

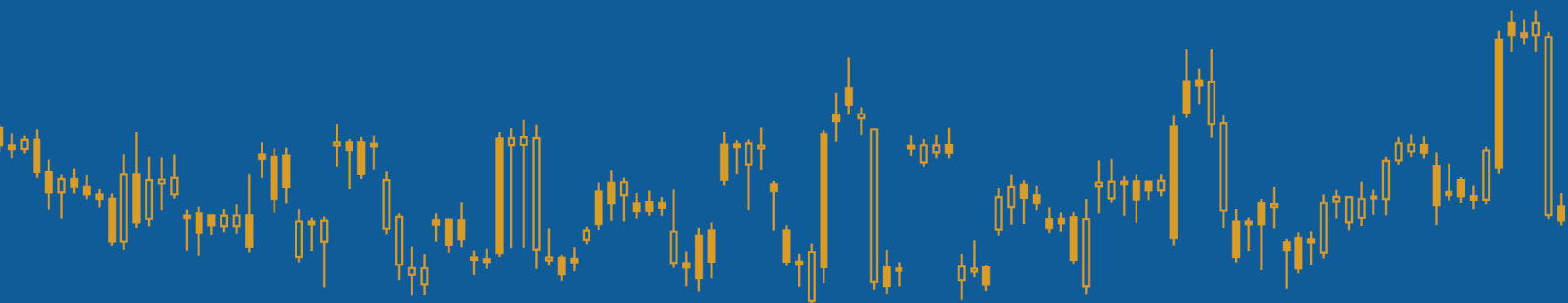


傳播學院
SCHOOL OF COMMUNICATION
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



第六屆 恒大 商業 新聞獎

The 6th Business Journalism Awards of
The Hang Seng University of Hong Kong



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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。恒大商業新聞獎由香港恒生大學傳播學院主辦，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。

As an international trade and financial centre, Hong Kong relies much on business information, which influences enterprises and the general public in making business and investment decisions, and is closely related to the stability and sustainable development of the Hong Kong economy as well as public wellbeing. Accurate business and financial news as well as in-depth analyses help the trades keep abreast of market trends and make sound decisions. The Business Journalism Awards of The Hang Seng University of Hong Kong (HSUHK), established by the School of Communication of HSUHK, is the first of its kind initiated by a tertiary institution in Hong Kong to recognise professional journalists who have contributed to the society and the industry by producing outstanding reporting on business, economic and financial issues.



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

財政司司長陳茂波



敏銳
觀世
報商情
局

第六屆香港恒生大學商業新聞獎



施穎茵女士
Ms Diana CESAR

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

2021年全球民眾共同面對疫情帶來的新挑戰，國際地緣政治和經貿關係緊張的局勢升溫，以至環球氣候變化加劇的影響；與此同時，數碼和科技繼續迅速發展，不斷革新大眾在瞬息萬變的環境中之工作和生活模式。

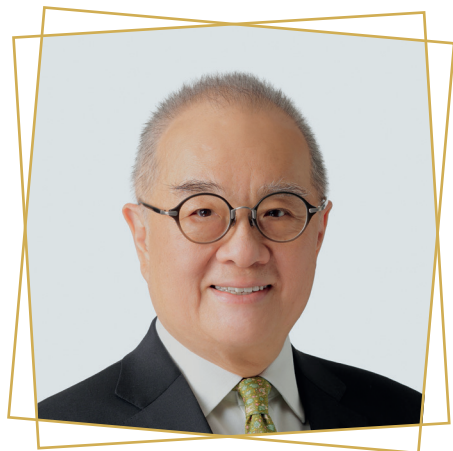
面對去年如斯嚴峻考驗，環球大眾更有賴商業新聞從業員對經濟及民生作出適時、精準和清晰的報道。無論覆蓋金融市場的紮實新聞，或橫跨「新經濟」行業創新和突破的報道，優秀的商業新聞報道均能在資訊爆炸的環境中，為讀者呈現事實和真知灼見，並透過不同的媒介和平台傳達詳實可靠的資訊，助我們運籌帷幄，更推動大眾積極討論和分析逼在眉睫的社會問題。

今年「恒大商業新聞獎」的得獎者，一如既往地展現出專業的精神，憑著其勤奮、拚勁和決心，為商界和普羅大眾報道着至關重要的新聞。我衷心讚賞今年得獎者的卓越成績和努力，並希望一眾從業員在未來繼續支持社會可持續發展，惠澤社羣。

Last year people and nations around the world grappled with fresh challenges from the COVID-19 pandemic, international geo-political and trade tensions, and the global existential risk of climate change. At the same time, technological change in all sectors of our working and daily lives continued to accelerate at pace.

Such developments underline the vital role that business journalists play in ensuring the public has access to timely, accurate and clear information affecting the economy and their livelihoods. From financial markets news to features on innovations and advancements in 'new economy' industries, the best business journalism cuts through the noise and mainstream assumptions to deliver the facts and provide insights. Across a variety of media platforms, the work of business journalists keeps us well informed, supports sound decision-making, and encourages discussion and analysis of some of society's most pressing issues.

