

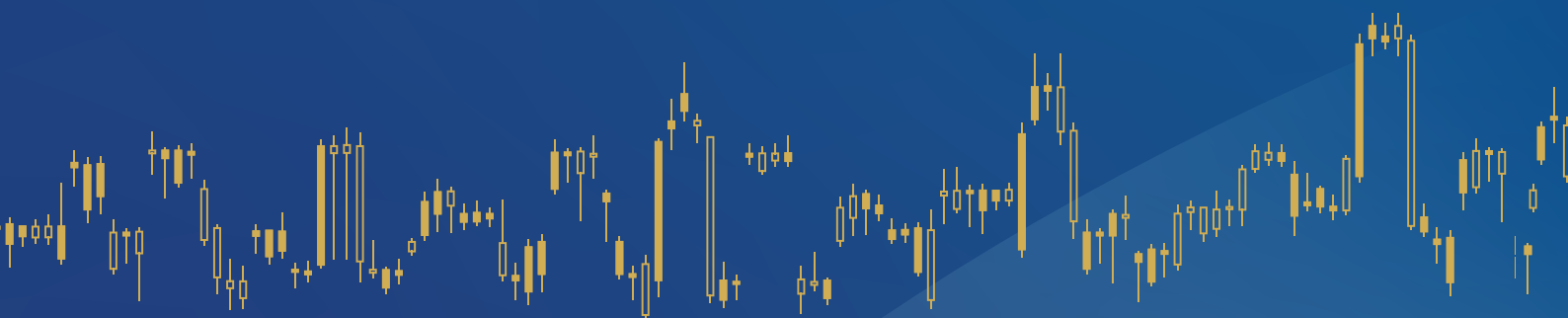


傳播學院
SCHOOL OF COMMUNICATION
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



第五屆 恒大 商業 新聞獎

The 5th Business Journalism Awards of
The Hang Seng University of Hong Kong



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關於恒大商業新聞獎 About Business Journalism Awards of HSUHK



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.

第五屆香港恒生大學商業新聞獎



陳茂波先生

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

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

傳媒後彥
經貿指南

財政司司長陳茂波





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

2020年是不平凡的一年。2019冠狀病毒肆虐全球、中美關係持續緊張、美國總統大選，以及英國退出歐盟等，都是牽動千萬人心、影響深遠的重大事件，為本港及國際經濟及金融市場埋下許多不明朗因素，令前景充滿變數與挑戰。在環球政經動盪的時刻，公眾對專業、全面、迅速及可靠的商業財經報道份外渴求，希望憑藉資訊助其作出適當的商業及投資決定。

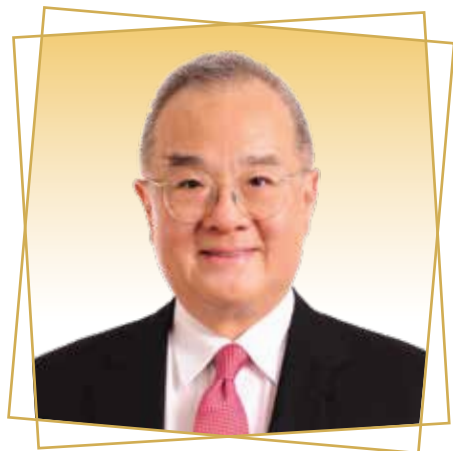
新聞資訊來源日趨多元化，內容提供者早已不限於傳統媒體，幾乎任何人都能在不同數碼平台提供資訊及發表評論。不管時代巨輪如何在轉，科技發展何等神速，在新聞資訊爆炸的年代，嚴謹求真、客觀持平的信念，更值得商業新聞從業員堅守。由此可見，商業新聞報道絕對是極具挑戰的工作。

縱使工作艱巨，我喜悉今年「恒大商業新聞獎」報名踴躍，參賽作品優秀不減往年，當中不乏傑出作品。在此我衷心感謝所有新聞從業員用心付出，並為各得獎者送上摯誠的祝賀，期許他們能夠保持文筆優秀和勤奮進步的精神，繼續為大家報道至關重要的新聞資訊。

The year 2020 was far from ordinary. Major events such as the COVID-19 pandemic, continuing tensions between the United States (US) and China, the divisive US Presidential Election and Brexit had the world on edge, with the significant long-term implications and challenges of these events bringing uncertainty to international economies and financial markets, including that of Hong Kong. When global politics and economies are in turmoil, public demand grows for professional, comprehensive, timely and reliable business and financial reporting to help them make the right business and investment decisions.

