



傳播學院
SCHOOL OF COMMUNICATION

香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



第四屆 恒大 商業 新聞獎

The 4th Business Journalism Awards of
The Hang Seng University of Hong Kong



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第四屆
恒大
商業
新聞獎

The 4th Business Journalism Awards of
The Hang Seng University of Hong Kong

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。

香港恒生大學（恒大）傳播學院自2017年起每年舉辦「恒大商業新聞獎」，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。

「恒大商業新聞獎」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。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，為香港的社會經濟發展作出更大的貢獻。

As an international trade and financial centre, the reporting of accurate and in-depth business and financial news is crucial for the business community, investors and the general public in Hong Kong to keep abreast of the market trend as well as make sound business and investment decisions. This is also important for market stability, sustainability and the welfare of the members of the public.

The Business Journalism Awards of The Hang Seng University of Hong Kong (HSUHK), established in 2017 by the School of Communication of HSUHK, is the first of its kind initiated by a tertiary institution in Hong Kong to recognise the contributions of professional journalists who have produced outstanding reporting in business, economic and financial issues.

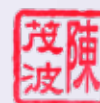
The successful organisation of the Business Journalism Awards is thanks to the enthusiastic participation of the media industry and the generous support from judges from different professional sectors. We wish the Awards could further drive the development and professionalism of business news reporting, making greater contribution for the betterment of Hong Kong.



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The Honourable Paul CHAN Mo-po,
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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



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第四屆香港恒生大學商業新聞獎



鄭慧敏女士

Ms Louisa CHEANG Wai-wan

香港恒生大學校董會主席
Chairman of Board of Governors of
The Hang Seng University of Hong Kong

穩健的經濟體系以及自由流通的可靠資訊，是香港成為國際金融中心的基石。根據世界經濟論壇在2019年底發表的全球競爭力報告，在全球141個受評估的經濟體中，香港排名第三位，其中在宏觀經濟穩定度、金融系統、產品市場方面，皆名列前茅。在此脈絡下，我們必須肯定傳媒在其中所扮演的角色至關重要。專業持平、客觀可靠的新聞報道，能引起大眾討論和反思，對推動社會發展和政府施政發揮積極作用。

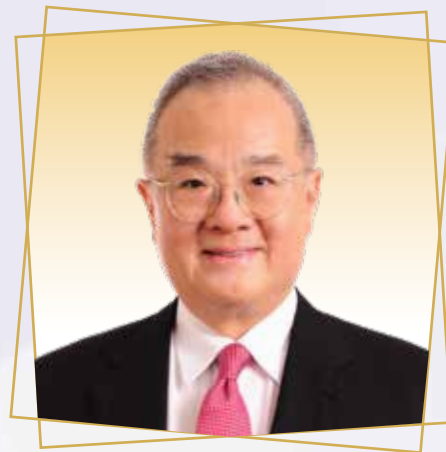
隨著大灣區日益發展，香港與內地鄰近城市建立更緊密的關係與聯繫。特別是金融市場互聯互通，包括金融產品的跨境交易，以及資金和產品互通機制，將會成為重點發展範疇。因此商業新聞從業員適時、精確的報道，讓香港可時刻掌握地區及環球政治和經濟脈搏，有助強化及鞏固香港的金融樞紐地位。

我在此恭賀「恒大商業新聞獎」的得獎者，祝各位實至名歸的得獎者事業百尺竿頭，更進一步，讓香港市民能繼續從高水平、專業的商業新聞報道中受惠。

A stable financial system and reliable information that is freely available and widely accessible are the cornerstones of Hong Kong's success as an international finance centre. According to *The Global Competitiveness Report* released by the World Economic Forum in late 2019, Hong Kong ranked third among all 141 evaluated economies, and topped the world in respect of macroeconomic stability, financial system and product market. In this context, the important role that media plays must be recognised. Professional, balanced, objective and reliable news reporting encourages public discussion and reflection, which influences societal development and the work of the Government.

As development of the Greater Bay Area gains momentum, Hong Kong will build closer ties and communication with neighbouring cities in mainland China. In particular, mutual financial markets access, including cross-boundary financial product transaction mechanisms and the establishment of a mechanism for mutual market access to capital and products, will be a key area of focus. As such, timely and precise coverage by business journalists is critical to helping Hong Kong keep its finger on the regional and global pulse of political and economic developments as this will enable the city to further strengthen and enhance its role as a regional and international financial hub.

