



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

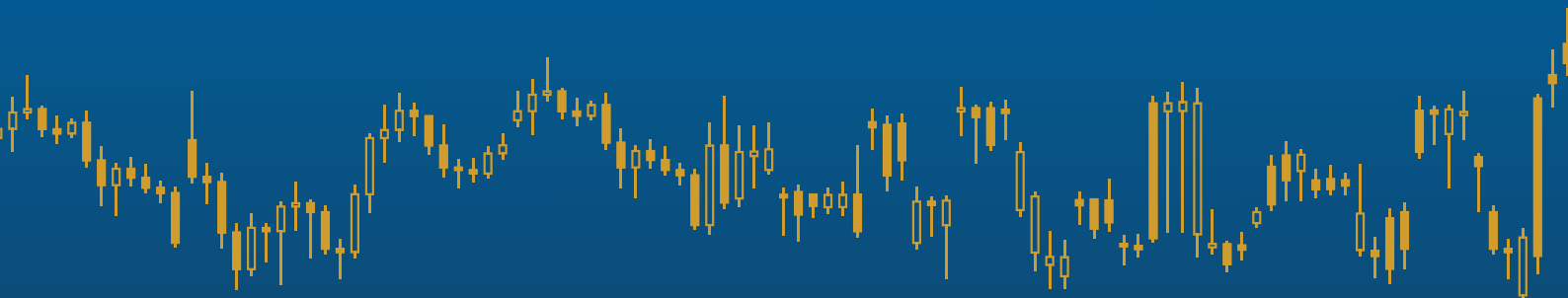


傳播學院
SCHOOL OF COMMUNICATION

第八屆

商業 新聞獎

The 8th Business Journalism Awards of
The Hang Seng University of Hong Kong





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第八屆 商業 新聞獎

The 8th 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.

獻辭
Message



馬時亨教授, GBS, JP
Professor Frederick MA Si-hang, GBS, JP

富衛集團有限公司主席
Chairman of FWD Group Holding Limited

第八屆恒生大學商業新聞獎

恒傳財商
與業相長

富衛集團有限公司主席
馬時亨



施穎茵女士

Ms Diana CESAR

香港恒生大學校董會主席

Chairman of the Board of Governors
The Hong Seng University of Hong Kong

很多人對新聞工作所擔當的重要角色都不太重視，但正正是新聞工作，才讓我們可以理解這個日益複雜的世界。新聞工作並不簡單，準繩以外，還要以易於明白及有趣的方式向讀者提供資訊，這需要很高的技巧。

這一點在商業新聞報道中尤為重要。市場的任何大趨勢、微小細節和競爭環境，都可以組成新聞報道的基礎。新聞從業員需要對市場和受眾有深入的了解，方可找出相關和有趣的角。難怪出色的記者都受到大家的尊重。

今年，我們推出了一個新的獎項 - 「最佳商業ESG新聞報道」。生意成功與否，並不只憑公司的盈利能力去釐定，還有社會責任的實踐。推出「最佳商業ESG新聞報道」，正好印證了這一點。商業環境不斷變化，我們意識到環境、社會和公司管治（ESG）的原則越趨重要。企業所體現的價值值得大眾關注，並可直接影響利潤。這個趨勢會越來越明顯。

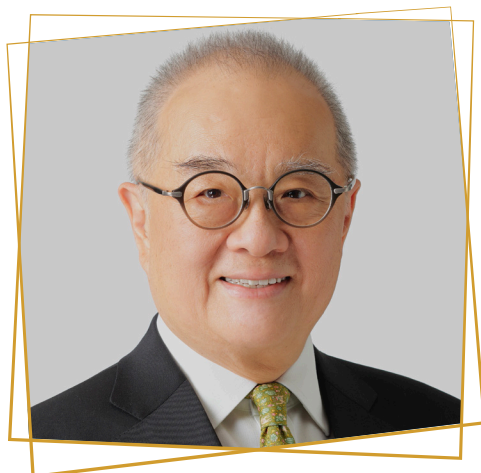
我衷心恭賀所有得獎者。在我整個職業生涯中，優秀的新聞報道協助我做出了更明智的決策。我由衷感謝新聞從業員的貢獻！

Journalism is too rarely recognised for the important role it has in helping us to understand this increasingly complicated world. This is not a simple job. Getting the facts right and providing an orientation is a challenge - but it takes great skills to present them in a way that is understandable and interesting.

This is especially important in business journalism, where the stakes are high. There is always the macro, micro and the competitive environment at play and any (or all) can be the basis of a particular article. Understanding what is relevant and interesting requires a thorough knowledge of the market and of the audience. Given this, it is very easy to see why great journalists are so admired.

This year, we have introduced a new award for the 'Best Business ESG News Reporting'. It's an acknowledgement that good business isn't just about profits; it's about contributing to the common good. In the evolving landscape of business, we realise that the integration of Environmental, Social, and Corporate Governance (ESG) principles are redefining what success looks like. The values a business promotes are now newsworthy and can have a direct impact on profits. The importance of this will increase.

Congratulations to our award winners. On a personal note, I would like to add that throughout my career, journalism has helped me make more informed decisions. To be honest I can offer no higher praise!



