

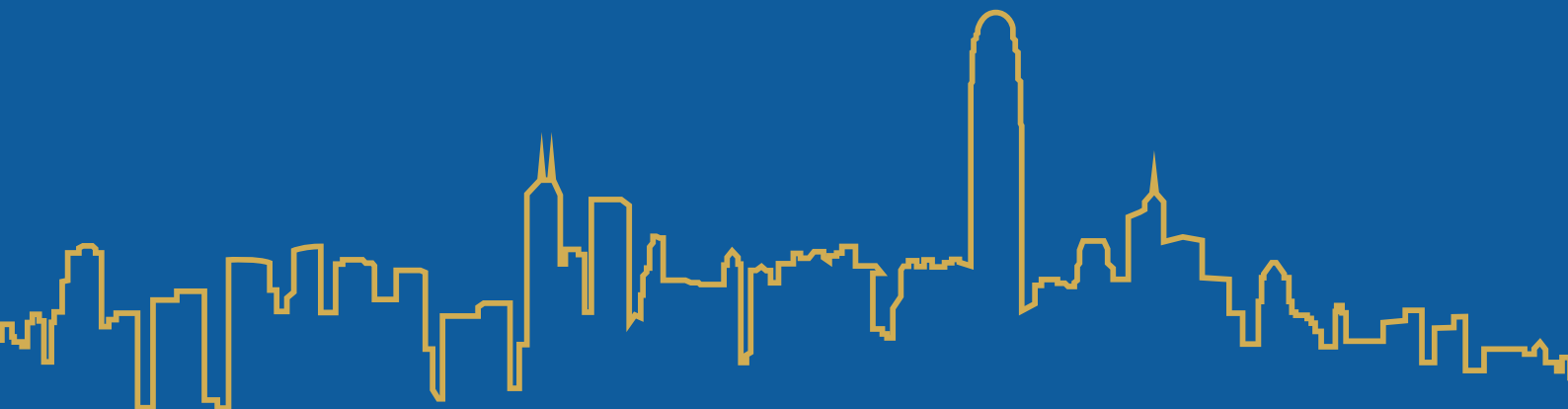


傳播學院
SCHOOL OF COMMUNICATION
恒生管理學院
HANG SENG MANAGEMENT COLLEGE



恒管 商業 新聞獎 2017

Hang Seng Management College
Business Journalism Awards



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香港作為國際貿易與金融中心，商業資訊影響著企業、投資者及市民的投資理財決定，亦與市場穩健、永續發展及大眾福祉息息相關。準確而深入的商業與財經報道有助各界緊貼市況和趨勢，從而作出適當決定。

恒生管理學院（恒管）傳播學院舉辦「恒管商業新聞獎」，是香港首個由大專院校設立的商業新聞專業獎項，旨在表揚及鼓勵優秀的商業新聞從業員，肯定他們對社會及業界的貢獻。

「恒管商業新聞獎」能夠順利舉行，有賴傳媒界的踴躍參與及各界專業評審的鼎力支持，其影響力亦不斷提升。傳播學院希望藉此進一步推動商業新聞的發展及業界的專業水平，為社會經濟發展作出更好的貢獻。

As an international trade and financial centre, the business community and the general public in Hong Kong rely on accurate business and financial news as well as in-depth analyses to make sound business and investment decisions.

The HSMC Business Journalism Awards, established by the School of Communication of HSMC, is the first of its kind initiated by a tertiary institution in Hong Kong to recognise professional journalists who have produced outstanding reporting in business, economic and financial issues.

Thanks to the enthusiastic response of the media and the generous support of the judges from different professional sectors. They have contributed to the accomplishment we have achieved so far. We wish to enhance the development and professionalism of business news reporting, bringing valuable information to contribute to a better society.



陳茂波先生

大紫荊勳賢, GBS, MH, JP
The Honourable Paul CHAN Mo-po,
GBM, GBS, MH, JP

2017恒管商業新聞獎頒獎典禮主禮嘉賓
Officiating Guest of
The HSMC Business Journalism Awards
Presentation Ceremony 2017

香港特別行政區政府財政司司長
Financial Secretary,
The Government of the Hong Kong
Special Administrative Region

財政司司長陳茂波



拓商興貿
報實求真

二零一七年恒生管理學院商業新聞獎



李慧敏女士, JP
Ms Rose LEE Wai-mun, JP

恒生管理學院校董會主席
Chairman of Board of Governors of
Hang Seng Management College

我們有幸以香港為家，見證了香港的經濟銳變，成功打造國際貿易、服務、金融中心的地位。回顧過去一年，受惠於環球經濟復甦，經濟增長達百分之3.7，失業率更降至二十年新低。穩健的經濟基礎和競爭力的優勢，令香港能充分把握近年內地和區域高速經濟增長帶來的種種機遇。