My congratulations to this year's recipients of The Business Journalism Awards presented by The Hang Seng University of Hong Kong. I wish these worthy winners every encouragement and success in working to ensure that people in our city continue to benefit from high-quality, professional coverage of business news.



鄭慕智博士

大紫荊勳賢, GBS, OBE, JP

Dr Moses CHENG Mo-chi, GBM, GBS, OBE, JP

香港恒生大學校務委員會主席
Chairman of the Council of
The Hang Seng University of Hong Kong

保險業監管局主席
Chairman of the Insurance Authority

猶記得去年為「恒大商業新聞獎」撰辭的時候，正值中美貿易戰備受關注之際，國際政經局勢充滿不明朗因素。一年過去，新型冠狀病毒疫情正蔓延全球，各國面對經濟下行壓力，形勢相當嚴峻。在這詭異莫測的政經波濤中，商業新聞從業員要掌握本地和世界經濟動態，作出深入和全面的報道，極具挑戰。

正因為工作充滿挑戰，更突顯商業新聞從業員的價值。在前路彷彿被濃霧掩蓋之際，具分析與洞察力的商業新聞報道就如船舵一樣引領航向，為企業及大眾提供富啟發性的參考，從而制定更有利於未來發展、更務實的計劃和決策。

聞悉今屆「商業新聞獎」一如以往，參賽作品眾多，競爭激烈。能夠在芸芸佳作中突圍而出的報道，其資訊性、分析性及趣味性必具備其卓越優勢，獲獎實至名歸。我在此對各得獎者致衷心祝賀，並期望新聞從業員繼續秉承傳媒人的熱誠，以專業、求真的精神，為社會發掘更多具價值的題材。

When I wrote my message for the HSUHK's Business Journalism Awards last year, the world was focusing on the US-China trade war and facing the extreme uncertainties in the global political and economic landscape. One year later, the world has come to a temporary standstill amidst the COVID-19 pandemic, resulting in the economic downturn and unprecedented challenges. In light of the political and economic uncertainties, financial journalists are required to stay on top of the latest local and international economic dynamics so as to provide comprehensive and in-depth analysis.

These developments would further manifest the great values of business journalism and the contributions of practitioners in the field. In time of uncertainty, business coverage with insightful analysis is like the rudder of a ship steering the way ahead, providing the public with enlightening reference and assisting them to formulate better plans and strategies for future development.

As in previous years, the number of submissions received this year was huge, and the competition is as keen as ever. I was given to understand that the winners of this year's Business Journalism Awards are truly outstanding and deserving; their remarkable pieces being highly informative, analytical and interesting. To all of them I extend my heartiest congratulations.

It is my sincere hope that practitioners in the media industry would continue to thrive with zeal and professionalism in upholding their mission and passion to explore, investigate, accurately analyse and report for our society.



何順文教授

Professor Simon HO Shun-man

香港恒生大學校長
President of The Hang Seng University of Hong Kong

「恒大商業新聞獎」舉辦四年以來，一直是香港恒生大學（恒大）的亮點活動之一。隨著香港社會近年政經環境的急速改變和發展，商業新聞的角色日益重要。業界及公眾不只需要即時、準確的數據和訊息，更渴求全面、深入的分析性報道。恒大傳播學院希望透過舉辦「商業新聞獎」，鼓勵商業新聞從業員發掘創新題材、傳送優質的商業新聞報道，為本港社會和經濟發展提供更多具參考價值的資訊。

要培養優秀的新聞人才，不能一蹴而就，尤其是商業新聞傳播，更需要具備專門的財經知識。恒大傳播學院的商業新聞傳播課程，正是為業界培訓優秀的商業新聞人才而設。同學不但能獲取相關的專業技能和知識，為將來在傳播行業發展鋪路，亦能培養明辨思維、專業操守、人文關懷精神，以及社會責任感，為社會作更深遠的貢獻。

今年適逢恒大建校四十周年，校慶主題為「承傳博雅、啟迪專業」，我深信傳播學院一直持守這份精神，積極與業界聯繫，成為師生與業界之間的橋樑，裝備學生成為未來傳媒界的中流砥柱。喜聞今屆「商業新聞獎」收到不少佳作，內容深入淺出，知識性及可讀性俱備。在此我衷心祝賀各位得獎者，亦期盼傳播學院的同學們能以這些優秀作品為模範，矢志在商業新聞傳播努力不懈。

The Business Journalism Awards has been a signature event of The Hang Seng University of Hong Kong (HSUHK) since the establishment of the Awards four years ago. With the rapid change and development of the political and economic environment in Hong Kong, the role of business journalism is getting more important. The commercial sector and the public not only look for instant and accurate data, but are also eager to have comprehensive and in-depth analytical coverage. Through the organisation of the Business Journalism Awards, the HSUHK School of Communication (SCOM) aims to encourage business journalists to explore novel topics for high-quality business reporting, providing useful reference for local socio-economic development.