The winners of this year's HSUHK Business Journalism Awards embody the true spirit of journalistic endeavour. Their work demonstrates diligence, drive and determination in reporting on the issues that matter to the business community and the broader public. I applaud this year's winners for their outstanding efforts and encourage them to continue to advance the field of journalism to support the sustainable growth and development of society.



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 Insurance Authority

「恒大商業新聞獎」舉辦至今已來到第六屆。過去數年，在全球急劇轉變的洪流中，香港經歷了大大小小的挑戰。派發消費券、收緊社交距離措施、籌備發行綠色零售債券、透過網上銷售保險產品、計劃取消強制性公積金制度的「對沖安排」等重大事件，無不與大眾生活息息相關。要充分了解社會實況，必須依靠新聞資訊。

商業新聞從業員不負眾望，無懼障礙與挑戰，時刻緊貼時勢，透過提供專業準確的新聞報道，協助商界和市民掌握各方事態發展，從而調整企業營商策略以至個人理財安排，在困境之中堅毅自強，靜待逆流而上的時機。他們的專業表現，實在可敬。

喜見本屆「恒大商業新聞獎」廣獲各界支持，參賽作品內容豐富，質素優秀一如既往。在此，讓我衷心感謝各位得獎者為傳媒行業無私奉獻，亦趁機鼓勵其他新聞從業員以他們為榜樣，同心協力，推動社會發展，為我們的家-香港建設更美好將來。

The Business Journalism Awards (the Awards) of the HSUHK has reached its sixth anniversary since its inauguration. Over the past few years, Hong Kong had witnessed tremendous set-backs and unprecedented challenges amidst the global current of change. Major events such as the distribution of consumption vouchers, the tightening of social distancing measures, the preparation for the launch of retail green bonds, on-line sale of insurance products and the plan to abolish the "offsetting arrangement" under the Mandatory Provident Fund System are all closely impacting the life of the public. It is of paramount importance that prompt and accurate news are reported to enable members of the public to fully grasp hold of the current situation in real time.

Living up to the public's expectations, business journalists, undaunted by obstacles and challenges, always work diligently to keep people abreast of the happenings around them, report on professional and accurate news facilitate businesses and people to adjust corporate strategies and operation, as well as manage personal financial arrangements; enabling them to stay vigilant in difficult time while awaiting for opportunities to rebound. Their professionalism and contributions deserve our greatest respect.

I am glad to note that this year's Awards has received wide support from various sectors, and that the submissions are rich in contents and high in quality as in previous years. May I take the opportunity to extend my sincere gratitude and appreciation to the award winners for their selfless dedication to the media industry, whilst at the same time setting up the good example to encourage fellow practitioners to work together in promoting the healthy development of our society, thereby building a better future for our home – Hong Kong.



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

很高興見證恒大年度重點活動之一「恒大商業新聞獎」。今年傳播學院繼續秉承本校的「博雅+專業」理念，對商業新聞從業員的優良表現致以肯定與敬意。在此祝賀各位表現傑出的得獎者，並感謝評審團隊的鼎力支持。

身處現今瞬息萬變的時代，要適時製作具備新聞價值、原創性和影響力的報道，殊不簡單。在新冠疫情、中美貿易摩擦、科技革新等變化中，新聞從業員要恪守專業精神，實踐傳播使命，更是重大挑戰。從本屆「恒大商業新聞獎」的參賽作品所見，香港的新聞從業員無懼艱辛，繼續竭盡所能服務大眾，水準毫不遜於往年。

作為國際金融中心與大灣區的門戶，香港對可靠商業新聞訊息的需求，一直非常龐大。恒大深明優秀傳媒人對商界、社會和大眾的重要，因此在訓練學生的明辨思維與社會責任的同時，亦定期提升傳播行業相關的課程，並加入創新與科技元素，務求培養切合時代需要的專業人才。

期待我們的畢業生來日加入商業新聞從業員的行列，能學以致用，盡展潛能，為這個行業、這個城市更添亮彩。

It is a great pleasure to see that this year's Business Journalism Awards (the Awards), organised by the School of Communication and as one of our University's signature activities, continues to uphold our 'Liberal + Professional' vision in expressing recognitions to distinguished business journalists. May I convey my congratulations to all awardees on their outstanding performances, and my appreciation to our judges for their dedicated support.

In today's fast-changing world, it is by no means easy to produce news reports with news value, originality and impact in a timely manner. In the face of the uncertainties brought about by, inter alia, the coronavirus pandemic, the trade conflicts between China and the US, and technological advances, it is even more challenging to realise the mission of public communication while maintaining professionalism. The entries of the Awards this year reflect that Hong Kong's journalists, unafraid of adversities, continue to serve the public with unwavering commitment. The quality of the entries indeed is not less than that of last year.

As an international financial hub and a gateway to the Greater Bay Area, Hong Kong has always had a strong demand for reliable business news information. Fully aware of the importance of quality journalists to the business sector, society and the public, the HSUHK, apart from cultivating students' critical thinking and social responsibility, endeavours to upgrade continuously its programmes related to the communications industry while incorporating innovation and technology elements, with the aim of nurturing professionals who can meet the needs of our time.