Today, news and information come from diverse sources. Traditional media have lost their status as the primary providers of information. Indeed, almost anyone can share information and opinions through a variety of digital platforms. However, regardless of how fast the wheel of time is spinning and how quickly technology advances, in an age of information explosion, there is an ever-more urgent need for journalists to safeguard truths, objectivity and impartiality in their work. Without doubt, business news reporting is a highly demanding profession.

I am therefore happy to learn that, despite the challenges, there has been an overwhelming response to this year's Business Journalism Awards of HSUHK with an abundance of outstanding submissions. I would like to express my sincere gratitude for the dedication and contributions of all media practitioners and offer heartfelt congratulations to all of the winners. I wish them well in their ongoing efforts to bring us the important news of the day.



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 Hong Kong University of Hong Kong

保險業監管局主席
Chairman of Insurance Authority

對全世界來說，2020年的挑戰絕對是前所未有的。2019冠狀病毒席捲全球，環球經濟大受打擊，重整復甦估計需時。香港作為國際金融中心及重要的自由貿易港口，難以在「疫境」中獨善其身，加上地緣政治局勢不穩及營商環境轉變等因素，相信整體經濟在可見將來仍存在不少挑戰。

市場氣氛不明朗，及時及準確的環球市場及金融信息對投資決策至為關鍵；而站在市場最前線的商業新聞從業員，他們的角色亦變得加倍重要。有賴一眾專業的商業新聞從業員堅守崗位，將海量的信息整合、分析和總結，再以客觀可靠的手法向公眾發放，發揮最大的傳播效力，為大眾提供準確而深入的報道。位處全球一體化的洪流中，這些資訊不但有助個人制定理財策略及為企業提供未來發展方向，亦有助政府規劃更全面的社會經濟政策。

「恒大商業新聞獎」的得獎者能夠從云云優秀的新聞從業員中脫穎而出，必屬業界翹楚，實在可喜可賀。在此祝願各位得獎者繼續發揚新聞傳播工作者的影響力，造福社會，在傳媒行業發光發亮。

2020 was an unprecedented challenging year for the world on all fronts. The outburst of COVID-19 pandemic came as a devastating blow for the world economy. It is foreseen that the global economy will get through a long-term adjustment and bounce-back. As an international financial centre and crucial free-trade port, Hong Kong is hardly free from the impact. Coupled unstable geopolitical conditions and the changing economic environment, it is believed that multiple challenges are lying ahead to test our strength.

Amidst market turbulence, timely and accurate information of the world's market and finance is critical for investment decisions, and thus the role of business journalists who are on the market frontline gets more important. We rely on professional and committed practitioners who gather tremendous amount of information, conduct and summarise thorough analyses, and maximise the efficacy of the communication of information by disseminating accurate and in-depth reports to the public in an objective and reliable manner. In the midst of globalisation, such information is not only useful for the formulation of personal financial strategy and corporate development plan, but it also helps the government plan a more comprehensive socio-economic policy.

My heartiest congratulations are to all the award winners of the Business Journalism Awards of HSUHK, who must be exceptional standing out from a group of brilliant practitioners. I wish every one of them goes on making an impact and contributing to society, and enjoy a bright future in the media industry.



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

除了新冠肺炎這個百年一遇的疫情，去年重大的國際事件還有緊張的中美關係及地緣政治發展等，但相信危機會轉化為機遇。對商業新聞從業員而言，這也是展現專業和具前瞻性報道分析的關鍵時期，讓我們在保持社交距離的新常態下，繼續緊貼社會脈搏，與世界接軌。

香港恒生大學傳播學院舉辦的「恒大商業新聞獎」，作為恒大年度重點活動之一，五年以來一直致力嘉許優秀的商業新聞人才，肯定他們經常在爭分奪秒中力求卓越的精神。我們不單鼓勵商業新聞工作者切磋砥礪，更讓社會大眾從得獎作品中回顧一年來全球及本地市場的發展走向。

本屆「恒大商業新聞獎」仍舊佳作紛陳，成績令人鼓舞，足證業界人才輩出。在此我衷心祝賀各位得獎者，期望他們日後為大眾帶來更多高質素的商業新聞作品，為業界、學界及社會作更大貢獻。

Apart from the once-in-a-century coronavirus pandemic, we also have to pay attention to the rivalry between China and the United States and other geopolitical developments this year. Despite uncertainties ahead, we believe that we can turn crises into opportunities. Though social distancing is the new normal, business journalists play a key role to connect people from all walks of life with the global development.

As one of the signature events of The Hang Seng University of Hong Kong, the annual Business Journalism Awards (the Awards), which is organised by the School of Communication, has come to its fifth launch this year. The Awards is a mark of prestige that promotes exchanges among business journalists and gives recognition to their quest for professional excellence, even always under the pressure of tight deadlines. This event also gives us a flashback of the local and international trends of last year through the high-quality winning entries.