科技的進步，帶動了信息傳播的改變和多元化。商業新聞從業者在瞬息萬變的市場最前線，能及時提供環球市場及金融信息對投資決策至為關鍵。恒管首創的「商業新聞獎」目的為表揚新聞傳播從業員對香港商業發展的貢獻。

「一帶一路」建設和粵港澳大灣區發展是國家經濟改革和轉型的核心策略。香港得天獨厚的營商環境，開放的市場，完善的金融體系，加上高效率的商業新聞媒體，定能配合本地及國際企業的跨境融資需求、市場發展及品牌推廣，加強競爭能力。

謹祝願「恒管商業新聞獎」能鼓勵新聞從業員積極為香港經濟持續發展和創新作出貢獻。

For those who have the privilege of calling Hong Kong our home, we have witnessed Hong Kong's economic transformation, establishing itself as an International Trade, Service and Finance Centre. Thanks to the global recovery, Hong Kong achieved real GDP growth of 3.7 % in 2017. Unemployment rate reached its lowest in the past twenty years. With its solid economic foundation and competitiveness, Hong Kong is well positioned to capture the opportunities presented by the fast development in the Mainland and the region.

Technological advances have transformed the way information is being disseminated. Business journalists are at the frontline playing a pivotal role in the timely delivery of financial and market information to investors. The purpose of the HSMC Business Journalism Awards initiated by the School of Communication is to recognise journalists for their important contribution to the business.

The Belt and Road Initiatives and the Guangdong-Hong Kong - Macau Bay Area Development Strategy are key policies to drive the Mainland's economic transformation and growth. With its open market, well regulated financial infrastructure, effective business media, Hong Kong is in a unique position to support local and international enterprises in cross border fundraising, market development and brand promotion.

I sincerely wish the HSMC Business Journalism Awards will serve to motivate business journalists to support the expansion and sustainable growth of our economy.



鄭慕智博士, GBS, GBM, OBE, JP
Dr Moses CHENG Mo-chi, GBS, GBM, OBE, JP

保險業監管局主席
Chairman of the Insurance Authority
恒生管理學校務委員會主席
Chairman of the College Council of
Hang Seng Management College

二〇〇八年金融海嘯爆發，全球陷入經濟危機。環球經濟經歷了一段相當漫長的復甦期，逐步見到改善的曙光；美、歐、日等國家、地區經濟同步上升，內地經濟增長勢頭良好，環球股市屢創新高，牛氣沖天。

在一片繁華叫好的景氣中，切勿忘記防範經濟風險，尤其是金融風險。美國聯儲局在去年十月開始縮減資產負債表的規模，持續加息，這些發展會否令全球金融市場的波動加劇，以至影響香港的資產市場？這有賴各位新聞同業提供及時、準確的財金信息給大眾以作參考。

恒生管理學院傳播學院不但致力培訓具備與時俱進新聞傳播技能的新聞從業人員，同時為香港首間大專院校舉辦「商業新聞獎」。商業資訊瞬息萬變，新聞傳播方式日新又新，如何將海量的經濟信息，經過整合、類比、分析、總結，以不同的傳播平台發放出去，發揮最大的傳播效力，有賴各位新聞同業年復一年、日復一日的不懈努力。我要藉此難得機會，向新聞同業致敬！

參與「恒管商業新聞獎」既是一次審視商業新聞作品影響力的最好機會，更是聯繫社會大眾，尤其是新聞同業、經濟界人士一個很好的機會、活動，讓大家齊聚一堂，共同為優秀的新聞從業人員擊節，為社會經濟發展作出更好的貢獻。

The global economy is emerging from the 2008 financial tsunami after a slow and prolonged recovery. Countries like the US, Europe and Japan are out of the danger zone while China is among the key growth engines. The global stock markets even soared to a record high.

The green shoots of recovery have begun to flower, but we must remain cautious of any potential risks in the near term, especially financial ones. The US Federal Reserve started to reduce its balance sheet in October 2017 and gradually raising interest rates. Will that add volatility to the global financial markets and affects the economy of Hong Kong? The public relies on our journalists to provide timely and accurate business and financial news to keep them informed.

The School of Communication of HSMC not only dedicates to training journalists who could move with the times, it has also established Business Journalism Awards to honour outstanding business journalistic work. I would like to salute all journalists who gather tremendous amount of information and conduct thorough analyses on various financial issues in this instantaneously changing world.

The HSMC Business Journalism Awards is not only an opportunity for us to witness the impact of business and financial news, it is also an occasion for professionals from the news industry and the business sector to come together and pay tributes to our finest journalists for the outstanding contribution they have made to the economic development of Hong Kong.