鄭慕智博士, 大紫荊勳賢, GBS, OBE, JP

Dr the Hon. 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
The Hong Seng University of Hong Kong

香港特別行政區行政會議非官守議員
Non-Official Members of the Executive Council
The Hong Kong Special Administrative Region

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

商業新聞一直是傳媒行業不可或缺的一部分，它不僅提供了豐富的資訊，還幫助我們分析和了解瞬息萬變的商業社會和趨勢。在這個信息爆炸的時代，新聞從業員的工作變得更加重要，無論是金融市場的波動，還是跨國企業的併購，商業新聞傳遞著關於全球經濟、政治和社會的信息，為我們的世界觀提供了寶貴的參照。因此，我們要衷心感謝那些勇於挑戰、堅守真相的商業新聞從業員，由於他們的努力與奉獻，我們才能更清晰、更充份了解全球經濟格局。

人工智能的迅速發展全面挑戰傳統的商業模式。毫無疑問，傳媒行業亦須在人工智能的影響下進行轉型。這些變革為新聞從業員提供了更多機會，但亦需要他們不斷地學習和適應新的技術和工具。最重要的是他們定要堅守新聞倫理和價值觀，確保人工智能技術的應用不會影響新聞的客觀性和公正性。

讓我們共同祝賀今年的得獎者，並感謝所有參賽者提供的精彩、深刻的報導。我們期待著新一代的商業新聞從業員能攜手合作，為世界帶來更多積極的改進。

Business news have long been a vital part of the media industry, offering not only a wealth of information but also shedding light on complex business phenomena and trends. In this era of information overload, the role of business journalists has become more crucial than ever in providing insights into economic, business, financial, and political upshots from around the world. For that, we acknowledge with grateful appreciation those courageous and truth-seeking business news professionals. Their hard work and dedication have provided us with an immaculate appraisal of the global economic landscape.

The rapid advancements in artificial intelligence are posing significant challenges to many traditional business models. The media industry would undoubtedly has to transform and evolve with the latest developments in AI technologies. While technological advancements provide new opportunities for news professionals, they are also subjected to the need of further learning and adaptation to emerging technologies and tools. Most importantly, upholding journalistic ethics and values is essential to ensure that the application of AI technology will not compromise the objectivity and fairness of news reporting.

May I take the opportunity to join you in extending our congratulations to this year's award recipients and thank all the contestants for their dedication and efforts in producing those compelling and insightful works. We look forward to the new generation of business news professionals working together in bringing more positive changes to the world.



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

商業新聞是社會不可或缺的一部分，它不僅提供了商業資訊和市場動態，更是推動經濟發展和社會進步的重要力量。香港恒生大學傳播學院舉辦的「恒生大學商業新聞獎」，八年來見證著無數卓越新聞從業員的努力，為大眾提供優質的商業新聞報道與分析。我謹對所有參賽者表示崇高的敬意、對所有得獎者表示衷心的祝賀，並感謝評審團隊的鼎力支持。

經濟發展牽動人心，在全球經濟處於復甦階段的時刻，商業新聞的角色變得更加關鍵和具挑戰性，新聞從業員的使命更加莊嚴而偉大。我們期待著更多優秀的從業員能夠為社會帶來更多價值和影響力。同時，恒生大學將繼續提供更好教學、研究與服務，培養更多具高質素與專業操守的傳媒人才。

The significance of business news in society cannot be understated, as it not only provides vital business information and market dynamics but also propels economic development and social progress. The Business Journalism Awards, organized by the School of Communication of HSUHK, has honored numerous exceptional journalists over the past eight years, delivering high-quality business news coverage to the public. I extend my deepest respect to all participants and sincere congratulations to the winners. I am also grateful to the judging panel for their unwavering support.

Economic development profoundly impacts people, and as the global economy recovers, the role of business news becomes even more critical and challenging. This underscores the solemn and noble responsibility of journalists in this evolving landscape. We eagerly anticipate the contributions of even more outstanding journalists in delivering more values and impacts to society. At the same time, HSUHK will continue enhancing our teaching, research and services, nurturing more top-quality media talents with professional ethics.



曹虹教授
Professor TSO Hung Scarlet

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

香港恒生大學商業新聞獎已踏入第八個年頭，今年我們收到超過500份參賽作品，為歷屆之冠，充分顯示新聞業界對此獎項的高度肯定和支持。這些作品從不同領域，深入淺出地解說與大眾息息相關的商業新聞資訊，令讀者獲益良多。

新聞行業充滿挑戰，亟需具備多元技能和敏銳新聞觸角的人才。香港恒生大學傳播學院一直致力培養具有創新思維和專業素養的新聞從業員，並不斷調整和優化課程，為學生提供更多實踐和探索的機會，以應對日新月異的新聞環境。

為了進一步培育傳播人才，傳播學院繼「新聞及傳播(榮譽)學士學位」和「融合媒體與傳播科技(榮譽)文學士」課程之後，將於今年九月推出「藝術及文化傳播(榮譽)文學士學位」課程，旨在透過新聞與傳播的訓練，培養兼具藝術文化素養和商業推廣能力的專才，為新聞與傳播業界注入新動力。

本屆商業新聞獎的所有參賽作品具有極高水平，充分展現商業新聞同工們高度專業的洞察力與多元化的視角。我衷心恭賀所有得獎者，他們的高質作品值得業界和社會的肯定與讚揚。同時，我也要感謝所有參賽者和贊助商的支持、評審團的付出及傳播學院所有同事的努力，令這一項新聞界盛事得以順利舉行。

The Business Journalism Awards of the Hang Seng University of Hong Kong (HSUHK) has entered its eighth year. We received more than 500 entries this year, the highest number in the history of the Awards. The enthusiastic response is a validation of the recognition and support of the Awards by the news industry. The entries cover a wide spectrum of business events and issues that are of public interest. And by explaining complex issues in simple terms and providing in-depth analyses, they create values that greatly benefit the readers.