The Awards has again received numerous remarkable submissions this year, which encouragingly reflects a blooming talent pool. I hereby express my profound congratulations to the awardees, and wish that they will go on producing more quality business journalistic works for more contributions to the profession, the education sector and the society.



曹虹教授

Professor Scarlet TSO Hung

香港恒生大學協理副校長（傳訊及公共事務）
Associate Vice-President
(Communications and Public Affairs) of
The Hang Seng University of Hong Kong

傳播學院院長
Dean of School of Communication

本屆恒大傳播學院舉辦的「恒大商業新聞獎」承蒙各界鼎力支持，共收到逾500份優秀作品，並邀請到近80位商界領袖、財經專家、傳媒翹楚和知名學者擔任評審委員，同時亦得到熱心人士和機構慷慨贊助。活動獲得社會大眾肯定，我們在此衷心致謝。

社會瞬息萬變，本港商業新聞發展迅速，報道備受公眾重視。「恒大商業新聞獎」除了表揚優秀的商業及財經新聞從業員，也希望入圍作品成為同業具價值的參考，鼓勵新聞工作者精益求精。同時，我們亦期望傳播學院學生能從得獎及入圍的作品中取經，以製作具公信力、可觀性及啟發思考的報道為目標。

恒大傳播學院一直與時並進，除了重視培訓商業傳播專才，近年亦積極將傳播科技元素融入課程中，包括虛擬實境、擴增實境及人工智能，讓學生掌握最新科技知識和應用，以提升商業及財經報道的效率和質素。此外，體驗式學習和訓練亦有助鼓勵學生探索和採用互動和有趣的資訊傳播方式，為公眾帶來多姿多采的財經資訊世界。

傳媒行業極富挑戰性，我們在此感謝一眾努力不懈的新聞工作者，成為專業、優質商業新聞報道的典範，值得傳播學院學生借鏡。我謹在此祝賀各得獎者，並期望來年有更多優秀新聞作品參賽。

Grateful for the tremendous support from various sectors of the community, this year's Business Journalism Awards (the Awards) of The Hang Seng University of Hong Kong has received over 500 impressive submissions. We are also honoured to invite nearly 80 distinguished professionals from the commercial, financial, media and academic fields to be judges of the Awards, as well as having received generous donations from passionate individuals and organisations. As the organiser of the Awards, the School of Communication (SCOM) would like to express our heartfelt gratitude to the public for their recognition.

With the ever-changing social situation, Hong Kong's business journalism develops rapidly with people paying greater attention to business and financial news reporting. Beyond recognising remarkable business and financial journalists, the Awards aims to select outstanding journalistic works which serve as useful references for the media fraternity. We also hope that SCOM students will learn from the awarded and selected entries, taking it as their goal to produce enlightening coverage with high credibility and readability.

Keeping abreast of the times, the SCOM attaches great importance to cultivating business journalists. To facilitate students achieving effective and quality financial reporting, the SCOM has applied cutting-edge technology to its programmes in recent years, including Virtual Reality, Augmented Reality and Artificial Intelligence. Incorporating experiential learning and training into curricula also encourages students to explore and apply interactive and interesting means of dissemination, bringing a more colourful financial information world to the public.

Lastly, I would like to take this opportunity to thank all media practitioners who have demonstrated unflagging commitment to this highly demanding industry. Their works well serve as learning samples of professional and top-quality business news reports for SCOM students. My congratulations to all awardees and I look forward to more fabulous submissions to the Awards in the years to come.

評審委員名單 Panel of Judges

按姓氏英文字母排序 (In alphabetical order of family name)

齊秀明女士

Ms Charmagne CHAI

執行董事

Executive Director

騰躍資本有限公司

CHR Capital Limited

陳興昌先生

Mr Anderson CHAN

新聞及公共事務總監

Controller, News and Public Affairs

有線新聞

i-CABLE News Limited

陳振英議員, JP

Hon CHAN Chun Ying, JP

議員（金融界）

Member (Finance)

立法會

Legislative Council

陳家豪先生

Mr Emil CHAN

會長

Chairman

雲端與流動運算專業人士協會

The Association of Cloud and Mobile Computing Professionals

陳錦強先生

Mr CHAN Kam Keung

總編輯

Editor-in-Chief

明報

Ming Pao

陳景祥先生

Mr CHAN King Cheung

首席策略師

Chief Strategist

亞聯政經顧問有限公司

AsiaNet Communications Ltd.