There is no shortcut to nurture talents in journalism, especially business journalists whose financial knowledge is a requisite. The business journalism and communication programme offered by SCOM helps students acquire the professional knowledge and skills required for their future career development in the media industry. We also cultivate their critical thinking, professional conduct, human caring attitude and sense of social responsibility, thus contributing to the community with a more far-reaching impact.

“To Sustain and Inspire; Be Liberal and Professional.” is the theme for the 40th Anniversary of the Founding of HSUHK. I am confident that SCOM will uphold this spirit to serve as a bridge between teachers, students and the media sector, and equip students to be firm pillars of the future media industry. I am pleased to learn that this year's Business Journalism Awards has received many outstanding submissions, the contents of which are in-depth and highly readable. My sincere congratulations to all winners, and I hope SCOM students will learn from their excellent works and strive for the best in business journalism.



曹虹教授

Professor Scarlet TSO Hung

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Associate Vice-President (Communications and Public Affairs)

傳播學院院長
Dean of School of Communication

「恒大商業新聞獎」轉眼已是第四屆舉行。這幾年以來，縱使傳媒生態隨著社會的急劇轉變起了翻天覆地的變化，每年參賽反應仍舊熱烈，作品水準依然卓越，其中有些參賽者是熟悉的名字，當然也有不少生力軍。看見眾多新聞從業員在挑戰日增的工作環境中，仍然緊守崗位、努力不懈，且悉心栽培新血，作為傳媒教育工作者，實在深感欣慰。

回想創辦「恒大商業新聞獎」的目的，是為表揚優秀的商業及財經新聞從業員，藉此鼓勵更多媒體及公眾關注業界的發展。感恩活動不但得到業界及社會廣泛的認同與肯定，更藉著這個平台，進一步向公眾宣揚商業新聞教育之重要。

恒大傳播學院一直與業界緊密聯繫，了解社會對優秀商業新聞人才的渴求，多年來配合業界的發展需要，積極培育商業傳播專才。我們於2011年開辦了全港第一個將商業財經和新聞傳播結合的「新聞及傳播」學士學位課程，又相繼開辦了「融合媒體及傳播科技」學士學位課程及「策略傳播」碩士課程，期望學生掌握財經新聞、企業傳訊及傳播科技等知識。我們相信，同學們如能具備這些知識與技能，無論將來從事哪一行業都能加以善用，發展空間亦更為廣闊。

今屆「恒大商業新聞獎」共有超過五百份參賽作品，在不同的商業議題上作出專業持平及客觀深入的分析。恭賀所有得獎者，你們的作品能夠得到眾多專業評審的認同，正好作為示範，讓社會大眾了解何謂專業、優質、啟發思考的商業新聞。我們期望活動繼續得到各界人士支持，引起大家的討論和反思，以推動業界及教育界的發展與進步，為社會作出更大貢獻。

The Business Journalism Awards (BJA) of The Hang Seng University of Hong Kong (HSUHK) comes to its fourth launch in the blink of an eye. Though the media landscape has undergone dramatic transformation following the rapid change of society, the response to BJA remains overwhelming and the qualities of the submissions stays remarkable, with participants including both seasoned practitioners and newcomers. As a practitioner in media education, I am deeply gratified to see that the media fraternity has been working hard to honour their duties and keep the high level of standard of their coverage, while spending time to cultivate new blood to the industry in this increasing challenging working environment.

The initial purposes of setting up BJA were to give recognition to outstanding business and financial journalists, and to raise public awareness of the development of the media industry. We are thankful not only to have received tremendous support from the media sector and society, but also have further promoted the importance of business journalism education through this platform.