何順文教授

Professor Simon S M HO

恒生管理學院校長

President of Hang Seng Management College

香港是亞洲的金融、貿易和航運中心，而亞洲是全球增長最快的地區。國際貨幣基金組織預測今年新興亞洲經濟體將增長6.5%，預計將貢獻全球逾五成的經濟增長。香港一直與亞洲區內新興經濟體緊密連繫，是不少國家、地區最重要的貿易夥伴，我們喜見傳播學院首創的「恒管商業新聞獎」的影響力不斷提升，成為大中華地區重要的商業新聞評選活動。

為了恒管有更好的發展，我們已經制定未來五年策略發展計劃2018-2023「邁向新時代：不一樣的私立大學」，明確了恒生管理學院未來五年的發展方向和重點。計劃的獨特發展亮點，當中包括了擴大傳播學院創先河的「恒管商業新聞獎」的涵蓋範圍，和深化其影響等內容，足見恒管對培育具備專業和博雅質養的優秀新聞從業員的重視。我們希望恒管培育的新聞人才，能堅守新聞道德操守，珍視、不偏不倚地履行第四權的公民責任。

恒管是一所有活力、發展迅速和漸具名聲的學府。作為一所住宿型院校，恒管擁有優良的師資、創新的學位課程、獲獎的綠化校園和設施，具影響力的可持續發展研究和學生支援服務。恒管採用「博雅+專業」教育模式，把優質教學和學生個人全方位發展，訂為最優先目標。

「恒管商業新聞獎」對培育優秀人才，提高新聞專業水準不遺餘力，對新聞從業員的努力予以肯定和讚賞，越來越受到社會的重視。由我們所收到的參賽作品數量和質素所見，令人感到鼓舞，足見「恒管商業新聞獎」的影響力已日益提升。我藉此機會要特別感謝各界對這項獎項的鼎力支持！有你們的支持，新聞專業和新聞教育事業必將日新又新，譜寫輝煌新章！

Hong Kong is the financial, trading, maritime and aviation hub of Asia, while Asia is the fastest-growing region in the world. According to the International Monetary Fund's economic forecast, the emerging markets in Asia will grow at 6.5% which accounts for over half of world growth. Hong Kong has close connections with emerging economies of Asia and it has been a primary trading partner of many countries and regions. We are delighted to see the HSMC Business Journalism Awards, which was pioneered by its School of Communication, has enhanced its influence and become a major recognition event for the business and financial journalists in the Greater China Region.

The unveiling of the HSMC new *Strategic Plan 2018-2023 – Riding on the New Era: Private University with a Difference* charts the course of development for the College in the next five years. One of the distinctive new initiatives is to expand the scope and deepen the impact of the HSMC Business Journalism Awards, reflecting the College's emphasis on nurturing journalism talents with both liberal arts and professional qualities. HSMC is devoted to shoulder the onus in the education of our younger generation to strictly uphold journalism ethics to fulfil their fourth estate responsibilities.

HSMC is a dynamic and promising institution of growing renown. It is a residential institution featuring top quality faculty members, innovative degree programmes, award-winning green campus facilities, impactful research on business sustainability, and excellent student support services. Adopting the "Liberal + Professional" education model, HSMC puts quality teaching and students' all-round development as its highest priorities.

The HSMC Business Journalism Awards promotes nurturing communication talents and enhances the professionalism of business news reporting. As evident from the hundreds of high quality entries, the HSMC Business Journalism Awards has been receiving wider attention from the profession and the community. I wish to take this opportunity to thank everyone who has contributed to this accomplishment so far. With all your generous support, I am confident that the journalism profession and the journalism education will continue to scale new heights in the future.



曹虹教授

Professor Scarlet TSO Hung

協理副校長（傳訊及公共事務）

Associate Vice-President (Communications and Public Affairs)

傳播學院院長

Dean of School of Communication

去年我們舉辦首屆的「恒管商業新聞獎」，廣受業界與學界的廣泛支持與重視。

今年，第二屆「恒管商業新聞獎」吸引了更多媒體界及商業財經界人士的關注與支持。有多家機構贊助活動，也有捐款支持的熱心人士與機構。此次活動，有接近70位商界領袖、財經專家、傳媒翹楚和知名學者應邀擔任評審委員；參賽作品數量和質素也非常之高，可見此項活動已經獲得大家的肯定。

舉辦「恒管商業新聞獎」的意念源自恒管傳播學院的辦學宗旨。我們矢志推動建立一個以商業為基礎，融入新聞與傳播教育的新型教育模式，為香港這個國際金融都市培育更多的商業傳播專才。傳播學院的「新聞及傳播學士課程」與眾不同之處，就在於聚焦商業與財經範疇，讓學生在新聞傳播課程之外，能夠深入認識商業與財經運作。傳播學院另一個「融合媒體及傳播科技學士課程」，同樣將商學教育納入傳播科技的學習過程之中，讓我們的學生畢業之後，能夠迎合香港乃至世界經濟發展的需要。