The news industry is full of challenges and in need of talents with diverse skills and a sharp sense of the news. The School of Communication of HSUHK has always been committed to cultivating news practitioners with innovative thinking and professional competence, and we regularly adjust and refine the curriculum to provide students with more practical experience and exploratory opportunities to adapt to the ever-changing news environment.

In addition to our Bachelor of Journalism and Communication (Honours) and Bachelor of Arts (Honours) in Convergent Media and Communication Technology programmes, the School of Communication will be launching a new Bachelor of Arts (Honours) in Arts and Culture Communication programme in September this year. Through training in journalism and communication, this program aims to nurture professionals with artistic and cultural literacy as well as skills in business promotion. I believe this programme will inject new energy into journalism and the media industry.

The exceptional quality of the entries we received this year reflects the highly professional insights and diverse perspectives that our colleagues bring to business journalism. I wholeheartedly congratulate all the Award winners, whose high-quality works deserve recognition and praise from the news industry and society. I also want to thank all the participants and sponsors for their support, the panel of judges for their efforts, and all the colleagues of the School of Communication for their hard work, making this grand event in the news industry a success.

評審委員名單

Panel of Judges

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

陳心愉女士 Ms Bonnie CHAN

總裁
Director-General

香港工業總會
Federation of Hong Kong Industries

陳景祥教授 Professor CHAN King Cheung

黃應士傳媒倫理操守教授, 專業應用教授
Raymond R. Wong Endowed Professor
in Media Ethics, Professor of Practice

香港浸會大學新聞系
Department of Journalism,
Hong Kong Baptist University

張德熙博士 Dr Haywood CHEUNG

理事長
President

金銀業貿易場
Chinese Gold and Silver Exchange

陳永陸先生 Mr CHAN Wing Luk

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

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

朱順慈教授 Professor Donna S.C. CHU

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

香港中文大學
The Chinese University of Hong Kong

陳柏楠先生 Mr Tom CHAN

副主席
Deputy Chairman

實德環球集團
Success Universe Group

曾淵滄教授, MH Professor 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

鍾慧敏女士 Ms Sylvia CHUNG

企業體驗總裁
Chief Business Impact Officer

華懋集團
Chinachem Group

陳家豪教授 Professor 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

張秀雲女士 Ms Crystal CHEUNG Sau Wan

新聞及公共事務副總監
Deputy Director, News & Public Affairs

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

方保僑先生 Mr Francis FONG

榮譽會長
Honorary Chairman

香港互動市務商會
Hong Kong Association of Interactive
Marketing (HKAIM)

陳偉偉先生, JP Mr Fletch CHAN Wai-wai, JP

處長
Director of Information Services

政府新聞處
Information Services Department

張國財先生, JP Mr CHEUNG Kwok Choi, Eddie, JP

廣播處長
Director of Broadcasting

香港電台
Radio Television Hong Kong

方梓勳教授, MH Professor Gilbert FONG Chee Fun, MH

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

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

評審委員名單 Panel of Judges



馮德雄先生 Mr William FUNG

首席媒體戰略官
Chief Media Strategy Officer

香港01有限公司
HK01 Company Limited

郭艷明女士 Ms Alice KWOK Yim Ming

主席
Chairman

香港報業公會
The Newspaper Society of Hong Kong

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

馮應謙教授, JP Professor Anthony FUNG Ying Him, JP

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

賴櫻華女士 Ms Cherry LAI

對外及內地事務總監
Director, External & Mainland Affairs

金銀業貿易場
Chinese Gold and Silver Exchange

劉頌陽先生 Mr Dominic LAU Chung Yeung

總編輯
Editor-in-Chief

明報
Ming Pao

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

林子豪先生 Mr Addie LAM

助理總經理 - 企業事務
Assistant General Manager -
Corporate Affairs

香港中華煤氣有限公司
The Hong Kong and China Gas
Company Limited

劉燕卿女士, SBS, JP Ms Connie LAU Yin-hing, SBS, JP

主席
Chairman
香港存款保障委員會
Hong Kong Deposit Protection Board

簡學悌先生 Mr Kenny KAN Hok Hei

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

九龍巴士 (一九三三) 有限公司
The Kowloon Motor Bus Co. (1933) Ltd.