I look forward to our graduates joining the profession of business journalists, so that they will put what they have learnt into practice and realise their potential to the fullest, adding to the brilliance of the industry and our city.



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)及
傳播學院院長
Associate Vice-President (Communications and Public Affairs) and
Dean of School of Communication of
The Hang Seng University of Hong Kong

不論是對傳媒行業、大專院校還是市民大眾而言，2021年無疑充滿挑戰。慶幸第六屆「恒大商業新聞獎」依舊收到超過400份參賽作品，其內容保持一貫的深度、廣度與高度，充分展現一眾商業新聞從業員的堅毅意志、專業精神與社會責任。評審委員、贊助機構與傳媒人士的鼎力支持，實在令人鼓舞。

恒大傳播學院一直致力提供優質商業傳播教育，開辦將新聞、傳播、公關與商業、財經結合的學位課程，並投放大量資源建設各項先進教學設施，務求培育具備兩文三語、國際視野、分析能力、創新意念及批判思維的優秀傳播專才，以配合市場對人才與日俱增的渴求。透過舉辦「恒大商業新聞獎」，我們希望促使學生更緊貼時事，關心社會，在向傳媒前輩學習之餘，亦加強自身的新聞觸覺，為日後投身行業做好準備。

新聞傳播行業走在社會尖端，瞬息萬變。展望將來，隨着大灣區的發展和中港兩地的融合，商業新聞專才的角色定將更為舉足輕重。希望新聞從業員繼續懷抱服務大眾的信念，發揮傳播最新資訊、監察社會動態的作用，使整個行業變得更加豐盛，成為我們引以為傲的寶貴資產。

傳播學院在此衷心恭賀本屆得獎者，並祝願全體商業新聞同仁未來更上層樓。

For the media industry, tertiary education institutions and the public alike, the year 2021 was undoubtedly full of challenges. It was a blessing that the 6th Business Journalism Awards (the Awards) of the HSUHK continued to receive over 400 entries, with depth, width and altitude no less than those of their predecessors. These entries fully demonstrated the strong willpower, professional spirit and social responsibility of our business journalists. The overwhelming support from our judges, sponsors and media practitioners was truly heartening.

The School of Communication (SCOM) of the HSUHK has all along endeavoured to provide quality business communication education. By offering programmes that combine business and finance with journalism, communication and public relations, and by investing heavily in various state-of-the-art teaching facilities, the SCOM strives to nurture competent communicators with biliterate and trilingual skills along with global perspectives, analytical skills, innovative minds and critical thinking, thereby meeting the industry's increasing demand for talents. Through organising the Awards, we hope to encourage our students to keep abreast of current affairs, care more about our society, and sharpen their own news sense while learning from experienced journalists, so as to equip themselves to join the industry in the future.

The journalism and communication industry is a dynamic trendsetter. Looking ahead, with the growth of the Greater Bay Area and the integration of Hong Kong with the Mainland, the role of business journalism professionals will certainly become increasingly vital. We hope that our media practitioners would continue to embrace the spirit of public service in fulfilling their functions of communicating up-to-date information and monitoring social developments, thereby enriching the entire industry and making it a valuable asset in which we all take pride.

The SCOM would like to express our warm congratulations to this year's awardees, and wishes that all business journalists would soar even higher in the days 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

合伙人
Partner

美好集團
MH Group

陳永陸先生

Mr CHAN Wing Luk

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

陳心愉女士

Ms Bonnie CHAN

總裁
Director-General

香港工業總會
Federation of Hong Kong Industries

陳興昌先生

Mr Anderson CHAN

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

香港有線新聞有限公司
i-CABLE News Limited

陳錦強先生

Mr CHAN Kam Keung

總編輯
Editor-in-Chief

明報
Ming Pao

陳家豪先生

Mr Emil CHAN

主席
Chairman

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

陳韜文教授

Professor Joseph M. CHAN

新聞與傳播學榮休教授
Emeritus Professor of Journalism and
Communication

香港中文大學
The Chinese University of Hong Kong

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

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.

戚本業先生

Mr Ernest CHI Pan Year

執行總編輯
Executive Editor-In-Chief

香港01有限公司
HK01 Company Limited

邱達根議員

Hon Duncan CHIU

議員 (功能界別 - 科技創新界)
Legco Member (Functional Constituency -
Technology and Innovation)

立法會
Legislative Council

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

朱子昭先生

Mr Alaric CHU

總經理 (節目規劃及頻道運作)
General Manager - Program &
Channel Operations

新城廣播有限公司
Metro Broadcast Corporation 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

馮應謙教授

Professor Anthony FUNG Ying Him

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

評審委員名單 Panel of Judges

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

林健鋒議員, GBS, JP

Hon Jeffrey LAM Kin-Fung, GBS, JP

議員（功能界別 - 商界（第一））
Legco Member (Functional
Constituency - Commercial (First))