近幾年，香港的商業新聞發展非常快速，許多傳統媒體與新媒體都注重商業與財經的新聞報道，民眾觀看商業新聞的比重也逐漸提升。此一發展，不但提供新聞傳播學生更多的就業機會，也促進大專院校新聞傳播教育的轉型。為此，恒管傳播學院希望藉由「恒管商業新聞獎」，來凸顯財經新聞的重要性，並鼓勵學界與業界積極培養更多優秀的商業新聞人才，以肩負推動本港的商業和財經發展的重任。

再次感謝所有嘉賓蒞臨「恒管商業新聞獎」的頒獎典禮，也恭賀所有得獎的記者與媒體！我們期待所有嘉賓能夠繼續大力支持「恒管商業新聞獎」，也期盼下一屆有更多傑出的作品參賽！謝謝大家！

Last year we held the first HSMC Business Journalism Awards and it was well-received and widely supported by the media industry and the academia.

The second HSMC Business Journalism Awards this year manages to attract even more attention and support of the media industry and business journalists. We have also received generous sponsorships from many organisations as well as donations from individuals and organisations to support the event. More than seventy business leaders, financial experts, media executives, and renowned scholars have agreed to serve as our judges this year. And the large number of high quality entries we received is a stamp of approval by the community.

The idea of establishing the HSMC Business Journalism Awards was originated from the mission of the School of Communication to create an innovative education model that combines business and finance with journalism and communication to train media professionals with specialised knowledge to serve this international financial centre called Hong Kong. A unique feature of our Journalism and Communication programme is its specialisation in the areas of business and finance. In addition to their journalism and communication training, our students will also gain a deeper understanding in the operations of business and finance. Our Convergent Media and Communication Technology programme, on the other hand, also incorporates business education into its communication technology curriculum so that our graduates can acquire the skills and knowledge needed for the economic development of Hong Kong as well as the world.

The development of business news in Hong Kong has been quite rapid in recent years. The public's interest in business news has been rising gradually, and both traditional and digital media are putting more emphasis on business and financial news reporting. While this development trend provides more employment opportunities for journalism students, it is also an impetus for the transformation of journalism and communication education in tertiary institutions. It is the hope of the School of Communication that the annual HSMC Business Journalism Awards will help give prominence to the importance of business journalism, encourage both the academics and the industry to train and groom more outstanding business news professionals, and together we shoulder the responsibility of promoting the business and financial development in Hong Kong.

I would like to thank all the guests once again for attending the Awards Presentation Ceremony today. I also want to give my sincere congratulations to all award winners. I look forward to the continuing supports of the HSMC Business Journalism Awards from all our guests and hope to receive more outstanding entries next year. Thank you!

評審委員名單

Panel of Judges

陳振英議員
Hon CHAN Chun Ying

議員 (金融界)
LegCo Member (Finance)
立法會
Legislative Council

陳鳳翔博士
Dr CHAN Fung Cheung,
Wilson

高級顧問
Senior Consultant
香港銀行學會
The Hong Kong Institute of Bankers

工商管理課程協理主任,
商學院客座教授
Associate Director, MBA
Adjunct Professor

香港城市大學
City University of Hong Kong

陳家豪先生
Mr CHAN Ka Ho, Emil

會長
Chairman

雲端與流動運算專業人士協會
The Association of Cloud and Mobile
Computing Professionals

陳國建先生
Mr CHAN Kwok Kin, Ken

財經新聞主任
Financial Editor

無綫新聞
TVB

陳淑薇女士, BBS, JP
Ms CHAN Suk Mei, May, BBS,
JP

副主席
Vice-Chairperson

新聞教育基金
Journalism Education Foundation

主席特別顧問
Special Adviser to the Chairman
香港商業廣播有限公司
Hong Kong Commercial
Broadcasting Co Ltd

陳永陸先生
Mr CHAN Wing Luk

著名財經節目主持人
Renowned Financial Programme
Host

曾淵滄博士, MH
Dr CHAN Yan Chong, MH

管理科學系特約教授
Adjunct Professor of Department of
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香港城市大學
City University of Hong Kong

董事
Director

歐曾投資有限公司
Au Chan Investment Limited

巢國明先生
Mr CHAU Kwok Ming, Joe

會長
President

香港中小型企業總商會
The Hong Kong General Chamber of
Small and Medium Business

張志剛先生
Mr CHEUNG Chi Kong

首席副總裁
Executive Vice President

Now News新聞及財經資訊
News and Business Information,
Now News

章健華女士
Ms CHEUNG Kin Wah,
Deanna

公共事務部首席主任
Head, Public Affairs Division

消費者委員會
Consumer Council

張華峰議員, SBS, JP
Hon CHEUNG Wah Fung,
Christopher, SBS, JP

議員 (金融服務界)
LegCo Member (Financial Services)