林振昇議員 Hon LAM Chun-sing

主席
Chairman

港九勞工社團聯會
The Federation of Hong Kong and
Kowloon Labour Unions

羅淑雯女士 Ms Betty LAW Shuk Man

企業傳訊及社區投資總監
Head of Corporate Communications
and Community Investments

恒生銀行
Hang Seng Bank Limited

關慧玲女士 Ms Regina KWAN

集團總經理、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

林健鋒議員 大紫荊勳賢, GBS, JP Hon Jeffrey LAM Kin-Fung, GBM, GBS, JP

行政會議成員、立法會議員
ExCo Member, LegCo Member

行政會議、立法會
Executive Council, Legislative Council

梁君彥主席, 大紫荊勳賢, GBS, JP Hon Andrew LEUNG Kwan-yuen, GBM, GBS, JP

主席
President

立法會
Legislative Council

評審委員名單

Panel of Judges

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

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

彭韻儀女士, BBS, MH, JP Ms Melissa PANG, BBS, MH, JP

主席
Chairman

香港報業評議會
Hong Kong Press Council

李文教授 Professor Raymond LI

新聞系主任
Head, Department of Journalism

香港浸會大學
Hong Kong Baptist University

羅興輝先生 Mr LUO Xinghui

執行總編輯
Executive Chief Editor

香港商報
Hong Kong Commercial Daily

史立德博士, SBS, BBS, MH, JP Dr Allen SHI Lop-tak, SBS, BBS, MH, JP

永遠名譽會長
Permanent Honorary President

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

李兆民總監 DG Andy LI

地區總監
District Governor

國際扶輪3450地區
Rotary International District 3450

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)

香港電台
Radio Television Hong Kong

蕭世和先生, BBS, JP Mr SIU Sai Wo, BBS, JP

總經理 (商務營運)
General Manager (Business Operations)

電視廣播有限公司
Television Broadcasts Limited

李志堅先生 Dr Earnest LI

會長
Chairman

亞洲文創行者協會
Asia Showalker Association

馬維業先生 Mr Rex MA

共同始創人
Co-Founder

越世代數碼及市務傳訊有限公司
iGen6 Digi-Marcom Ltd.

蘇偉文教授, BBS, JP Professor SO Wai Man, Raymond, BBS, JP

院長
Principal

職業訓練局高峰進修學院
Institute of Professional Education
and Knowledge, Vocational Training Council

盧覺麟先生 Mr Alan LO Kok Lun

社長
Publisher

Am730 媒體有限公司
Am730 Media Limited

伍淑嫻女士 Ms Cecilia NG Shuk Han

香港台執行台長
Executive Head, HK Channel

鳳凰衛視
Phoenix Satellite TV

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

評審委員名單 Panel of Judges



戴家珮女士 Ms Elizabeth TAI

企業事務總監(業務營運)
Director – Corporate Affairs
(Business Operations)
中華電力有限公司
CLP Power Hong Kong Limited

曾立基先生 Mr Richard TSANG Lap Ki

主席
Chairman
縱橫公共關係顧問集團
Strategic Public Relations Group

黃敏碩先生 Mr Michael M.S WONG

會長
President
註冊財務策劃師協會
Society of Registered Financial Planners

戴麟先生 Mr Paul TAI

榮譽會長
President Honoris Causa
香港青年工業家協會
Hong Kong Young Industrialists Council

尹子龍先生 Mr WAN Tsz Lung

副主席
Vice Chairperson
香港市務學會
Hong Kong Institute of Marketing

楊玉珍女士 Ms Mimi YEUNG

公共事務總經理
General Manager (Public Affairs)
香港電燈有限公司
The Hongkong Electric Co., Ltd

陳祖恒議員 The Honourable Sunny TAN

主席
Chairman
香港生產力促進局
Hong Kong Productivity Council

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

袁家樂先生 Mr Ernest YUEN

理事長
Chairman
九龍總商會
Kowloon Chamber of Commerce

鄧聲興博士 Dr Kenny TANG Sing Hing

主席
Chairman
香港股票分析師協會
The Hong Kong Institute of
Financial Analysts and Professional
Commentators Limited

黃佩珊女士 Ms Amy WONG

公共事務部首席主任
Head, Public Affairs Division
消費者委員會
Consumer Council

周昕先生 Mr ZHOU Xin

科技新聞主編
Technology Editor
南華早報
South China Morning Post

鄧傳鏘先生 Mr Vincent TENG

總編輯
Chief Editor
信報財經月刊
Hong Kong Economic Journal Monthly

黃金鳳女士 Ms WONG Kam Fung

中文新聞及時事部 新聞總監
Head of Chinese News and
Current Affairs
香港電台
Radio Television Hong Kong

獎項類別 / 組別

Categories / Groups

獎項類別 CATEGORIES	組別 GROUPS
<p>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.</p>	<ul style="list-style-type: none"> • 文字組 Text • 影像及聲音組 Video and Audio
<p>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).</p>	
<p>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.</p>	
<p>D 最佳商業「環境、社會和企業管治」新聞報道獎 (ESG) Best Business “Environmental, Social and Governance” News Reporting (ESG) 任何有關「環境、社會和企業管治」議題或事件的商業新聞報道。 News reporting on “Environmental, Social and Governance” in business sector.</p>	
<p>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.</p>	
<p>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.</p>	
<p>G 最佳大灣區商業新聞報道獎 Best Greater Bay Area Business News Reporting 任何有關大灣區商業議題或事件的新聞報道。 News reporting on any Greater Bay Area-related business issues or events.</p>	<p>過去兩年未曾獲得此獎項的記者，不論所屬媒體類別，均可參加。 Open to journalists working in any types of media who have not won this award for the past two years.</p>
<p>H 年度新晉商業新聞記者獎 Young Business Journalist of the Year 供從事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 journalist for three years or less to recognise and honour their excellent work.</p>	
<p>I 年度商業新聞記者獎 Business Journalist 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.</p>	

評審準則 Judging Criteria



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.