立法會
Legislative Council

梁嘉麗女士, MH

Ms Carrie LEUNG Ka Lai, MH

行政總裁
Chief Executive Officer

香港銀行學會
The Hong Kong Institute of Bankers

甘煥騰先生, BBS

Mr Keith KAM Woon Ting, BBS

董事
Director

明報報業有限公司
Ming Pao Newspapers Limited

劉會平先生

Mr Patrick LAU

副總裁
Deputy Executive Director

香港貿易發展局
Hong Kong Trade Development Council

梁君彥議員, GBM, GBS, JP

Hon Andrew LEUNG Kwan Yuen,
GBM, GBS, JP

主席
President

立法會
Legislative Council

關慧玲女士

Ms Regina KWAN

總經理、集團新聞及資訊總監
General Manager & Director of News
and Infotainment

香港有線新聞有限公司
i-CABLE News Limited

劉頌陽先生

Mr Dominic LAU Chung Yeung

執行總編輯
Executive Editor-in-Chief

明報
Ming Pao

李志堅先生

Mr Earnest LI Chi Kin

創辦人
Founder

記本事有限公司
Newzpire Limited

林子豪先生

Mr Addie LAM Tsz Ho

助理總監（傳訊）
Assistant Director (Communications)

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

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

李大宏先生

Mr LI Dahong

副董事長兼總編輯
Vice Chairman & Chief Editor

香港大公文匯傳媒集團
Hong Kong Ta Kung Wen Wei
Media Group

林家禮博士, BBS

Dr George LAM, BBS

主席
Chairman

香港數碼港
Hong Kong Cyberport

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
Practice of Journalism

香港浸會大學
Hong Kong Baptist University

林宣武先生, GBS, JP

Mr Willy LIN Sun Mo, GBS, JP

主席
Chairman

香港生產力促進局
Hong Kong Productivity Council

評審委員名單 Panel of Judges

盧覺麟先生

Mr Alan LO Kok Lun

社長
Publisher

730媒體有限公司
Am730 Media Limited

盧淑賢女士

Ms Daisy LO

會籍及外展總監
Director of Membership & Outreach

香港證券及投資學會
Hong Kong Securities and Investment
Institute

陸觀豪先生, BBS, JP

Mr Roger LUK Koon Hoo, BBS, JP

校董會成員
Member of Board of Governors

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

蔺常念先生

Mr Francis LUN Sheung Nin

行政總裁
CEO

智易東方證券有限公司
GEO Securities Limited

羅興輝先生

Mr LUO Xinghui

執行總編輯
Executive Chief Editor

香港商報
Hong Kong Commercial Daily

馬文敬先生

Mr Patrick MA Man King

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

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Radio Television Hong Kong

伍淑嫻女士

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香港台執行台長
Executive Head, HK Channel

鳳凰衛視
Phoenix Satellite TV

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Ms Melissa PANG, BBS, MH, JP

主席
Chairman

香港報業評議會
Hong Kong Press Council

彭京玲女士

Ms Ellie PANG

總裁
Chief Executive

香港公司治理公會
The Hong Kong Chartered Governance
Institute

史立德博士, BBS, MH, JP

Dr Allen SHI Lop-Tak, BBS, MH, JP

會長
President

香港中華廠商聯合會
The Chinese Manufacturers' Association
of Hong Kong

蘇鑰機教授

Professor Clement SO

社會科學院副院長（學生事務）及
新聞與傳播學院教授
Associate Dean (Student Affairs)
of Faculty of Social Science and
Professor of School of Journalism and
Communication

香港中文大學
The Chinese University of Hong Kong

施清彬博士

Dr SZE Ching Pan

副總編輯
Deputy Chief Editor

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

鄧聲興博士

Dr Kenny TANG Sing Hing

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Chairman

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總編輯
Chief Editor

信報月刊
Hong Kong Economic Journal Monthly

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立法會
Legislative Council

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、業務場所、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

以商業或財經人物專訪為題材的報道。
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

協助讀者深入淺出了解報道內容的影像化資訊,例如版面設計、圖解資訊、數據圖表等。
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工作三年或以下的記者參加,以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 their 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 financial/business journalists to recognise and honour their excellent work.

• 文字組 Text
• 影像及聲音組
Video and Audio

• 靜態 Still Image
• 動態 Motion

過去兩年未曾獲得此獎項的記者,不論所屬某媒體類別,均可參加。

Open to journalists working in any types of media who have not won this award for the past two years.

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.

原創及獨家
Originality & Exclusivity

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

報道質素
Reportorial Quality

全面及持平。
Comprehensiveness and balance.

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。
Ability to express the main theme, concepts and data, or report a complex issue in a clear and easy-to-understand way.

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。
Ability 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.

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.