立法會
Legislative Council

張華強博士
Dr CHEUNG Wah Keung,
Jacky

榮譽會長
President Honoris Causa

香港青年工業家協會
Hong Kong Young Industrialists
Council

趙應春教授
Professor CHIU Ying Chun,
Ronald

執行董事
Executive Director

香港有線新聞有限公司
i-CABLE News Limited

蔡敏女士
Ms Catherine CHOI

公共事務總監
Director - Public Affairs (CLP Power)

中華電力有限公司
CLP Power Hong Kong Limited

莊太量教授
Professor CHONG Tai Leung,
Terence

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Executive Director, Lau Chor Tak
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Ms CHONG Wai Yan, Quince,
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企業發展總裁
Chief Corporate Development Officer

中華電力有限公司
CLP Power Hong Kong Limited

朱曼鈴女士, JP
Ms Cathy CHU, JP

政府新聞處處長
Director of Information Services

政府新聞處
Information Services Department

鍾志平博士, GBS, BBS, JP
Dr CHUNG Chi Ping, Roy,
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創辦人及主席
Founder and Chairman

鵬程慈善基金
Bright Future Charitable Foundation

方梓勳教授

Professor FONG Chee Fun,
Gilbert

常務副校長
Provost

恒生管理學院
Hang Seng Management College

傅景華博士

Dr FU King Wa

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Associate Professor, Journalism and
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The University of Hong Kong

馮興宏先生, SBS

Mr FUNG Hing Wang, SBS

2017-18年度總監
District Governor 2017-18

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Professor of School of Journalism
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The Chinese University of Hong
Kong

黃煜教授

Professor HUANG Yu

協理副校長(內地事務)兼
傳理學院院長
Associate Vice-President (Mainland)
and Dean of School of
Communication

香港浸會大學
Hong Kong Baptist University

許華傑先生, MH, JP
Mr HUI Wah Kit, Michael, MH,
JP

副會長
Vice President

香港中華出入口商會
The Hong Kong Chinese Importers'
and Exporters' Association

凌羽一博士

Dr Jeffrey HUI

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Editorial Board Member, China Daily
Group

Publisher & Editor-in-Chief, China
Daily Asia Pacific

中國日報
China Daily

獎項類別 / 組別

Awards Categories / Groups

每份作品可參與A-F六個獎項中其中一組，亦可同時參加G、H及I獎項。

Each entry can only be submitted under one of the categories of A-F. The same entry can also be submitted under categories G, H and I.

獎項類別 Categories	組別 Groups
<p>A 最佳商業新聞獎 Best Business News Reporting 任何有關商業議題或事件的報道。 Reporting on any business-related issues or events.</p> <p>B 最佳房地產新聞獎 Best Property Market News Reporting 有關房地產的報道，包括土地使用、住宅、辦公室、商廈、商場、舖位、工廈等。 Reporting on real estate market, including land use, residential properties, offices, commercial buildings, shopping malls, business premises, industrial buildings, etc.</p> <p>C 最佳商業財經人物專訪獎 Best Business & Finance Profile Interview 以商業或財經為題材的傑出人物專訪。 Reporting based on an exclusive interview with prominent figure(s) in the business or financial sector.</p> <p>D 最佳經濟及金融政策報道獎 Best Economic & Financial Policy Reporting 有關本地、國家或國際經濟及金融政策的報道。 Reporting on local, national or international economic and financial policy.</p> <p>E 最佳商業科技新聞獎 Best Business Technology News Reporting 與商業科技有關的事件、議題或產品等報道。 Reporting on business technology-related events, issues or products.</p> <p>F 最佳商業專題系列報道獎 Best Business Series Reporting 任何有關商業的系列報道。（以系列為參賽單位） A series of reporting on business-related issues. (Entries should be in the form of a series.)</p>	<p>· 文字組 Text</p> <p>· 影像及聲音組 Video and Audio</p>
<p>G 最佳商業新聞視覺設計 Best Visual Design of Business Section 把資料數據轉化成圖像，協助讀者深入淺出瞭解報道內容，例如版面設計、資訊、數據圖表等圖像設計。 Graphic layout, infographics, data charts or information visualisation that are helpful in facilitating the readers to better understand the content.</p>	<p>· 靜態 Still Image</p> <p>· 動態 Motion Graphic</p>
<p>H 年度新晉商業新聞記者 Young Business Reporter of the Year 供從事商業及財經新聞三年或以下的記者參加，肯定及表揚其優秀表現。 Open to entrants who have been working as a financial/business journalist for three years or less to recognise and honour his/her excellent work.</p> <p>I 年度商業新聞記者 Business Reporter of the Year 肯定及表揚優秀的商業及財經記者。 Open to entrants who have been working as a financial/business journalist to recognise and honour his/her excellent work.</p>	<p>不同類別媒體記者均可參加 Open to journalists working in all types of media</p>

* 各組別均設有金獎及銀獎（「年度新晉商業新聞記者」及「年度商業新聞記者」兩大類別除外）。得獎者將獲頒獎座、證書及獎金。
There will be a Gold Award and a Silver Award for every group in each category (except the “Young Business Reporter of the Year” and “Business Reporter of the Year” categories). Each awardee will receive a trophy, a certificate and a cash award.



