 90 years; a printing house has been printing labels for us for almost a century. We grow with time; there is more to our business relationships than profits alone. But we have to advance hand-in-hand..... Despite all the negative news, we need to have a deeper understanding about what is positive.