The School of Communication (SCOM) of HSUHK keeps close connection with the industry and understands the thirst of the community for talents in business journalism. We have been nurturing business journalists to cater for the needs of the sector for years. In 2011, we have established Hong Kong's first bachelor's degree programme in Journalism and Communication which combined business and finance with journalism and communication, and subsequently we have opened the Convergent Media and Communication Technology bachelor's degree programme and the Master of Arts in Strategic Communication. Through these programmes, we hope that students can equip themselves well with the knowledge of business journalism, corporate communication and communication technology. We believe that students mastering these knowledge and skills will be able to enjoy a promising future prospect, regardless of their final career choices.

There are over 500 entries to this year's BJA, with professional, balanced, objective and in-depth analyses on various business topics. I would like to take this opportunity to congratulate all awardees, whose works have gained recognition from our professional panel of judges and shown to the public examples of professional, high-quality, and inspiring business coverage. We look forward to your continuous support to BJA in the years to come, and hope that it would be an occasion raising public discussions and reflections, thus driving the developments of the media and education sector and making greater contribution to society.

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The Hong Kong Management
Association

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GBS, JP

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立法會
Legislative Council

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Professor C K LAU

新聞系系主任及專業應用教授
Head and Professor of Practice of
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Apple Daily

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Mr LEUNG Ka Wing, JP

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香港貿易發展局
Hong Kong Trade Development Council

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Chartered Secretaries

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General Association

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Business Editor
南華早報
South China Morning Post

鄧聲興博士
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Commentators Limited

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信報財經月刊
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Advisor

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Head of Chinese News and
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王美琪女士
Ms May WONG

傳訊及企業可持續發展總監
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Hong Kong Journalists Association

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SBS, MH, JP

區域執行總監及榮譽顧問
Executive District Director and
Honorary Advisor

友邦保險(國際)有限公司
AIA International Limited

每份作品可參與 A—F 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

A. 最佳商業新聞報道獎 Best Business News Reporting

任何有關商業議題或事件的新聞報道。
News reporting on any business-related issues or events.

B. 最佳商業新聞系列報道獎 Best Business News Series Reporting

任何有關商業的新聞系列報道。(以系列為參賽單位)
A series of news reporting on business-related issues. (Entries should be in the form of a series.)

C. 最佳房地產新聞報道獎 Best Property Market News Reporting

有關房地產的新聞報道，包括土地使用、住宅、辦公室、商廈、商場、舖位、工廈等。
News reporting on the real estate market, including land use, residential properties, offices, commercial buildings, shopping malls, business premises, industrial buildings, etc.

D. 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人物專訪。
Reporting based on an exclusive interview with a figure/figures in the business or financial sector.

E. 最佳經濟及金融政策新聞報道獎 Best Economic & Financial Policy News Reporting

有關本地、國家或國際經濟及金融政策的新聞報道。
News reporting on local, national or international economic and financial policy.

F. 最佳商業科技新聞報道獎 Best Business Technology News Reporting

與商業科技有關的事件、議題或產品等新聞報道。
News reporting on business technology-related events, issues or products.

G. 最佳商業新聞視覺設計獎 Best Visual Design of Business News Reporting

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 readers' better understanding of the content.

H. 年度新晉商業新聞記者獎 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.

I. 年度商業新聞記者獎 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.

· 文字組 Text
· 影像組 Video
· 聲音組 Audio

· 文字組 Text
· 影像及聲音組
Video and Audio

· 靜態 Still Image
· 動態 Motion

不同類別媒體記者均可參加，須於過去兩年未曾獲得此獎項。
Open to journalists working in any types of media who have not won this award for the past two years.

各組別均設有金獎及銀獎（「最佳商業新聞視覺設計獎」、「年度新晉商業新聞記者獎」及「年度商業新聞記者獎」三個類別除外）。
There will be a Gold Award and Silver Award(s) for every group in each category (except the "Best Visual Design of Business News Reporting", "Young Business Reporter of the Year" and "Business Reporter of the Year" categories).

最佳商業新聞報道獎 Best Business News Reporting

新聞價值及影響力 News Value & Impact

洞察力、資訊質素、時效性以及該報道對社會的影響。
Insights, informative qualities, durability, and the impact of that piece of news on society.

報道及寫作技巧 Storytelling & Writing Skills

清晰明快地表達主題、數據或複雜的概念。
Able to express the main theme, concepts and data, or report a complex issue in a clear and easy-to-understand way.