得獎作品名單及評審寄語

Awards Winners and Judges' Comments

最佳商業新聞獎 Best Business News Reporting

文字組 · Text



電競玩出50億商機

蔡璿驩
CHOI Yui Foon

iMoney智富雜誌 | iMoney Magazine

「報道詳盡，能從不同角度探討電競在香港發展的前景及挑戰。文章淺白，不同年齡背景的讀者都可以對電競這個新型行業有進一步認識。」

評審 趙應春教授



年金熱潮 出擊享退休

葉卓偉、伍詠詩
IP Cheuk Wai, NG Wing Sze

iMoney智富雜誌 | iMoney Magazine

「圖解年金計劃深入淺出，一目了然，訪問人物詳盡分析，對社會有影響力。」

評審 朱曼鈴女士, JP

影像及聲音組 · Video and Audio



新聞刺針 —
直擊公屋裝修承辦商不良商業手法

梁昊賢、梁可瑩、莫志樑
LEUNG Ho Yin, LEUNG Ho Ying,
MOK Chi Leung

有線電視 | Cable TV

「報道全面，發掘新角度去闡明裝修承辦商的可疑推銷手法，資料豐富，能深入交代事件的來龍去脈，是偵查報道的好例子。」

評審 蔡敏女士



Money Magazine: Road to Myanmar

陳瑞軒
Zela CHIN

無綫電視 | TVB

「時宜有效，採訪人物到位，資料豐富。」

評審 周立先生

最佳房地產新聞獎 Best Property Market News Reporting

文字組 · Text



一約多伙170億掃千單位
加辣後統計 佔整體新盤成交額26%

林可為、林尚民
LAM Ho Wai, Chris, LAM Sheung Man

明報 | Ming Pao

「報道能圖文並茂細証法例漏洞，引動社會關注，是傳媒監察的好例子。」

評審 馬文敬先生



Homeowners locked into upkeep contracts

余伊茹
YU Yiru

中國日報 | China Daily

“Highlights a very interesting issue which not many people are aware of.”

評審 馮興宏先生, SBS



寮屋癲價逾百萬 違規頂讓猖獗

郭增龍、王東亮
KWOK Tsang Lung, WONG Tung Leung

星島日報 | Sing Tao Daily

「提綱挈領點出辣招下，被人所忽略之負面現象。所謂道高一尺魔高一丈，提醒政府需正視，更需杜漸防微。」

評審 陸觀豪先生, BBS, JP

影像及聲音組 · Video and Audio



Money Magazine: Scam

簡淑儀
KAN Suk Yee, Alice

無綫電視 | TVB

「深入探討，採訪苦主個案。」

評審 楊玉珍小姐



財經透視 — 樓市五年 越升越辣

許健星、黃子慢
HUI Kin Sing, WONG Tsz Man

無綫電視 | TVB

「能清楚剖析辣招未能壓抑樓市不斷上升之原因。」

評審 謝順禮先生

最佳商業財經人物專訪獎 Best Business & Finance Profile Interview

文字組 · Text



住木屋的78億CEO
GOGO VAN獅子山下新篇章

蔡璿驩、鍾耀恆
CHOI Yui Foon, CHUNG Yiu Hang

iMoney智富雜誌 | iMoney Magazine

「人物描繪活潑立體，大勢與數據清晰豐富。」
評審 梁家榮先生, JP



窮小子闖韓 變出逾億王國

伍寶賢
NG Po Yin

iMoney智富雜誌 | iMoney Magazine

「筆者用活潑有趣的文字及圖片，娓娓道出主人翁的奮鬥故事。」
評審 孫佩儀女士

影像及聲音組 · Video and Audio



陳展程：令世界更開心的事業

胡雪曼
HU Xueman

鳳凰衛視 | Phoenix Satellite Television

“A best professional journalist not only makes news reporting enormously informative but also highly entertaining.”
評審 李仕權博士