陳韜文教授

Professor Joseph M. CHAN

新聞傳播學榮休教授

Emeritus Professor of Journalism and Communication

香港中文大學

The Chinese University of Hong Kong

陳柏楠先生

Mr Tom CHAN Pak Lam

主席

Chairman

證券商協會

The Institute of Securities Dealers

副主席

Deputy Chairman

實德環球集團

Success Universe Group

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 Management Sciences

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 Joe CHAU Kwok Ming

永遠榮譽會長兼常務顧問

Life Honorable President and Executive Consultant

香港中小型企業總商會

The Hong Kong General Chamber of Small and Medium Business

鄭大昭教授、工程師

Ir Professor Edwin T.C. CHENG

工商管理學院校長及管理學講座教授，
馮堯敬 — 永亨銀行工商管理教授
Dean of Faculty of Business and Chair
Professor of Management, Fung Yiu
King - Wing Hang Bank Professor in
Business Administration

香港理工大學

The Hong Kong Polytechnic University

張秀雲女士

Ms Crystal CHEUNG Sau Wan

新聞及公共事務部副總監

Deputy Director, News & Public Affairs

商業電台

Hong Kong Commercial Broadcasting
Co., Ltd.

張華峰議員, SBS, JP

Hon Christopher CHEUNG Wah Fung,
SBS, JP

議員（金融服務界）

Member (Financial Services)

立法會

Legislative Council

張華強博士

Dr Jacky CHEUNG Wah Keung

主席

Chairman

成謙實業有限公司

Shinhint Industries Limited

榮譽會長

President Honoris Causa

香港青年工業家協會

Hong Kong Young Industrialists Council

戚本業先生

Mr Ernest CHI Pan Year

董事、執行總編輯

Director, Executive Editor-in-Chief

香港01有限公司

HK01 Company Limited

評審委員名單 Panel of Judges

莊偉茵女士, JP

Ms Quince CHONG Wai Yan, JP

企業發展總裁
Chief Corporate Development Officer

中華電力有限公司
CLP Power Hong Kong Limited

方梓勳教授, MH

Professor Gilbert FONG Chee Fun, MH

翻譯及外語學院院長及教授
Dean and Professor, School of
Translation and Foreign Languages

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

傅景華博士

Dr FU King Wa

新聞及傳媒研究中心副教授
Associate Professor, Journalism and
Media Studies Centre

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The University of Hong Kong

馮應謙教授

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新聞與傳播學院教授
Professor of School of Journalism and
Communication

香港中文大學
The Chinese University of Hong Kong

何富豪先生

Mr Jonathan HO

主管（對外事務）
Director (External Affairs)

強制性公積金計劃管理局
Mandatory Provident Fund Schemes
Authority

黃海波先生

Mr HUANG Haibo

中文台副台長，總編室主任，
電影台台長
Deputy Head of Phoenix Chinese
Channel, Director of the Chief Editor's
Office, Head of Phoenix Movie Channel

鳳凰衛視
Phoenix Satellite Television

黃煜教授

Professor HUANG Yu

傳理學院院長
Dean of School of Communication

香港浸會大學
Hong Kong Baptist University

甘煥騰先生, BBS

Mr Keith KAM Woon Ting, BBS

主席
Chairman

香港報業公會
The Newspaper Society of Hong Kong

董事

Director

明報報業有限公司
Ming Pao Newspapers Limited

關則輝先生, MH, JP

Mr KWAN Chuk Fai, MH, JP

創會會員及顧問
Founding Member and Advisor

香港公共關係專業人員協會
Hong Kong Public Relations
Professionals' Association

董事 — 集團傳訊及投資者關係
Director - Corporate Communications &
Investor Relations

恒隆地產有限公司
Hang Lung Properties Limited

賴櫻華女士

Ms Cherry LAI

對外事務總監兼任業務首席聯絡官
Director, External Affairs & Principal
Projects Liaison Officer

金銀業貿易場
Chinese Gold and Silver Exchange
Society

林家禮博士, BBS

Dr George LAM, BBS

主席
Chairman

香港數碼港
Hong Kong Cyberport

林子豪先生

Mr Addie LAM Tsz Ho

傳訊及公共事務部主管
Head of Corporate Communications and
Public Affairs Department

九龍巴士（1933）有限公司
The Kowloon Motor Bus Co. (1933) Ltd.