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.

原創及獨家

Originality & Exclusivity

報道質素

Reportorial Quality

全面及持平

Comprehensiveness and balance.

清晰表達主題、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.

報道及寫作技巧

Storytelling & Writing Skills

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.

透過圖畫、圖表、圖片或其他影像化的表達方式，幫助讀者了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.

視覺表達

Visual Impact

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



香港旅遊業的下一個「生命週期」

尹琛
YIN Chen

彭博商業周刊/中文版
Bloomberg Businessweek/Chinese Edition

評審評語 Comment from Judge

文章通過詳細的數據和個案，以歷史演變為背景，生動地刻畫出香港旅遊業因旅客消費模式的轉變所面對的挑戰。過往購物旅遊模式已難以支撐本地旅遊業的後續發展，現今旅客更希望透過「城市漫步」去深度探索一些地道的文化與特色。作者抓住了時代變遷的脈搏，道出香港旅遊業需探索新的定位創造出獨特的本地品牌。

梁嘉麗女士, MH



「爆買」變「暴走」 旅遊特種兵揭示中港經濟矛盾

李潤茵
LEE Yun Yan

信報財經月刊
Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

報道詳盡，從不同角度探討內地旅客來港旅遊模式和消費習慣的改變，以反映社會風貌，觀察敏銳，詞彙生動，表達輕鬆有趣，容易引起共鳴。

戴家珮女士

影像及聲音組 VIDEO AND AUDIO



走私貓狗肉調查

李穎霖、黃浩謙、周智堅、岑卓熹、
彭志行、馬楚烽、王海圖、黃偉麟

LEE Wing Lam, WONG Ho Him,
CHOW Chi Kin, SHUM Cheuk Hei,
PANG Chi Hang, MA Cho Fung,
WONG Hoi To, WONG Wai Lun

香港01
HK01

評審評語 Comment from Judge

今次偵查報道由放蛇到化驗求證，一步步地抽絲剝繭，加上影像震撼，資料全面，頗能吸引觀眾看下去，一同發掘真相。

盧覺麟先生



名人祝福「加持」投資騙局 羅家英、韓馬利認有拍片：不認識此人

李穎霖、梁祖堯、周智堅、
王海圖、蕭堃桁

LEE Wing Lam, LEUNG Cho Yiu
CHOW Chi Kin, WONG Hoi To,
SIU Kwan Hang

香港01
HK01

評審評語 Comment from Judge

一篇十分認真及有深度的調查報道，揭發新興騙局，有警惕作用。採訪團隊成功訪問多名有關人士，多角度全方位剖析事件來龍去脈，被訪者以第一身分享在事件中的參與，增加報道的可信性，也令讀者觀眾容易掌握。報道獲獎，實至名歸。

楊玉珍女士

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



極端天氣危與機系列

李耀華、蔣去悄、邵淑芬、
黃裕慶、麥振威
LI Yiu Wah, JIANG Qu Qiao, SIU Suk Fan,
WONG Yu Hing, MARK Chun Wai

大公報
Ta Kung Pao

評審評語 Comment from Judge

這篇報道的取材，突破傳統商業新聞的框架，以極端天氣造成經濟缺口為切入點，貼地點出要愛護環境的同時亦帶來商機。

張秀雲女士



綠色智慧城市系列

楊滢瑋、尹琛、黃舜煬
YANG Ying Wei, YIN Chen,
HUANG Shun Yang

彭博商業周刊/中文版
Bloomberg Businessweek/Chinese Edition

評審評語 Comment from Judge

文章通過報導及分析不同應用範疇，將複雜理論以如何影響日常商業運作及生活的方式闡述，而且具前瞻性，讓讀者能夠了解香港成為綠色智慧城市需要的基礎及投入。

曾立基先生



JPEX涉嫌詐騙案調查報道

勞顯亮
LAO Xianliang

香港01
HK01

評審評語 Comment from Judge

此篇報道的調查範圍涉及多個國家，難度極高，而且費時耗力。但記者為了尋找真相，鍥而不捨，並在獲得的衆多資訊中抽絲剝繭，找出其中的疑點，充分體現了調查記者永不放棄的精神。

李文教授

影像及聲音組 VIDEO AND AUDIO



財經透視《知識產權商品化》

劉皓容
LAU Ho Yung

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

短片內容全面及持平，以案例分析作表達方式，簡單地表達主題，令讀者用新的角度，剖析事件。

鄧聲興博士



時事多面睇《中小企系列》

謝月晴、杜展銘
TSE Yuet Ching, TO Chin Ming

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

揭露新興騙取政府資助的手法，選題極具新聞價值。報道中小企訪問、中介職員電話錄音、政府部門回應，內容詳盡而有條理。訪問學者及議員就避免呆壞賬提出建議，整個報導全面和中肯。

陳偉偉先生, JP

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



臨約減辣條款 | 律師稱有糾紛或 無案例可從 地監局：行徑不妥當

黃祐樺
WONG Yau Wa

香港01
HK01

評審評語 Comment from Judge

報導主題極具時效性，揭露了比較「冷門」卻十分「貼地」的議題，提供不同持分者的意見，給讀者思考的餘地。

劉佩玲女士



Worst yet to come

敖雨璐, Chad Bray
AO Yulu, Chad Bray

南華早報
South China Morning Post

評審評語 Comment from Judge

This article on Country Garden Holdings' crisis displays exceptional foresight into the real estate market's future challenges. With detailed analysis, it accurately predicts the potential wider damage to China's housing market, surpassing even the Evergrande crisis. Insightful commentary and comprehensive coverage make it a winning read.