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



Big Pharma must sacrifice upfront profits to get on China's coveted list of medicines eligible for insurance reimbursements

司徒玉儀
Peggy SITO

南華早報 | South China Morning Post

評審評語 Comment from Judge

「很有洞察力的文章，令讀者容易了解相關課題，附加圖表令閱讀起來更具趣味。」

評審 關慧玲女士



City quietly catches up in race for fintech innovation

姚曼儀、李凤雯、Chad BRAY
Enoch YIU, Georgina LEE, Chad BRAY

南華早報 | South China Morning Post

評審評語 Comment from Judge

「報道內容全面，能多角度分析本港目前發展金融科技面對的挑戰及其擁有的優勢。筆者訪問了多位業界代表，進一步為讀者提供更具體的觀點。」

評審 莊偉茵女士, JP



地契禁浸大收租 浸幼改名目付200萬

陳惠恩
CHAN Wai Yan

明報 | Ming Pao

評審評語 Comment from Judge

「記者細心抽絲剝繭透過比較幼稚園的財務報表，找出可能瞞報漏洞，配以圖表闡述，以免家長繳高昂學費及錯用公帑，維護公眾利益。」

評審 張秀雲女士

影像及聲音組 Video and Audio



迷你倉買賣合規存疑？

阮智聰
YUEN Chi Chung

Now TV

評審評語 Comment from Judge

「簡潔扼要報道迷你倉買賣問題，讓投資者知所選擇。」

評審 黃佩珊女士



美食車 | 先導計劃第五年剩三架營業經營者：似等自然流失

鄧家琪、林頌華、蕭堃衍
TANG Ka Ki, LAM Chung Wah,
SIU Kwan Hang Alger

香港01 | HK01

評審評語 Comment from Judge

「用生動活潑、條理清晰的嶄新方法，表達美食車計劃的誕生與衰落，令觀眾留下深刻印象。」

評審 鄧傳鏘先生

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

文字組 Text



打造新都會系列報道

杜展銘、黎倩彤
TO Chin Ming, LAI Sin Tung

星島日報 | Sing Tao Daily

評審評語 Comment from Judge

「報道具洞察力和遠見，從多角度深入且客觀分析『新都會』的發展潛力、對經濟和民生的影響，內容全面，讓讀者易於掌握。」

評審 史立德博士



土地大鬆綁系列報道

杜展銘、歐志軍
TO Chin Ming, AU Chi Kwan

星島日報 | Sing Tao Daily

評審評語 Comment from Judge

「資料詳盡，從多角度多層面分析，發掘出獨特故事線，並以不同持份者的經歷增添趣味。」

評審 曾立基先生

影像及聲音組 Video and Audio



【理財有方】永續經營系列

鍾依霖、韓安琪、鄧嘉蔚
CHUNG Yee Lam, HON On Ki, TANG Ka Wai

Now TV

評審評語 Comment from Judge

「E(環境) S(社會) G(治理)是近年企業管理的流行術語。節目探索不同規模和行業的本地公司在ESG方面的實踐，介紹其基本理念和對人類生活環境的優化作用，例如減少樹木砍伐與廢物回收對地球生態帶來的好處。」

評審 方梓勳教授, MH



凱莉山學校亂賬調查報道

李穎霖、勞顯亮、鄧穎琳、蕭堃桁、
袁柏謙、張偉江、王海圖、岑卓熹
LEE Wing Lam, LAO Xian Liang,
TANG Wing Lam, SIU Kwan Hang Alger,
YUEN Pak Him, CHEUNG Wai Kong,
WONG Hoi To, SHAM Cheuk Hei

香港01 | HK01

評審評語 Comment from Judge

「此調查報道十分出色，資料搜集全面。詳盡訪問各個涉事重要人物，增加報道可信性。整個系列雖然錄像畫面不多，但配以大字標題，清楚帶出訊息，無論內容同表達水準都很高。」

評審 楊玉珍小姐

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



房產商品化種禍根 樓價冰封房企洗牌

鄭雲風
CHENG Wan Fung

信報財經月刊 |
Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

「報道選題重要，受訪者皆是對國內樓市危機有洞見之人，分析深入淺出，善用圖表，文筆明快，兼顧歷史脈絡，結論有說服力。」

評審 陳韜文教授



首置按揭放寬兩年 上車換樓容易了？

黃卓賢
WONG Cheuk Yin

iMoney 智富雜誌 | iMoney Magazine

評審評語 Comment from Judge

「這篇報道從不同角度去剖析香港市民和地產商對政府推出的首置按揭政策的看法，這些都是香港人關心的問題。這報道從內容持平及寫作技巧良好，清晰地表達了主題，並運用了數據和圖表及透過不同的訪問，用有深度的分析令讀者更容易了解首置按揭放寬對樓市、社會、市民及地產商的影響，所以我予以相當高的評價。」

評審 彭京玲女士

影像及聲音組 Video and Audio



估價過高都出事！ 點解執平貨反而上唔到會

胡國威、陳迪麟、賀慧恩、石禮豪
WU Kwok Wai, CHAN Tik Lun, HO Wai Yan,
SHEK Lai Ho

胡·說樓市 | WuChatProp

評審評語 Comment from Judge

「報道深入解釋何以銀行不會批出物業賣價比正常低的置業貸款，對所有潛在買家有警醒作用，也揭示相關政策的漏洞。」

評審 劉志權教授



樓市點睇：環保「發水樓」

莊斯惠
CHONG Sze Wai

無綫電視 | TVB

評審評語 Comment from Judge

「參選者對近年住宅樓宇發水的問題資料蒐集功夫做得非常全面。他利用兩個實例和多個角色訪問為觀眾清楚解釋銷售手段、環保設施及人性化設計的好處。完善生活設施的賣點及通透空間和平台花園提供住戶享用有着存在價值，引導觀眾去思考取捨的抉擇。報道拍攝手法深入淺出，整體水準不俗，成績優異。」