劉進圖先生

Mr Kevin LAU Chun To

創意企劃總監
Creative Content Director

萬華媒體
One Media Group

劉志權教授

Professor C K LAU

新聞系系主任兼專業應用教授
Department Head and Professor of
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Hong Kong Baptist University

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執行總編輯
Executive Editor-in-Chief

明報
Ming Pao

劉會平先生

Dr Patrick LAU

副總裁
Deputy Executive Director

香港貿易發展局
Hong Kong Trade Development Council

劉佩玲女士

Ms Selina LAU

行政總監
Chief Executive

香港保險業聯會
The Hong Kong Federation of Insurers

羅偉光先生

Mr Ryan LAW Wai Kwong

總編輯
Editor-in-Chief

蘋果日報
Apple Daily

李立峯教授

Professor Francis LEE Lap Fung

新聞與傳播學院院長及教授
Director and Professor of School of Journalism and Communication

香港中文大學
The Chinese University of Hong Kong

李臻先生

Mr Oscar LEE

新聞及公共事務總監
Controller, News and Public Affairs

有線新聞
i-CABLE News Limited

李仕權博士

Dr Victor LEE Sze Kuen

總裁
Executive Director

香港管理專業協會
The Hong Kong Management Association

梁嘉麗女士, MH

Ms Carrie LEUNG Ka Lai, MH

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香港銀行學會
The Hong Kong Institute of Bankers

梁家榮先生, JP

Mr LEUNG Ka Wing, JP

退休傳媒人
Retired Media Veteran

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Hon Andrew LEUNG Kwan Yuen, GBM, GBS, JP

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President

立法會
Legislative Council

李志堅先生

Mr Earnest LI Chi Kin

創辦人
Founder

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Newspire Limited

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Vice Chairman & Chief Editor

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Hong Kong Productivity Council

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主管合夥人
Managing Partner

羅申美會計師事務所
RSM Hong Kong

盧覺麟先生

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羅興輝先生

Mr LUO Xinghui

執行總編輯
Executive Chief Editor

香港商報
Hong Kong Commercial Daily

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Mr Patrick MA Man King

資深新聞工作者
Veteran Journalist

前中文新聞及時事總監
Former Head
(Chinese News & Current Affairs)

香港電台
Radio Television Hong Kong

麥勤創先生

Mr Richard MAK

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President

香港特許金融分析師學會
CFA Society Hong Kong

吳錦華先生

Mr Webster NG Kam Wah

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香港台執行台長
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鳳凰衛視
Phoenix Satellite TV

吳庭光先生

Mr Albert NG Ting Kwong

新聞及公共事務部副總監
(於2021年3月1日退休)
Deputy Director, News & Public Affairs
(Retired from 1st March 2021)

商業電台
Hong Kong Commercial Broadcasting
Co., Ltd.

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Ms Ellie PANG

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蘇鑰機教授

Professor Clement SO

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施清彬博士

Dr SZE Ching Pan

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Deputy Chief Editor

中國新聞社香港分社
China News Service Hong Kong Branch

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南華早報
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Commentators Limited

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Mr Vincent TENG

總編輯
Chief Editor

信報財經月刊
Hong Kong Economic Journal Monthly

曾立基先生

Mr Richard TSANG Lap Ki

顧問
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香港公共關係專業人員協會
Hong Kong Public Relations
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Chief Editor

香港經濟日報
Hong Kong Economic Times

曾昭武先生

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Institute

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Chief Executive

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Consumer Council

黃錦輝教授

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Associate Dean (External Affairs),
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Ms WONG Kam Fung

中文新聞及時事總監
Head (Chinese News and Current Affairs)

香港電台
Radio Television Hong Kong

王美琪女士

Ms May WONG

傳訊及企業可持續發展總監
Head of Communications and Corporate
Sustainability

恒生銀行
Hang Seng Bank

黃山先生

Mr Samson WONG San

會長
President

香港專業人士協會
The Association of Hong Kong
Professionals

黃元山先生

Mr Stephen WONG

高級副總裁兼公共政策研究院院長
Senior Vice President & Executive
Director of Public Policy Institute

團結香港基金
Our Hong Kong Foundation

楊松坤先生

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企業事務總監
Head of Corporate Affairs

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The Hong Kong and China Gas
Company Limited

楊玉珍女士

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General Manager (Public Affairs)

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香港工業總會
Federation of Hong Kong Industries

周立先生

Mr ZHOU Li

副總編輯
Deputy Editor-in-Chief

中國日報社
China Daily

社長兼總編輯
Publisher and Editor-in-Chief

中國日報亞太分社
China Daily Asia Pacific

獎項類別 / 組別 Categories / Groups

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。
Open to journalists working
in any types of media.

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.