張德熙博士

影像及聲音組 VIDEO AND AUDIO



黑雨揭發獨立屋大範圍僭建 航拍圖則逐點分析

李穎霖、梁祖饒、周偉強、勞顯亮、
香港01突發組、香港01影片組

LEE Wing Lam, LEUNG Cho Yiu
CHOW Wai Keung, LAO Xianliang,
HK01 Breaking News Team,
HK01 Video News Team

香港01
HK01

評審評語 Comment from Judge

一場黑雨，除引致多處地點山泥傾瀉，亦揭發不少獨立屋長期僭建、挖地庫，傳媒就最嚴重的紅山半島情況進行連串採訪。香港01透過航拍、圖則分析僭建，追查屋主背景之餘，更發現地政總署繪製的地圖，原來超出涉事獨立屋所霸的官地邊界，令人關注地政處是否早已知悉霸地事宜。記者搜集資料詳盡，表達條理清晰，是一篇具質素的報道。

郭艷明女士



新聞透視《居屋有得炒》

杜展銘、李芊芊、董曉鋒
TO Chin Ming, LI Qianqian, TUNG Hiu Fung

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

記者具求真精神，對事件來龍去脈抽絲剝繭，假扮買家追蹤報道，訪問土地專家則折射出政策需要修訂。

鄧傳鏘先生



嘉薈軒原裝交樓疑屬僭建！ 點解屋宇署都過關？

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

胡說樓市
WuChatProp

評審評語 Comment from Judge

編採團隊展現了求真精神，成功尋找多方面和長時間前的資料，並抽絲剝繭地解釋情況，讓觀眾汲取新知識，具備新聞應有的角色和價值。

簡學悌先生

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



最佳商業「環境、社會、企業管治」新聞報道獎 Best Business "Environmental, Social, and Governance" News Reporting

文字組 TEXT



推不動的綠色智慧商廈

黃舜煬
HUANG Shun Yang

彭博商業周刊/中文版
Bloomberg Businessweek/Chinese Edition

評審評語 Comment from Judge

A succinct and effective article elucidating the concept of green intelligent commercial buildings and the difficulties in incentivizing developers and tenants to embrace the concept wholeheartedly. The article exemplifies superb journalistic writing by investigating why the best practice of green commercial building for net zero emission is commonly endorsed but scarcely complied with fully due to a range of practical and economic considerations. It ends with a tint of optimism by describing how a data-driven technical solution may help concerned parties to achieve net zero in building development and management. An enjoyable read indeed.

張國財先生, JP



城市「五行」應對無常天氣

楊澄瑋
YANG Yingwei

彭博商業周刊/中文版
Bloomberg Businessweek/Chinese Edition

評審評語 Comment from Judge

以「金、木、水、火、土」帶出主題，極具心思。資料詳盡，深入淺出，版面活潑，讀來趣味盎然。

馮德雄先生

影像及聲音組 VIDEO AND AUDIO



絲路盛放洋紫荊 | 油漆塗層能「無電製冷」？港產「黑科技」助世界「降溫」

劉舒婷、丁旻、陳璐
LIU Shu Ting, DING Min, CHEN Lu

點新聞
Dot Dot News

評審評語 Comment from Judge

敘事流暢、結構清晰，以一間科創公司的發展里程，折射香港科創產業的優勢，並緊扣一帶一路發展前景的主題。就畫面處理而言，場口、畫面充足，後期製作亦見用心。記者善用受訪者說話條理分明的優點，毋須多餘的動畫，便把無電製冷的技術原理說清楚明白。

林子豪先生



【碳中和】廚餘漿液發電

何琛儀
HO Sum Yee

Now TV

評審評語 Comment from Judge

A good selection of subject - food waste which is timely and relevant to everyone. The report introduces the technology balancing the technical details and public interest while highlighting the innovation from Hong Kong, applicability and scalability.

鍾慧敏女士

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



香港半導體冀重拾昔日光輝

李俊杰
LEE Chun Kit

信報財經月刊
Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

報道完整地探討了香港半導體產業發展的前世今生，內容廣度及深度兼備，配以豐富的圖表及專家分析，令讀者充份了解現時全球半導體市場發展的形勢，以及香港在箇中的機遇與挑戰。

史立德博士, SBS, BBS, MH, JP



孔乙己逃避職場 經濟轉型難成事

李俊杰
LEE Chun Kit

信報財經月刊
Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

剖析內地年青一代心態，內容活潑，道出中國未來發展隱憂。

蕭世和先生, BBS, JP

影像及聲音組 VIDEO AND AUDIO



時事多面睇《一簽多行》

梁思行
LEUNG Sze Hang

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

深入探討外資人員可「一簽多行」簽證到內地對香港經貿、商務、金融的影響，內容具較佳新聞價值。

施清彬博士



財經透視《伊斯蘭經濟》

劉皓容
LAU Ho Yung

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

圖文並茂，報導簡潔、畫龍點睛，深入淺出，分析其特色、聚焦與主流之異同、探討市場、拓展商機。

陸觀豪先生, 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

I&T awaits reboot after
HK\$130b over six years

陳偉傑
CHAN Wai Kit

中國日報香港版
China Daily Hong Kong

評審評語 Comment from Judge

The article uses concise text and charts to highlight Hong Kong's investment in innovation and technology development. Despite the huge investment, the city faces challenges in re-industrialization and the contribution of manufacturing to GDP still lags behind. The report also briefly puts forward suggestions to help Hong Kong cope with current development bottlenecks.