原創及獨家 Originality & Exclusivity

具創意以及發掘獨家新聞的能力。
Reporting that is either from an exclusive source or innovative in nature.

報道質素 Reportorial Quality

全面及持平。
Comprehensive and balanced.

視覺表達 Visual Impact

透過圖畫、圖表、相片或其他影像化的表達方式，幫助讀者瞭解複雜的概念或內容。
Helpfulness in facilitating readers to grasp the main ideas of a complicated concept and content using graphics, charts, pictures or other visual expressions.

分析能力 Analytical Value

適當地運用商業、經濟、金融概念，有廣度與深度，為讀者提供新的角度，剖析複雜事件。
Able to apply business, economic and financial concepts appropriately, provide reports with breadth and depth, and enable readers to understand complex issues from a new perspective.

文字組 Text



拆解扣稅三寶全餐

葉卓偉、楊子瑩
IP Cheuk Wai,
YEUNG Tsz Ying

iMoney 智富雜誌 |
iMoney Magazine

「資料豐富，表達技巧甚佳，有效運用圖表去分析，是一篇很全面的報道，可讀性高。」

評審 莊偉茵女士, JP



【保險不姓保】內地客買投連險中伏 30分鐘投保 2,000萬 3年輪清光

陳洛嘉
CHAN Nok Ka Jessica

蘋果日報 | Apple Daily

「深入拆解『投連保』的隱藏風險，也追查了背後公司的背景，極具警惕作用。」

評審 馮德雄先生



Villages that help spin an industry

周沫
ZHOU Mo

中國日報 | China Daily

「報道深入淺出，文字與圖片呼應，帶動讀者思考盛衰的變化。」

評審 梁嘉麗女士, MH

影像組 Video



他們的榮譽學位

楊量傑
YEUNG Leung Kit

有線電視 | Cable TV

「A very good piece of investigative reporting with all the facts and information fully investigated. A good piece of interesting news report.」

評審 林宣武先生, GBS, JP



大火後三年迷你倉仍有隱患

王靖媛
WONG Ching Wun

有線電視 | Cable TV

「很好的追蹤跟進報道，前後作出對比，令安全隱患無所遁形。」

評審 鄧傳鏘先生

聲音組 Audio



外賣送餐程式：價落誰家？

陳曉樂、林嘉瑜、吳沅琪、蕭洛汶
CHAN Hiu Lok, LAM Ka Yu,
NG Yuen Ki, SIU Lok Man

香港電台 | Radio Television Hong Kong

「選題出色，探討深入，報道手法輕鬆，有心之作，值得一讀。」

評審 湯熾忠先生



民間籌建新春熟食墟市 地區經濟成創業試煉場

羅煒皓
LAW Wai Ho

香港電台 | Radio Television Hong Kong

「報道的表達方式生動，表達技巧甚佳，能夠於短短15分鐘之長的內容中簡單明確地帶出民間墟市對文化及經濟的影響，並反映未來籌建墟市時可優化之處。」

評審 廖於勤先生

最佳商業新聞系列報道獎 Best Business News Series Reporting

文字組 Text

金獎 Gold Award

趨勢報告：港商走出去系列

柯慧琳
OR Wai Lam

iMoney 智富雜誌 | iMoney Magazine

「報道精準、全面、易讀，令讀者容易掌握全面資訊；亦令有意到報道系列所提及國家營商的朋友有更多渠道再作各方面的研究與探索。」

評審 梁繼昌議員

銀獎 Silver Award

**水署億元工程
未招標批潘樂陶公司**

陳浩謙、梁崇碧、羅霽穎
CHAN Ho Him, LEUNG Sung Pik,
LO Pui Wing

明報 | Ming Pao

「新聞價值高，資料仔細。」

評審 梁家榮先生, JP

銀獎 Silver Award

大橋一周年經濟檢閱系列

陳琬蓉、郭增龍、林紫晴、李卓穎
CHAN Yuen Yung, KWOK Tsang Lung,
LAM Tsz Ching, LEE Cheuk Wing

星島日報 | Sing Tao Daily

「能宏觀探討事件前因，並多角度細緻剖析未來。」

評審 曾立基先生

銀獎 Silver Award

工業 4.0 救港之系列

殷考玲
YAN Hau Ling

文匯報 | Wen Wei Po

「透過不同案例，令讀者有多角度思考，值得一讀！」

評審 葉中賢博士

影像組 Video

金獎 Gold Award

「一手樓高回贈亂象」系列

陳信熙、周偉強、朱潔玲、
慈美琳、蕭堃桁、王海圖
CHAN Shun Hei, CHOW Wai Keung,
CHU Kit Ling, CI Meilin,
SIU Kwan Hang Alger, WONG Hoi To