得獎作品名單及評審寄語 Awards Winners and Judges' Comments

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

文字組 Text



從「港口一哥」到「夕陽行業」
如何拯救香港航運物流？

楊滢瑋
YANG Yingwei

香港01 | HK01

「內容詳盡，從不同角度分析香港航運物流的隱憂，評論到題。」

評審 莊偉茵女士, JP



電競產業疫下冒起

羅保熙、伍振中
Benjamin LO, Michael NG

香港01 | HK01

「報道深入淺出，深入及多角度分析新興電競行業，並善用視覺表達演繹產業數據。文中亦利用傳統體育項目作類比，解說電競業的運作和獨特生態。」

評審 葉中賢博士

影像組 Video



不用出境卻可「永久離港」拎
強積金？

丘庭亮
YAU Ting Leung

有線電視 | Cable TV

「切中時弊、深入詳盡。」

評審 劉進圖先生



墮WhatsApp騙局苦主輸55萬
誤信炒股群組上午買貨下午急跌

陳新政、陳雪蕾、梁延宇
CHAN San Ching, CHAN Suet Lui,
LEUNG Yin Yu

蘋果日報 | Apple Daily

「及時報道，減少市民中招。」

評審 張華強博士

聲音組 Audio



直播銷售成「疫」市商機

彭彥翰
PANG Yin Hon

商業電台 | Commercial Radio

「具有新聞價值，有效地運用多個層面及角度去剖析市場情況，能夠從報道中得到更多啟發性的資訊。」

評審 廖於勤先生

得獎作品名單及評審寄語 Awards Winners and Judges' Comments

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

文字組 Text



散戶陷阱系列報道

周展樑、李曉琳
CHOW Chin Leung Tony, LI Xiaolin Shellin

星島日報 | Sing Tao Daily

「報道時效性強，深入剖析熱門社會話題，新聞價值高，角度全面立體，發揮媒體對社會的影響力，屬高質素報道。」

評審 黃金鳳女士



疫苗競賽

陳筠怡、呂穎嫻
CHAN Kwan Yi, LUI Wing Shan

星島日報 | Sing Tao Daily

「這是個全香港人都關注的話題，以跨行業的角度深入分析香港的優勢及希望。」

評審 曾立基先生

影像組 Video



【理財有方】宅經濟系列

周駿易、鄧嘉蔚、黃靜妍
CHAU Chun Yee, TANG Ka Wai,
WONG Ching Yin Janice

Now TV

「整體十分平衡的製作，抓住時下發展及流行的話題探討，內容豐富及有趣味。」

評審 楊玉珍女士



Pearl Magazine : Decarbonization Series

簡淑儀
KAN Suk Yee Alice

無綫電視 | TVB

「研討深入，表達專業，手法嫺熟。」

評審 羅興輝先生

聲音組 Audio



隔山買牛要睇真

潘曉陽
POON Hiu Yeung

商業電台 | Commercial Radio

「題材富時事性，有數據支持，受訪者具代表性，引述的說話容易令聽眾明白箇中重點，也帶出警誡訊息，有助公眾更小心處理相關事宜。」

評審 楊松坤先生



本地口罩滯銷與轉型系列

馬愷琪
MA Hoi Ki

商業電台 | Commercial Radio

「內容深入，讓聽眾了解口罩生產行業所遇到的挑戰。」

評審 方梓勳教授, MH

得獎作品名單及評審寄語 Awards Winners and Judges' Comments

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

文字組 Text



移民風再起 英美澳買樓防伏8招

葉卓偉、伍寶賢
IP Cheuk Wai, NG Po Yin

iMoney智富雜誌 | iMoney Magazine

「內容資料詳盡豐富，具時效性，排版設計具心思，有一定水準。」

評審 陳振英議員, JP



中環近2萬呎舖變身快閃店 短租3個月 低底租高分成避免丟吉

甘潔瑩、林尚民
KAM Kit Ying, LAM Sheung Man

明報 | Ming Pao

「貼市行情，道出疫情下商舖租務的嚴重衝擊。」

評審 施明如女士

影像及聲音組 Video and Audio



林鄭PLAN I 直擊經紀教買家「私了」樓價 與業主造假騙八成按揭

周偉強、林頌華、梁祖饒、王海圖、袁柏謙
CHOW Wai Keung, LAM Chung Wah,
LEUNG Cho Yiu Joe, WONG Hoi To,
YUEN Pak Him