李松：揭秘相親中最受歡迎的男女

胡雪曼
HU Xueman

鳳凰衛視 | Phoenix Satellite Television

“Very interesting topic.”
評審 譚衛兒女士

最佳經濟及金融政策報道獎 Best Economic & Financial Policy Reporting

文字組 · Text



鐵道上的真與假
直擊一帶一路政策推出4年最新實況

陳弘岱、周岐原
CHEN Hung Tai, CHOU Chi Yuan

今周刊 | Business Today

「一帶一路是中國最重要的對外國策，記者能花時間到一帶一路國家去了解當中的利弊，是一篇很全面的報道。」
評審 李鴻斌先生



【監管風暴】證監戰「邪惡集團」
梁定邦：犯罪代價一定要提高

黃捷、余秉峰
WONG Chit, YU Bing Fung

香港01 | HK01

「具洞察力，報道深入，向讀者揭露「邪惡集團」鮮為人知的真面目。」
評審 張華峰議員, SBS, JP

影像及聲音組 · Video and Audio



一帶一路融資篇

梁芊祐
LEUNG Chin Yau

Now TV

「內容紮實，由商機至風險多角度夠全面；從英國和香港作剖析，角度新鮮。」
評審 劉頌陽先生



星港Uber大不同

雷子健
LUI Tsz Kin

商業電台 | Commercial Radio

「精簡扼要、牌價難題、評論到題。」
評審 蕭世和先生, BBS, JP



粵港澳大灣區規劃文件料2018年首季公布
港資企業憂遷離

林漢山
LAM Hon Shan

香港電台 | Radio Television Hong Kong

「能帶出較少人關注的題目，報道切合熱點議題，訪問人物適切及內容活潑生動。」
評審 陳振英議員

得獎作品名單及評審寄語

Awards Winners and Judges' Comments

最佳商業科技新聞獎 Best Business Technology News Reporting

文字組 · Text



Cash is not King
手機支付潮流席捲全球

許創彥、黃愛琴
HUI Chong Yin, WONG Oi Kam

信報財經月刊
Hong Kong Economic Journal Monthly

「選取了對公眾有貼身關係的題材，全面走訪了用家、專家和專業人士，表達輕鬆有趣，容易引起共鳴。」

評審 林宣武先生, SBS, JP



人臉識別錢途大 3600%年增長 —
專訪超級獨角獸Sensetime

許創彥
HUI Chong Yin

信報財經月刊
Hong Kong Economic Journal Monthly

「取材有趣，生活化地展現最新科技，頗見心思。」

評審 陳國建先生

影像及聲音組 · Video and Audio



創科導航：無人店

李明娜
LI Ming Na

無綫電視 | TVB

「無人店對港人相當神秘，節目有趣地揭開它的廬山真面目。」

評審 尹思哲先生



創科導航：以太幣

簡永信
KAN Wing Shun

無綫電視 | TVB

「比較全面報道區塊鏈的應用，有別於一般只對bitcoin作為炒賣工具的報道。」

評審 陳家豪先生

最佳商業專題系列報道獎 Best Business Series Reporting

文字組 · Text



共宅狂潮

林尚民、謝穎怡
LAM Sheung Man,
TSE Wing Yi, Kathy

明報 | Ming Pao

「住屋是全港關注話題，並採訪到當事人。」

評審 伍淑嫻女士



走近大灣區

李穎
May LEE

香港商報 | Hong Kong Commercial Daily

「資料詳實、視野廣闊、取材合度、立論精闢。」

評審 曾立基先生

影像及聲音組 · Video and Audio



財經透視：數碼競爭力系列
(新加坡、深圳、香港)

周少芳、朱銘茵
CHOW Siu Fong, CHU Ming Yan

無綫電視 | TVB

「內容全面詳盡，分析精準，讓觀眾更能掌握未來發展方向。」

評審 鍾志平博士, GBS, BBS, JP



港鐵出走歐洲，輸出香港經驗

徐梓傑
CHUI Tsz Kit

有線電視 | Cable TV

「專題以實地採訪報道方式讓香港市民更了解港鐵的業務能力，表現直擊風格。」

評審 方梓勳教授

最佳商業新聞視覺設計 Best Visual Design of Business Section

靜態組 · Still Image



鐵道上的真與假
直擊一帶一路政策推出4年最新實況

陳弘岱、周岐原
CHEN Hung Tai, CHOU Chi Yuan

今周刊 | Business Today

「深入剖析一帶一路政策的潛力及挑戰，以實例講解，並以地圖 / 圖表提供數據幫助讀者理解。」

評審 丘培煥女士

動態組 · Motion Graphic



新聞刺針 —
揭發屋苑管理中不當的商業行為系列

楊量傑
YEUNG Leung Kit

有線電視 | Cable TV

「動畫清楚講解工程的分佈，一目了然。」

評審 丘培煥女士



Cryptocurrencies

阮嘉丰
YUEN Ka Fung, Liz

香港電台 | Radio Television Hong Kong

「概念複雜，技術性強，必須用美術圖視頻才能解說。」

評審 劉進圖先生



誰偷了我的泊車位

陳潤南、蕭堃衍、美術組
CHAN Yun Nam, SIU Kwan Hang,
Art Design Production Team

香港01 | HK01

「具洞察力，梳理資料細緻，視像表達清晰。」

評審 劉進圖先生

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「資訊豐富，能提供廣度及深度內容，具新聞價值，也能提供有用分析。」