香港01 | HK01

「議題具新聞性，挑出制度和監管不足之處，又與民生息息相關。記者成功從個案中突出問題所在，在短時間的報道中解釋到複雜的數字問題，並能以輕鬆手法表達出問題的荒誕程度。」

評審 楊松坤先生

銀獎 Silver Award

貿易戰火企業「出走」系列

黃思行
WONG Sze Hang

Now TV

「作品具時宜性及顯要性，報道簡明精要。」

評審 鄭大昭教授工程師

聲音組 Audio

金獎 Gold Award

探索大灣區：廣州機遇系列報道

陳尚宗
CHAN Sheung Chung

商業電台 | Commercial Radio

「內容具建設性，表達技巧清晰，包括院校、建築、迷你倉、港式小食等有趣例子。」

評審 方梓勳教授, MH

銀獎 Silver Award

大灣區系列：一河之隔 機遇處處

李柔莖
LI Yau Kwan

商業電台 | Commercial Radio

「非常詳盡地分析初創企業在中國面對的困難及機遇，特別邀請在行人士分享經歷，對香港年青一代很有幫助。」

評審 李鴻斌先生

最佳房地產新聞報道獎 Best Property Market News Reporting

文字組 Text

金獎 Gold Award

港人投資大灣區劏舖爛尾實錄

鄭靜珊
CHENG Ching Shan

iMoney 智富雜誌 | iMoney Magazine

「報道內容與港人投資意向有直接關係，而且為有意投資大灣區的小投資者提供實例個案，讓讀者引以為鑑。」

評審 施明如女士

銀獎 Silver Award

**共居空間漸盛行
會否步共享工作間後塵？**

陳詠妍
CHAN Wing Yin

iMoney 智富雜誌 | iMoney Magazine

「作為專題，從內容、排版、圖片運用均具水準，易為讀者吸收並留有印象。」

評審 陳振英議員, JP

影像及聲音組 Video and Audio

金獎 Gold Award

大馬男丁套丁調查報道

陳潤南、周偉強、梁祖饒、岑卓熹、蕭文學
CHAN Yun Nam, CHOW Wai Keung,
LEUNG Cho Yiu Joe, SHAM Cheuk Hei,
SIU Man Hok Anson