香港01 | HK01

「透過放蛇及成交資料分析，揭發懷疑不法行為，並輔以法律意見及持分者回應。報道具深度及社會意義，表達清晰。」

評審 黃元山先生



樓市點睇：疫情下的地產科技

鄭淑芬
CHENG Shuk Fan

無綫電視 | TVB

「題材有新意，亦能點明無論科技如何，減價才是關鍵，剪接製作有心思。」

評審 譚衛兒女士

得獎作品名單及評審寄語 Awards Winners and Judges' Comments

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

文字組 Text



港人隻身勇闖「戰亂國」
變盧旺達酒店大亨

許創彥
HUI Chong Yin

信報財經月刊 |
Hong Kong Economic Journal Monthly

「題目有趣，讓讀者如同與被訪者同遊了一轉非洲，親身感受了當地的發展和機遇。」

評審 陳興昌先生



【專訪殿堂級經濟大師野村辜朝明】
經濟資產負債表衰退 股市V彈後尋底

林展鋒
LAM Chin Fung

iMoney智富雜誌 | iMoney Magazine

「著名經濟大師分析疫後股市走勢及環球經濟展望，及市民的經濟行為，具學術性分析，配以圖表深入淺出，增加文章的可觀性。」

評審 張秀雲女士

影像及聲音組 Video and Audio



鄭志剛：為新世界打開
「新世界」

于盈
Carol YU

鳳凰衛視 | Phoenix Satellite TV

「表達手法嫺熟，屬於經典有人文感的人物訪談模式。」

評審 李大宏先生



【理財有方】
無人科技 闖入戰「疫」

周駿易
CHAU Chun Yee

Now TV

「夠全面及報道出創新企業的定位。」

評審 賴櫻華女士

得獎作品名單及評審寄語 Awards Winners and Judges' Comments

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

文字組 Text



數碼人幣國進民退 TechFin難敵監管

李潤茵
LEE Yun Yan

信報財經月刊 |
Hong Kong Economic Journal Monthly

「以市民體驗作切入點，前瞻人行數字貨幣的發展機遇及挑戰。構圖不落俗套、文圖佔比平衡。」

評審 劉會平先生



「紐倫東」欲取代「紐倫港」

李潤茵
LEE Yun Yan

信報財經月刊 |
Hong Kong Economic Journal Monthly

「主題吸引，背景資料及分析詳盡，資料數據搜集頗為豐富，版面排序清晰。」

評審 伍淑嫻女士

影像及聲音組 Video and Audio



財經透視：汽油加快減慢？

陳至君
CHAN Chi Kwan

無綫電視 | TVB

「概念清晰，對香港油公司的定價、銷售策略等不合理之處一針見血，並就背後原因作探討。」

評審 黃錦輝教授



內地法定數字貨幣面世 重塑支付格局？

陳嘉碧
CHAN Ka Pik

有線電視 | Cable TV

「內容有前瞻性和深度，訪問對象有水平。」

評審 蕭世和先生, BBS, JP

得獎作品名單及評審寄語 Awards Winners and Judges' Comments

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

文字組 Text



身高、IQ可預測 10年內可訂製
完美嬰兒

李潤茵
LEE Yun Yan

信報財經月刊 |
Hong Kong Economic Journal Monthly

「內容豐富，趣味性強。」

評審 劉志權教授



FAAG 泡沫

鄭雲風
CHENG Wan Fung

信報財經月刊 |
Hong Kong Economic Journal Monthly

「This is an ambitious and important topic in the middle of the tug of war between the political leaders and tech giants. Given the complexity and involvement of the issues, the feature has captured many important angles and information. Very impressive info-graphics applied.」

評審 何富豪先生

影像及聲音組 Video and Audio



Pearl Magazine : The New
Normals

姜鎮
Tina JIANG

無綫電視 | TVB

「很貼身的題目。能找出疫情下市民購物習慣，透過不同個案的故事，立體及生動地帶觀眾了解到科技對日常生活的影響。」

評審 劉頌陽先生



創科基金人工智能App

楊量傑
YEUNG Leung Kit

有線電視 | Cable TV

「選題好，議題具爭議性，期待看到更多這種暴露社會新問題的報道。」

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



香港製造，不只是標籤



陳紫君、楊括
CHAN Tse Kwan, YANG Kuo

彭博商業周刊 / 中文版
Bloomberg Businessweek Chinese

「漂亮的相片及精簡圖表，配合不同的個人專訪，充份表現『香港製造』精神。」

評審 吳庭光先生

動態 Motion



創科基金人工智能App



楊量傑
YEUNG Leung Kit

有線電視
Cable TV

「嚴肅的題材，拍得輕鬆有趣，以用家角度試玩，配合影像對比，是否物有所值，呼之欲出。公帑是否用得其所，透過行內人的分析，比照當事人的解說，觀眾自有答案。」

評審 陳錦強先生

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



馬迪帆
MA Difan

明報
Ming Pao



參賽作品

- 實測重複認購諾誠1人5戶中3手 自稱券商代表微信教違規
- 限聚令生亂象 EGM有股東報警 證監指不逾4人可召開
細價股公司只容兩股東參與
- 國泰君安證券「安靜期」唱好思摩爾 同系任包銷惹違規質疑