評審 黃山先生

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



歡喜傳媒董平

許鎮邦、陳遠威
SHU Tsin Bon Brian, CHAN Yuen Wai Steve

信報財經新聞 |
Hong Kong Economic Journal

評審評語 Comment from Judge

「報道具體而微地透過董平的專訪，剖析公司甚至中國電影媒體行業的生態、業者與政府的互動、公司及行業前景。內容豐富而非流於資料堆砌。記者與受訪者的互動成功讓受訪者分享其真切見解，沒有令專訪淪為單向宣傳。」

評審 林子豪先生



星之子陳易希談10年創業路
寄語年輕人：「應及早追夢」

陳詠妍、羅浩濂
CHAN Wing Yin, LAW Ho Lim

iMoney 智富雜誌 | iMoney Magazine

評審評語 Comment from Judge

「這篇人物誌為現今社會帶來正能量，鼓勵時下年輕人不要輕易放棄，並要未雨綢繆，時刻裝備自己，着眼未來。記者寫作流暢，資料蒐集豐富，構圖精美，引起讀者追看的興趣。」

評審 伍淑嫻女士

影像及聲音組 Video and Audio



發展局局長黃偉綸率先披露
北部都會區或建三間大型醫院

陳曉慶
CHAN Hiu Hing

香港電台 | Radio Television Hong Kong

評審評語 Comment from Judge

「北部都會區是未來香港最重要的發展規劃之一，專訪內容充實且透露更多政府詳細的看法和規劃，讓市民能夠及早了解，相信能讓市民更支持這個大型規劃。」

評審 黃俊碩議員



財金專訪 金管局總裁余偉文

梁泳儀、阮智聰
LUENG Wing Yee, YUEN Chi Chung

Now TV

評審評語 Comment from Judge

「專訪報道節奏明快，訊息鋪排清晰有序，專業地表達受訪者對香港作為國際金融中心的成就、挑戰及未來發展目標的觀點。」

評審 陳心愉女士

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

文字組 Text



電動車10年內增百倍
業界力拓充電站商機

潘曉豐
POON Hiu Fung

iMoney 智富雜誌 | iMoney Magazine

評審評語 Comment from Judge

「標題直接，內容詳盡，排版吸引，圖文並茂，有助讀者了解香港電動車趨勢及充電站分佈，並加插用家訪問，從多角度探討主題，包括可持續發展以及相關的商機，對普羅讀者以至商界均有啟發性。」

評審 劉會平先生



共富或共產 北歐或北韓

黃愛琴
WONG Oi Kam

信報財經月刊 |
Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

「報道點題突出，以多角度搜集的資料及專家訪問手法，解讀熱門話題『共同富裕』的真意義。有別於近來越來越多立場偏頗的報道，看到這篇有如此說服力及能清楚解讀時事及政治議題的文章，實在難得。」

評審 陳家豪先生

影像及聲音組 Video and Audio



內地「劇本殺」角色推理遊戲興起

黃貝紋
WONG Pui Man

香港電台 | Radio Television Hong Kong

評審評語 Comment from Judge

「這份作品題材抓得及時精準，對行業新動向有較深洞察，採訪深入全面，呈現生動吸引，堪稱佳作。」

評審 羅興輝先生



跨境理財通疫下啟動 市場料反應慢熱

羅煒皓
LAW Wai Ho

香港電台 | Radio Television Hong Kong

評審評語 Comment from Judge

「跨境理財通被受市場關注，記者藉計劃啟動點出左右此計劃成功實施的關鍵因素，帶出主要參與者的分析意見，有助公眾掌握議題。」

評審 何富豪先生

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

文字組 Text



NFT反網上霸權 建數碼烏托邦

李潤茵
LEE Yun Yan

信報財經月刊 |
Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

「這篇報道用顯淺用字及例子介紹NFT，助讀者更容易掌握虛擬資產構成的『創造者經濟』的未來發展方向及爭議。」

評審 梁君彥主席, GBM, GBS, JP



中央力撐國際創科中心 香港如何在大灣區突圍

羅浩濂
LAW Ho Lim

iMoney 智富雜誌 | iMoney Magazine

評審評語 Comment from Judge

「報道題材選得很好，是現時城中熱門話題，是社會各界想知道更多的領域（創科），也反映當前國情和國策（國際創科中心）。採訪對象、所用的案例（有代表性的數碼港和科學園）和相關資料，以及行業資料的搜集和整理，也做得非常好。」