評審 陳淑薇女士, BBS, JP

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「圖文並茂，內容充實，深入淺出，題材及時，具新聞價值。」

評審 陳鳳翔博士

恒生管理學院介紹

About Hang Seng Management College

恒生管理學院（恒管，前身為恒生商學書院）於2010年改組成立，乃一所非牟利自資具大學水平的高等學府。恒管現有五個學院，包括商學院、傳播學院、決策科學學院、人文社會科學學院、和翻譯學院，共有約5,000名全日制學生。作為一所住宿型院校，恒管採用獨特的「博雅 + 專業」教育模式，著重優質教學及學生的全人發展，矢志成為一所優質具領導地位的非牟利私立大學。恒管配合優質的師資、獲獎的綠化校園與設施、創新學位課程、具影響力的企業可持續發展研究、與優質的學生支援服務，致力培育年青人成為具獨立思考、創新思維、人文關懷和社會責任的人才。

Hang Seng Management College (HSMC) was restructured from the former Hang Seng School of Commerce and was established in 2010 as a non-profit, self-financed university-level institution, with five Schools (Business, Communication, Decision Sciences, Humanities & Social Science, and Translation) and around 5,000 full-time students.

Adopting the unique “Liberal + Professional” education model, HSMC is a residential institution which puts quality teaching and students’ all-round development as its highest priorities. Aspiring to be a leading non-profit private university in Hong Kong, HSMC features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, impactful research on corporate sustainability, and excellent student support services, with the aim of nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities.



傳播學院目前提供新聞及傳播（榮譽）學士學位、融合媒體及傳播科技（榮譽）文學士及策略傳播文學碩士三個課程，所有課程均融合了博雅與專業的教育理念。

新聞及傳播（榮譽）學士學位課程是香港首個結合商業與新聞傳播元素的課程。為迎合市場上對商業新聞及企業傳訊與公關專業人才的需求，本課程提供商學和新聞傳播專業領域的全方面培訓。

融合媒體及傳播科技（榮譽）文學士課程則結合傳統傳播知識，以及最新數碼與新媒體科技，將信息內容、數碼網絡技術和媒介發展加以融合，使學生在數碼年代中更能得心應手地工作。

策略傳播文學碩士課程著重在公共事務傳播與企業參與傳播等兩大範疇的訓練，以順應快速變化的社會環境與溝通情境。本課程理論與實務並重，並聘請相關領域的專家分享實務經驗。

傳播學院提供許多先進設備，包括：電視錄影廠、實驗電視廊、電台廣播錄音室、廣播培訓中心、非線性影音剪接室、多媒體培訓中心和媒體及傳播實驗室。學院擁有強大學術與教學團隊，營造緊密的師生關係，並且著重培育學生語文能力、分析能力、創意思維和批判能力。學院也提供學生許多海內外實習、交換生計劃和各種實地考察機會，以擴增學生國際視野與實務經驗。我們深切期望學生畢業後能秉持終身學習的精神，成為社會優秀的專才。

The School of Communication (SCOM) currently offers three degree programmes, including Bachelor of Journalism and Communication (Honours), Bachelor of Arts (Honours) in Convergent Media and Communication Technology, and Master of Arts in Strategic Communication. All three programmes adopt the model of liberal arts education plus professional training.

The Bachelor of Journalism and Communication (Honours) (BJC) programme is the first of its kind to combine business and finance with journalism and communication in Hong Kong. To meet the increasing demand for professionals in business journalism and corporate communication, the curriculum offers specialised training in business and finance as well as journalism and communication.

The Bachelor of Arts (Honours) in Convergent Media and Communication Technology (CMCT) combines basic principles of communication with knowledge of the latest digital and new media technology so that our graduates will be able to work effectively in the evolving digital age.

The Master of Arts in Strategic Communication programme focuses its training on Public Affairs Communication and Corporate Engagement Communication, two broad areas in which the social environment and context of communication is rapidly changing. The programme maintains a balance between theory and practice, and invites top professionals in relevant fields to share their experiences and insights.

The School of Communication has invested heavily in many state-of-the-art facilities, including a TV Studio, a TV Lab, a Radio Broadcasting Studio, a Radio Broadcast Training Centre, a Non-linear Editing Room, a Multimedia Training Centre, and a Media and Communication Lab. Our team of teachers and scholars strives to cultivate a learning environment with close student-teacher relationships in which to nurture the language skills, analytical skills, and the creative and critical thinking of our students. The School also offers a wide variety of local and overseas internship opportunities, student exchange programmes and field trips in order to broaden students' international perspective and enrich their practice experience. It is our sincere hope that our graduates will maintain the spirit of life-long learning and become outstanding professionals and leaders in society.



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