梁君彥主席, 大紫荊勳賢, GBS, JP



AI進軍律師行 取代逾四成崗位

李耀華
LI Yiu Wah

大公報
Ta Kung Pao

評審評語 Comment from Judge

資料引述具廣泛代表性和實際性, 切入角度人性化且具前瞻性; 筆者以法律界作為專業服務業範疇的案例, 融合AI應用的完美示範。引伸出科技背後以人為本的主軸是不變, 培育人才仍是未來企業的關鍵, 為所有行業指示出一條明確大道。全版設計吸引。

賴櫻華女士

ChatGPT: Smart chatbot or
rogue machine power?

張田園
ZHANG Tianyuan

中國日報香港版
China Daily Hong Kong

評審評語 Comment from Judge

本文能夠將當前最熱門的科技之一的ChatGPT 的發展情況, 以不同角度分析、比較其對全球各行業, 乃至民生所可能發生的影響。

陳柏楠先生

影像及聲音組 VIDEO AND AUDIO



Living with AI: Scams and Security

容上智、黃舒婷、高思約、黃雅麗、
程明皓、譚銀樂、陳雪瑜
Frank YUNG, Violet WONG, Kristie KO,
Wendy WONG, Natale CHING, Aaron TAM,
Ally CHAN

香港電台
Radio Television Hong Kong

評審評語 Comment from Judge

Creative presentation of a timely public concern, featuring graphic illustrations and expert advice, but without specific statistics. In-depth generative AI tools analysis, highlighting potential misuse and regulatory challenges, but didn't cover the full scope and impact of the issue. Provides self-protection tips and fresh perspective on responsibility for AI misuse.

陳祖恒議員



無電製冷塗料

區俊禧
AU Chun Hei

香港有線新聞
i-CABLE News Limited

評審評語 Comment from Judge

The reporting about the electricity-free cooling technology is vivid, fair and balanced, showing Hong Kong's capabilities in finding technological solutions to the world's pressing climate challenges.

周昕先生

得獎作品名單及評審寄語

Awards Winners and Judges' Comments

最佳大灣區商業新聞報道獎

Best Greater Bay Area Business News Reporting

文字組 TEXT



A bridging challenge

姚曼儀
Enoch YIU

南華早報
South China Morning Post

評審評語 Comment from Judge

文章內容深入淺出，字句結構簡單流暢，並且清晰描述了粵港澳大灣區金融融合遇到的技術問題。建議可配上更多圖表，以圖像代替數字作詳細比較。

伍淑嫻女士



免費睇樓團 誤導港人買商住公寓

陳子凌
CHAN Tze Ling Alec

明報
MingPao

評審評語 Comment from Judge

資料搜集充分，圖表對比清晰簡潔。內容陳述層次有序，亦透過從不同受訪對象角度，讓讀者可更全面地了解事件。

尹子龍先生

影像及聲音組 VIDEO AND AUDIO



時事多面睇《跨境保險熱》

謝月晴
TSE Yuet Ching

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

「跨境保險熱」，精準聚焦灣區熱點，採訪深入全面，分析客觀有力，揭示趨勢及時，洞察力強，頗具價值；作品剪輯精心，體現匠心，令沉悶話題呈現生動，頗見功力。

羅興輝先生



廣州直擊「秦始皇」買樓變租樓 樓盤中介推香港借財仔「買」公寓

李穎霖、楊凱力、蕭堃桁
LEE Wing Lam, YEUNG Hoi Lik,
SIU Kwan Hang

香港01
HK01

評審評語 Comment from Judge

報道以引人入勝的開頭吸引讀者，內容客觀詳實且深入淺出，豐富的資訊增加可信度，具有報導價值。

林振昇議員



大灣區解碼《咖啡文化》

高玉婷
KO Yuk Ting

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

報道內容生動有趣，客觀又詳細地介紹了江門地區咖啡產業的歷史和發展，將一段段咖啡故事徐徐道來。

林振昇議員

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



黃志偉
Gary WONG

明報
Ming Pao



參賽作品

- (1) 吳天海：9月零售例淡 來季望改善
- (2) 港貨櫃吞吐量跌16% 遭深圳拋離
- (3) 貨運界倡設港口局 統籌碼頭規劃

評審評語
Comment from Judge

Mr Wong's award-winning series, focusing on the container port in particular, has brought out the unprecedented challenges in our economy, driving home the imperative for a fresh strategic approach to revive Hong Kong's reputation as an international financial hub.

As an early-career journalist, his exemplary effort in reporting and analysis deserves to be recognized and congratulated!