評審 林家禮博士, BBS

影像及聲音組 Video and Audio



財經透視：NFT

陳至君
CHAN Chi Kwan

無綫電視 | TVB

評審評語 Comment from Judge

「在短短9分鐘內深入淺出介紹NFT的性質和風潮，並客觀地說明了它的優點和風險，內容緊湊，又能夠讓一般觀眾容易理解。」

評審 邱達根議員



【潮玩科技】網遊淘金術

鄧嘉蔚
TANG Ka Wai

Now TV

評審評語 Comment from Judge

「報道深入挖掘NFT概念區塊鏈遊戲的發展潛力，帶來最新資訊和嶄新視角，是商業科技新聞的好作品。」

評審 施清彬博士

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

靜態 Still Image



中產苦翁



王文嫻、馮自培
WANG Wen Xiang, FUNG Che Pui

大公報
Ta Kung Pao

評審評語 Comment from Judge

「本來要突出一個涉及多種類型『窮富翁』的新聞主題，並不容易，但得獎作品透過悅目構圖，成功地突出主題、同時展示出連貫性的視覺效果，整體表現上佳。」

評審 戚本業先生

動態 Motion



創科導航: NFT 概念動畫



叢健溢
Chung Kin Yat

無綫電視
TVB

評審評語 Comment from Judge

「短片以非同質化虛擬貨幣(NFT)為主題，選題新穎，視頻結合了本港音樂人利用NFT建立銷售平台的成功經驗，配合詳細的NFT概念介紹和專業人士對市場現況的介紹及展望，深入淺出地介紹了這一新穎事物，開拓觀眾視野。」

評審 李大宏先生

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



曾新嵐
ZENG Xinlan

中國日報香港版
China Daily Hong Kong



參賽作品

- Buying into an 'artist journey'
- Looking beyond the real world
- Offering a token of confidence

評審評語 Comment from Judge

"I think the outstanding journalist is very experienced. Her stories are informative, balanced and critical. She has sharp insight on new market trends such as cryptocurrency and NFTs in Greater Bay Area."

評審 馮應謙教授

自我介紹

曾新嵐現於《中國日報》香港版任財經記者，負責香港及內地大灣區市場的財經專題報道，範疇包括科技、資本市場和人物專訪。有幸獲報社前輩和夥伴指導，挖掘市場動向，才有虛擬貨幣、NFT（非同質化代幣）系列報道。期間亦報道科技動態，如元宇宙風潮、藝術科技、低碳科技等。

曾新嵐2020年畢業於香港大學新聞系。在《中國日報》香港版工作之前，在Haymarket Media Group旗下Finance Asia編輯部實習，報道亞洲財經事件，亦曾在亞太日報（Asia Pacific Daily）報道中國互聯網公司動態、遊戲以及共享經濟市場。

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



李潤茵
LEE Yun Yan

信報財經月刊
Hong Kong Economic Journal Monthly



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評審評語 Comment from Judge

「記者能從多元化和非常透徹的角度去分析各種新聞，文字簡潔到位，見解精闢到位，意思顯淺易明。」

評審 陳永陸先生

自我介紹

李潤茵現為《信報財經月刊》高級記者，負責專題報道，題材涉獵經濟、科技及社會，也撰寫人物專訪。2012年，香港中文大學新聞與傳播學院本科畢業，為《信報》首屆「動筆動思考」作家培訓計劃學員，後參與該報周年誌慶紀念書冊《香港金融風雲40載》採訪入行。

她曾獲「恒大商業新聞獎」（文字組）年度商業新聞記者獎（第三屆）、經濟及金融政策新聞報道金獎（第三屆、第五屆）及銀獎（第五屆）、商業科技新聞報道金獎（第三屆、第五屆）及銀獎（第四屆）、大中華商業新聞報道銀獎（第三屆），並獲「花旗集團傑出財經新聞獎」季軍（2020）及冠軍（2021）。

香港恒生大學介紹

About The Hang Seng University of Hong Kong



香港恒生大學（恒大）是一所以博雅教育為主導的非牟利私立大學。恒大的歷史可追溯至1980年恒生商學書院（恒商）成立之時。恒商由何善衡慈善基金會、何添慈善基金會、大昌貿易行、若干恒生銀行創辦人及恒生銀行慷慨捐資成立，其後於2010年根據《專上學院條例》（第320章）註冊成為非牟利私立學位頒授學院，並改名為恒生管理學院（恒管）。2018年10月底，恒管經嚴格的國際院校評審後，獲香港特區政府批准正名為「香港恒生大學」。

恒大矢志成為區內具領導地位的優質私立大學，在香港高等教育界扮演獨特和重要的角色。恒大由五個學院組成（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），現有約6,000名全日制學生及超過200名全職教師。作為一所住宿型院校，恒大採用獨特的「博雅+專業」教育模式，以優質教學和學生全方位發展為最優先目標。

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university. The roots of HSUHK reach back to 1980 when the Hang Seng School of Commerce (HSSC) was established, with funding from the S H Ho Foundation, the Ho Tim Charitable Foundation, Dah Chong Hong Limited, several Hang Seng Bank founding directors, and Hang Seng Bank Limited. HSSC was then re-structured in 2010 and became Hang Seng Management College (HSMC), a degree-granting institution registered under the Post Secondary Colleges Ordinance (Cap.320). In late October 2018, after rigorous international institutional reviews, HSMC was granted approval by the Government of the Hong Kong Special Administrative Region (HKSAR) for its renaming as 'The Hang Seng University of Hong Kong'.

