

Honorary Doctor of Engineering

Mr Bruce CHENG

Citation written and delivered by Professor LIU Chain-tuan

Mr Pro-Chancellor:

Mr Bruce Cheng is the founder and Honorary Chairman of the Delta Group, with a corporate mission “to provide innovative, clean and energy-efficient solutions for a better tomorrow”. The company is a world leader in switching power supplies and DC brushless fans employed in the global computer, telecommunications, consumer electronics and networking industries. For its sustained efforts in improving the efficiency of its products with energy-saving features, Delta has received many international awards and recognitions. Since 2011, Delta has been selected as a member of the Dow Jones Sustainability™ World Index for five consecutive years. In 2014, Delta was ranked by the CDP (formerly Carbon Disclosure Project) to the highest A-level of the Climate Performance Leadership Index (CPLI), and was the only company from nearly 2,000 listed companies in Greater China to make the CPLI list.

For himself, Mr Cheng has received numerous recognitions and awards. He was honoured with the Chinese Professional Management Association’s highest award in 2011 and Ernst & Young’s Entrepreneur of the Year and CSR Entrepreneur awards in 2010. The *CommonWealth Magazine* of Taiwan has named him Taiwan’s “Most Admired Executive” several times. In addition, Mr Cheng has received seven honorary doctorates from National Central University, National Cheng Kung University and National Tsing Hua University and more for his commitment to environmental protection and for his achievements in the high-tech industry.

I found out from my conversation with Mr Cheng that the two of us grew up in Taiwan at about the same time. In 1948, when he had barely finished the first year of middle school, Mr Cheng arrived in Taiwan with his uncle from his hometown in Fujian. Later, his uncle had to move to Taipei for work, and Mr Cheng was left behind in Taichung where he boarded in the Taichung First Senior High School. As one of the few students on campus during the holidays, Mr Cheng would spend his evenings looking at the infinite number of stars in the sky, thinking about his parents, as the

view of the vast universe filled him with wonderment. This period of his life instilled in Mr Cheng a strong sense of independence, making him the disciplined and confident person for which he is known in the corporate world. It was also in the Taichung First Senior High School that he was initiated into the fascinating world of science and technology, an interest that he would pursue in his studies at National Cheng Kung University. In 2008, the International Astronomical Union named Asteroid 168126 “Chengbruce,” a fitting tribute to Mr Cheng whose brilliant career might well be traced to the many long nights that he spent staring at the stars during high school.

After graduation, Mr Cheng worked for Air Asia for five years as an aeronautic instruments engineer. He then moved to TRW Inc., an American company, working in its US and Taiwan offices and factories for another five years. He was gradually promoted to management. In 1971, he started his business with a modest staff of only 15 people. Since then, the company has expanded until it has now over 60,000 people under its employment. With Delta’s continuous growth in the last 44 years, Mr Cheng has had to give more and more time to the operation of the company. Yet, he never loses his avid interest in things technical. He continues to speak with the unbridled excitement and the specialized knowledge of an engineer on the technical features of Delta’s products.

And while he has retired, he remains as the chairman of the Delta Electronics Foundation, which he set up in 1990 and provides sole funding for. Over the past 25 years the Foundation has sponsored a broad range of environmental protection activities, including the promotion of conservation education, fostering the development of sustainability technology and green buildings, and nurturing professionals in related fields.

Under Mr Cheng’s leadership, Delta practices a “People-first, People-centric” philosophy of management. Mr Cheng believes that the company should not require a person to change to fit a job, but should ensure that everyone is able to put their natural creativity and talent to full use. A company’s success depends on the loyalty of its staff. He therefore looks upon with dismay the prevalent practice of many corporations of dismissing their staff when business is bad. He would rather make structural adjustments to the company and invest in developing the skill-sets of the staff so that they can remain productively employed within the company. Mr Cheng’s philosophy is to lead the company to overcome the global economic depression and industrial downtrends.

To make this possible, Delta has to be sensitive to the changing market and be willing to devote to innovation. Mr Cheng observes that in the history of the IT and electronics marketplace, many famous brand names have fallen to the wayside simply because they failed on these two counts. Instead, Delta chooses to give 5 to 6% of its global revenue to research and development, in contrast to the 2 to 3% among its competitors. In addition to setting up production plants, Delta maintains more than 60 research and development centres in Taiwan, mainland China, Europe, India, Japan and Singapore, all of which enable the company to stay ahead of the latest market and technological changes. Today, all of Delta's power management products have surpassed 90% energy efficiency. Not only has Delta developed the world's first 80 Plus Titanium server power supply with an average 96% efficiency, it has also telecom power supplies and photovoltaic inverters with 97.5% and 98.7% efficiency, respectively.

Mr Cheng is very concerned about environmental sustainability and the problems of global warming. Under his leadership, from 2010 to 2014, Delta's energy-efficient products and solutions helped its clients around the world save 14.8 billion kWh of electricity, and reduce CO₂ emissions by 7.9 million tones. In addition, since 2009 major production sites have reduced their electricity intensity by 50%.

Mr Cheng considers that one of the best ways to reduce energy consumption is green buildings. Since 2005, all of Delta's new buildings around the world have been built to sustainable standards. Altogether in the past 10 years Delta has commissioned the construction and renovation of 21 green buildings, including seven certified green offices and plants, and five green campus buildings that it has donated to various schools and universities.

One example is Delta's Taoyuan Technology Center, which showcases the company's energy-saving and industrial automation products, control systems and solutions. The annual energy consumption by area of this smart green building is less than 47% compared to a traditional building, and the results are outstanding. Another example is the green building that Delta donated to the Namasia district's Min Chuan Elementary School in Kaohsiung, Taiwan after Typhoon Morakot in 2009. The school was 68% more energy efficient in 2014 than similar conventional school buildings. In 2015, the entire school reached net zero energy. Using Delta's PV systems and energy saving solutions, the school achieves "sustainable zero energy consumption," while it provides students with a comfortable learning environment.

This December Mr Cheng will attend the United Nations COP21 event in Paris, France to share his and Delta's green building experience with an international audience. Delta will also have an exhibition that will use the company's own "edge-blending" projection technology to display its 21 green buildings inside the Grand Palais in Paris.

Mr Pro-Chancellor, engineering and socially responsible entrepreneurship have come together in a happy union in the making of Mr Cheng's success. He exemplifies the quest for engineering excellence, concern for the environment, and the pursuit of corporate innovation, while his respect for human dignity underlies the way he runs his business. It is my honour to present Mr Bruce Cheng to you for the conferment of the Honorary Doctor of Engineering.