香港01 | HK01

「從拍攝技術到剪輯技巧，以至內容的豐富性均是在眾作品當中略顯突出，亦有豐富的社會及新聞立場，是非常優秀的作品。」

評審 齊秀明女士

銀獎 Silver Award

AVA228 起居空間僅 60 呎

葉兆安
YIP Siu On

有線電視 | Cable TV

「納米樓已非新現象，但作品別出心裁地選取嶄新角度，與監獄空間比較，主持表達方式能引起大眾共鳴，笑中有淚展示納米樓的不合理居住環境。」

評審 黃元山先生

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

文字組 Text



土地房策專家黃遠輝
全自動退休理財法

馮樂琳、葉卓偉
FUNG Lok Lam, IP Cheuk Wai

iMoney 智富雜誌 | iMoney Magazine

「透過清晰的文章結構，從地產、投資、以及生活的廣度與深度，圖文並茂，帶給讀者高質素的資訊。」

評審 陳裕光博士



專訪阿里巴巴張勇
5 年內中國消費 10 萬億

張以正
CHEUNG Yee Ching Josephine

iMoney 智富雜誌 | iMoney Magazine

「選材吸引，內容立體描繪張勇的經營獨特觀點，如何執行及繼續創造，『讓天下沒有難做的生意』作為他帶領先驅的理念及挑戰，內文配以豐富的圖表及解讀，值得一讀。」

評審 張秀雲女士

影像及聲音組 Video and Audio



理財有方二代啟示錄系列：
守業？創業？

鄧嘉蔚
TANG Ka Wai

Now TV

「深度採訪結合細節呈現，既講述品牌歷史，也分享創新理念。主題突出、內容豐富。」

評審 李大宏先生



合作遇阻？馬財長證中馬關係向好

胡小童
HU Xiaotong

鳳凰衛視 | Phoenix Satellite TV

「能在中馬關係緊張時，抓緊機會提供一個具影響力的訪問；扼要的報道，向相關人士及觀眾解除疑團。」

評審 賴櫻華女士

最佳經濟及金融政策新聞報道獎 Best Economic & Financial Policy News Reporting

文字組 Text



丁權覆核案拆局
原居民「輸粒糖贏間廠」
政府脫緊箍咒

張嘉敏、王潔恩
CHEUNG Ka Man, WONG Kit Yan

香港01 | HK01

「內容深入詳盡、文筆紮實、可讀性高。」

評審 張華峰議員, SBS, JP



自願醫保專題

文顯宗
Ivan MAN

香港01 | HK01

「內容全面，行文流暢，多角度為讀者提供切身資訊。」

評審 梁國浩先生

影像及聲音組 Video and Audio



環視大灣：世界灣區

李燕芬
LI Yin Fun

有線電視 | Cable TV

「題材有趣味性，內容頗豐富、具全面性。」

評審 蕭世和先生, BBS, JP



Pearl Magazine: Go Greener

Douglas George

無綫電視 | TVB

「Inspiring items. Concise reports.」

評審 陸觀豪先生, BBS, JP

最佳商業科技新聞報道獎 Best Business Technology News Reporting

文字組 Text



“Smart mobility”
needs data-sharing
ecosystem

陳偉傑
CHAN Wai Kit Oswald

中國日報 | China Daily

「資料詳盡，數據圖表製作精美，
簡單易明。」

評審 何富豪先生



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技術盲點可肇禍

李潤茵
LEE Yun Yan

信報財經月刊 |
Hong Kong Economic
Journal Monthly

「是一篇很全面的報道，而且有另類
角度。」

評審 馮應謙教授



China's car parking
problem spawns
start-ups with big
money backers as
AI dominance grows

任偉、司徒玉儀
Daniel REN,
Peggy SITO

南華早報 |
South China Morning
Post

「A good article analysing a country on
the wheel becoming country in parking
lot, and further smarter life styles.」

評審 黃海波先生

影像及聲音組 Video and Audio



潮玩科技：黑客專屬馬拉松

黃靜妍
WONG Ching Yin Janice

Now TV

「能帶受眾進入少了解的程式世界，報道內容分多個層次，
容易讓人理解。」

評審 劉頌陽先生



押注「雲工廠」
廣東工業 4.0 能靠它嗎？

張韻凝
ZHANG Yun Ning

有線電視 | Cable TV

「頗有趣味性的題材，帶出內地及全球發展的變化及一些
香港經濟發展缺乏的元素。」

評審 陳家豪先生

最佳商業新聞視覺設計獎 Best Visual Design of Business News Reporting

靜態 Still Image



植物肉顛「腹」想像
可持續飲食新趨勢



周宇銀、姚蔚真
CHOW Yu Ngan, YIU Wai Chun

香港經濟日報
Hong Kong Economic Times

「視覺效果突出吸睛，看複雜內容仍感輕鬆寫意。」

評審 楊健興先生

動態 Motion



他們的榮譽學位



楊量傑
YEUNG Leung Kit

有線電視
Cable TV

「新聞性滿分。能把相當複雜的議題，透過網頁、
GOOGLE地圖、電話錄音、實地採訪及觀察、財務
報表等，配以圖表及解說，深入淺出說得一清二楚，
可說是一個完美的示範。」

評審 陳錦強先生

年度新晉商業新聞記者獎 Young Business Reporter of the Year



趙桐曲

ZHAO Tongqu

香港商報
Hong Kong Commercial Daily



參賽作品:

- 波音危機再敲安全警鐘 壟斷格局無益良性競爭 航空業亟需注入新鮮血液
- 手機式微無礙業務多樣化轉型 庫克思維扭蘋果布局
- 托馬斯庫克破產敲響警鐘 傳統旅行社亟需轉型

「觸覺敏銳，能帶導讀者前瞻不同的大趨勢，趣味盎然。」

評審 關則輝先生, MH, JP

「記者選題具高新聞價值，深入剖析國際商業機構的管理、競爭和成敗，及需要求變以應付新挑戰的商業概念，為商界領袖提供新的思考角度。」

評審 容永祺先生, SBS, MH, JP

自我介紹：

趙桐曲，大學主修新聞學，2017年8月加入《香港商報》編輯部。經過大學四年的專業學習和近三年的工作磨練，她對新聞工作有了更深刻的認識。

在編輯部任職期間，趙桐曲主要負責編輯國際時事和財經新聞。因國際新聞涉及知識範疇十分廣泛，在部門主編和前輩的耐心幫助和指導下，她從未中斷對國際新聞知識的學習、研讀和思考，在拓寬視野的同時不斷強化知識儲備。