Aspiring to be a leading private university of top quality in the region, HSUHK plays a unique and substantial role in the higher education sector in Hong Kong. HSUHK has five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages), with around 6,000 full-time students and over 200 full-time academic staff members at present. 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.

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、公關、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：影視製作中心、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, public relations, 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 professional in business journalism, public relations 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 Cinema and TV Production Centre, 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.



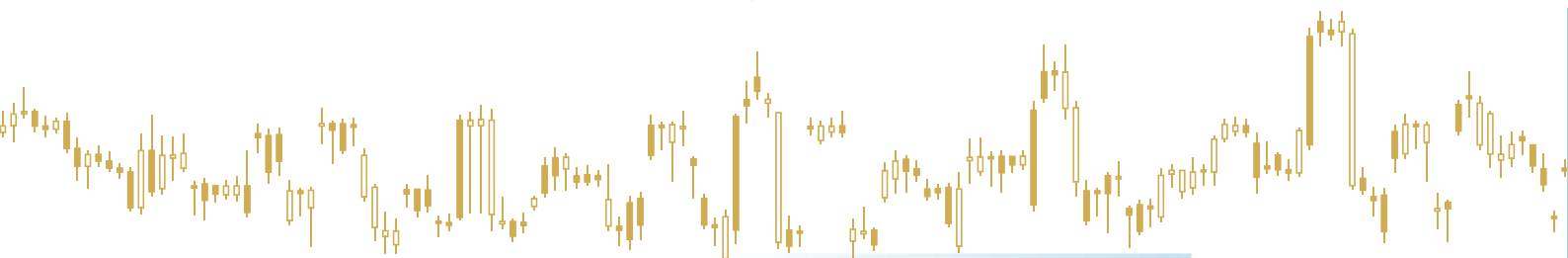
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The Hang Seng University of Hong Kong





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傳播學院
SCHOOL OF COMMUNICATION

Communication
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策略傳播文學碩士
Master of Arts in Strategic Communication

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香港恒生大學傳播學院

恒傳感言



聯合主持
Co-hosted by

曹虹教授 Professor Scarlet Tso

香港恒生大學協理副校長(傳訊及公共事務)及傳播學院院長
Associate Vice-President
(Communications and Public Affairs) and
Dean of School of Communication of
The Hang Seng University of Hong Kong

趙應春教授 Professor Ronald CHIU

香港恒生大學傳播學院副院長
Associate Dean of
School of Communication of
The Hang Seng University of Hong Kong

香港恒生大學傳播學院及傳訊及公共事務處共同製作的《恒傳感言》，藉着來自不同界別的重量級嘉賓分享生命故事，向社會傳遞積極及正面的訊息。

《恒傳感言》自推出以來備受各界關注，嘉賓真情分享成長經歷、學習心得、生活及工作點滴，讓年輕人感受他們對專業的堅持、面對逆境的勇氣和對生命的熱誠，冀為年輕人帶來思考和啟發，以正面思維面對未來的挑戰和機遇。

The SCOM Talk Show produced by the School of Communication and Communications and Public Affairs Office of The Hang Seng University of Hong Kong brings together intellectual and creative minds to deliver positivity to society through real life stories.

The SCOM Talk Show has caught widespread attention since its launch. The heartfelt sharing by guests demonstrates their commitment to professionalism, courage to hurdle adversity and passion for life. We hope to bring enlightenment and encouragement to the young generation who are in face of challenges and opportunities.

觀看節目
Watching Shows



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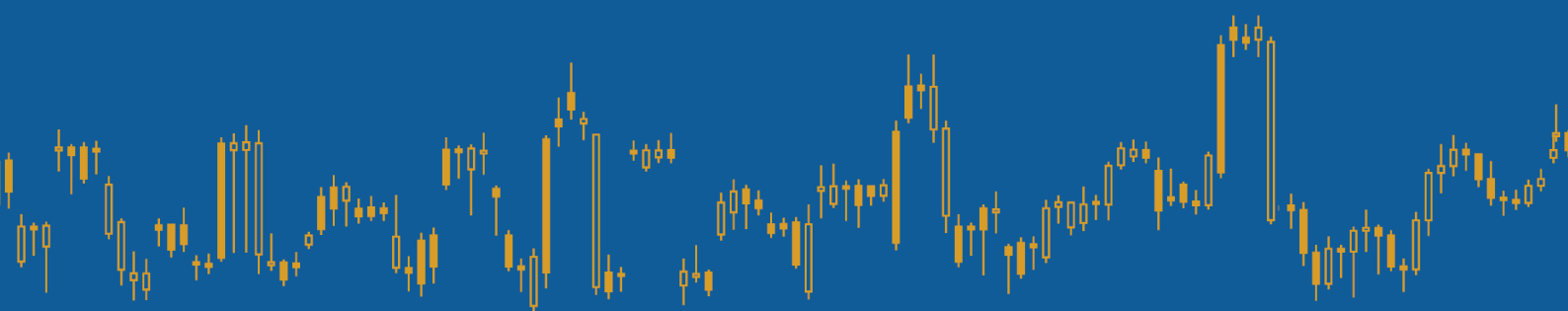


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