「發掘具公眾利益題材如新股重覆認購，輔以實測印證，深入淺出，報道具影響力。」

評審 關則輝先生, MH, JP

自我介紹

馬迪帆2019年畢業於浸會大學新聞系，隨即加入《明報》財經版。曾於2018年在《南華早報》財經版實習，認識國際金融趨勢；同年於英文網媒《Mingtiandi》撰寫中國地產業動向簡報。在此之前，曾在浸大新聞系雜誌《The Young Reporter》任學生記者及編輯，報道香港社會議題。

她現時於《明報》財經版負責報道金融監管、政策及資本市場大小事。有幸獲一班熱誠同事指導，學識發掘新聞，才有「新股重複認購」系列報道，以及「疫下EGM」、「微信女騙局」等本地故仔。期間亦報道市場要聞，如港倫交所併購失敗、中概第二上市潮、螞蟻科技煞停上市等。

她於大學蹉跎，臨畢業才決定投身財經新聞，所幸獲財經新聞系講師、報館同事幫助，得以啟程。她也是報刊忠實讀者，於財經內容以外，尤愛讀《星期日生活》。

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



羅為騰
Sophia LUO

中國日報香港版
China Daily Hong Kong



參賽作品

- Streaming e-commerce — another boom-to-bust tale?
- Homecoming — a bumper harvest in the making
- 'Culture builders' for lost souls

「以新鮮獨到的觀點和個案，報道直播電子商貿熱潮下的危與機，趣味盎然。」

評審 王美琪女士

自我介紹

羅為騰現為《中國日報》香港版資深財經記者，負責香港及中國大陸市場的專題報導，題材涵蓋電子商務，金融科技，資本市場及人物專訪等多個領域。2013年自上海復旦大學新聞傳播學院本科畢業後，同年她赴香港浸會大學攻讀國際新聞碩士課程，2014年畢業加入《中國日報》香港版財經組工作至今。

她曾獲得多個獎項，包括報業公會主辦的「香港最佳新聞獎」最佳經濟新聞寫作（英文組）（獲獎年份：2014、2015、2018、2019、2020），最佳新人（獲獎年份：2015），最佳經濟新聞報導（獲獎年份：2017）；State Street Institutional Press Awards Asia Pacific（獲獎年份：2016）；第三屆「恒大商業新聞獎」最佳商業科技新聞報道（文字組）銀獎；以及2017年度《中國日報》傳媒集團十佳記者稱號。

傳播學院介紹 About School of Communication



香港恒生大學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) of HSUHK 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) 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 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 SCOM 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.



香港恒生大學介紹 About The Hang Seng University of Hong Kong



香港恒生大學（恒大）是一所非牟利、私立並以博雅教育為主導的大學。恒大現有五個學院，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及外語學院，共有約 6,000 名全日制學生。作為一所住宿型院校，恒大採用獨特的「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 Foreign Languages) and around 6,000 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.





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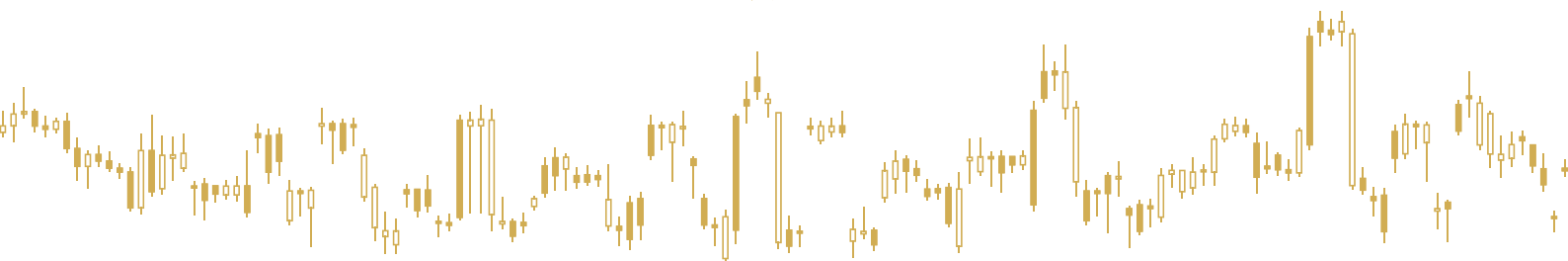


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