展望未來，趙桐曲希望能在自己熱愛的新聞工作中再接再厲，取得更大進步和更多成績。

年度商業新聞記者獎 Business Reporter of the Year



姚曼儀

YIU Man Yee Enoch

南華早報
South China Morning Post



參賽作品:

- Unconvertible yuan is a drag on Shenzhen's race to supplant Hong Kong's unique role as China's offshore financial centre
- Why Hong Kong wanted the London Stock Exchange so badly, and how its decision to wait a year could cost it the deal
- Visitors stayed away, retail sales plunge. Protests took a harder toll on Hong Kong's economy than Sars virus did in 122 days

「Different angles, good insight and analysis on the HKEX story. Well-written articles.」

評審 王美琪女士

「能從多元角度透徹分析新聞，字簡意精，見解精闢。」

評審 陳永陸先生

自我介紹：

姚曼儀現為《南華早報》財經版首席記者，負責報道金融監管法規，以及各樣有關中國及香港資本市場的發展。

姚曼儀直言受父親影響，自幼喜歡閱讀報章新聞，早立志以記者作終生職業，為大眾報道新聞。她在澳洲 Queensland University of Technology 畢業後，1992年回港加入《東方日報》，獨家報道多項有關引入中國企業以 H 股來港上市之報道。在1996年曾在美國中西部報章 Cedar Rapids Gazette 短暫工作，同年回港加入《南華早報》至今。

她過去曾報道多項財經要事，包括1997年亞洲金融風暴、2003年中國開放人民幣業務、2009年金融海嘯、2014年推出滬港通、2018年上市改革，以及2019年港交所意圖收購倫交所等。至今，她仍參與前線新聞工作。

她曾獲得多個獎項，包括報業公會頒發的「最佳商業新聞獎」（獲獎年份：2006、2009、2017及2019）；以及 State Street International Press Awards（獲獎年份：2012、2014及2015）。



香港恒生大學(恒大大)是一所非牟利、私立並以博雅教育為主導的大學。恒大大現有五個學院,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5,800名全日制學生。作為一所住宿型院校,恒大大採用獨特的「博雅+專業」教育模式,把優質教學和學生的全方位發展訂為最優先目標。

矢志成為一所區內具領導地位的私立大學,恒大大以本科教育為主,配合優質的師資、獲獎的綠化校園與設施、創新學位課程、住宿式書院制度結合生活與學習、互動小班教學、緊密師生關係、獲研究資助局資助具影響力的研究、與優質的學生發展/支援服務,致力培育年青人成為具明辨思維、創造力、人文關懷、道德價值觀和社會責任的人才。

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation) and around 5,800 full-time students. Adopting the unique "Liberal + Professional" education model, HSUHK is a residential institution which puts quality teaching and students' all-round development as its highest priorities.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research and excellent student development/support services. The University aims to nurture young talents with critical thinking, innovative minds, human caring, moral values and social responsibilities.



傳播學院目前提供新聞及傳播(榮譽)學士、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,致力培育商業傳播、企業傳訊及傳播科技專才。

新聞及傳播(榮譽)學士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,本課程提供新聞傳播和商學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,使學生在數碼年代運用傳播科技開創不同工作領域。

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,以擴增學生的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, namely 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 liberal arts education model with professional training, so as to nurture specialists in business journalism, corporate communication and communication technology.

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

The Bachelor of Arts (Honours) in Convergent Media and Communication Technology (CMCT) combines fundamental 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 the context of communication are rapidly changing. The programme maintains a balance between theory and practice, and top professionals in relevant fields are invited to share their experiences and insights.

The School of Communication has invested heavily to provide students with 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 and nurture the language skills, analytical skills, creative thinking and critical thinking of our students. The School also offers a wide variety of local and overseas internship and exchange opportunities, as well as field trips in order to broaden students' international perspective and enrich their practice experience. It is our sincere hope that our graduates will uphold the spirit of life-long learning and become outstanding professionals and leaders in society.



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