劉燕卿女士, SBS, JP

自我介紹

就讀於浸會大學傳理系，2022年9月加入有線財經新聞擔任兼職記者，主要負責地產資訊節目《樓盤傳真》的採訪、製作；及至2023年3月轉職明報經濟組擔任兼職記者，協助日常財經新聞採訪；同年6月大學畢業後轉做全職；主要負責航空航運、汽車和電訊、媒體及科技（TMT）等行業的新聞。當中曾就本港航運業現況及前景問題作一系列報告。參加這次比賽原因主要視作挑戰自己的機會，並借此機會能與專業人士及其他參賽者互相交流。

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

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

李俊杰
LEE Chun Kit

信報財經月刊
Hong Kong Economic Journal Monthly

參賽作品

- (1) 孔乙己逃避職場 經濟轉型難成事
- (2) 政府力振經濟 民企三座大山
- (3) 數碼人幣雙刃劍 損害自由控經濟

評審評語 Comment from Judge

李俊杰三篇有關中國經濟狀況的報道水準甚高，他能以獨特的角度帶出議題的重心，同時透過多方引證，包括數據和相關人士訪問，全面地讓讀者了解議題。本人感謝李俊杰為讀者帶來甚高質素的報道。

羅淑雯女士

自我介紹

2013年於恒生管理學院（恒生大學前稱）新聞系畢業後投身傳媒界，迄今剛好十年。基於對中國政經濃厚的興趣，我此前分別於《東方日報》、《蘋果日報》、《香港01》等媒體擔任中國組記者，採訪報道的議題涵蓋突發及靜態事件，如四川九寨溝地震、武漢新冠疫情、70年代內地偷渡潮專題等等。

迂迴曲折的採訪經歷不贅，可貴的是在十年記者生涯中，能與無數受訪者交流，體會到他們在進步與富強下的患得患失。經驗與知識隨年月沉澱，所激起的辯證與反思更是深刻。及至2023年初，我加入了《信報月刊》擔任專題記者，開始從經濟金融的視角延續對中國的關注。

是故，我提交的三篇作品均與中國有關，分別為〈政府力振經濟 民企三座大山〉（民營經濟困局）、〈孔乙己逃避職場 經濟轉型難成〉（勞動人口錯配）、〈數碼人幣雙刃劍 損害自由控經濟〉（金融科技利弊），三者均是不容忽視的中國議題。

誠然，從可讀性及趣味性而言，其他作品或更適合，也更能彰顯編採選題及新聞素材拿捏的能力，惟中國所面對的問題日益嚴峻，影響香港乃至全球政經局勢，上述作品正是希望加深讀者對中國宏觀狀況的了解，同時也最能夠代表我的見解與熱忱。

香港恒生大學簡介

About The Hang Seng University of Hong Kong



香港恒生大學前身為恒生管理學院及恒生商學書院，是一所以博雅教育為主導的非牟利私立大學。恒生大學現有五個學院，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，共有逾6,000名本科生和研究生。恒生大學採用獨特的「博雅 + 專業」教育模式，致力培育具明辨思維、創新力量、人文關懷、道德價值觀和社會責任的全球公民與領袖。

恒生大學矢志成為一所區內具領導地位的私立大學，以創新本科課程為主，配合優質的師資、獲獎的綠化校園與設施、結合生活與學習的住宿式書院制度、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，以及優質的學生發展 / 支援服務。

恒生大學於高等教育顧問機構AppliedHE公布的2023年「東盟地區+」私立大學綜合評比位列第七，並在大中華地區居首，以及在「畢業生就業能力」指標中居首。恒生大學商學院在2023年獲得國際商學院促進協會（AACSB）的國際認證，成為全球頂尖6%的商學院之一。大學又在2021年英國泰晤士高等教育「大學影響力排名2021」位列「優質教育」及「良好工作和經濟增長」全球首200名。

Formerly known as Hang Seng Management College and Hang Seng School of Commerce, The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university in Hong Kong. HSUHK has five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,000 undergraduate and postgraduate students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture students to become global citizens and leaders with critical thinking, innovative minds, caring attitude, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK prioritises innovative undergraduate education programmes, top-quality faculty members, award-winning green campus facilities, a unique residential college system which combines living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services.



HSUHK was listed 7th across all assessed institutions, 1st in the Greater China region, and 1st in the “Employability” sub-category in the 2023 AppliedHE ASEAN+ private university assessment exercise. Its School of Business was accredited by the Association to Advance Collegiate Schools of Business (AACSB) in 2023 to be among less than 6% of top business schools globally. HSUHK was also listed among the top 200 institutions for “Quality Education” and “Decent Work and Economic Growth” worldwide in “Times Higher Education University Impact Rankings” 2021.

傳播學院簡介

About School of Communication



香港恒生大學傳播學院現時提供新聞及傳播（榮譽）學士、融合媒體及傳播科技（榮譽）文學士、藝術及文化傳播（榮譽）文學士及策略傳播文學碩士四項課程，所有課程均融合「博雅 + 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的專才。

新聞及傳播（榮譽）學士課程是香港首項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面培訓。

融合媒體及傳播科技（榮譽）文學士課程則結合傳統的傳播知識與最新的數碼及新媒體科技，將信息內容、數碼網絡技術和媒介發展加以融合，使學生能在數碼年代運用傳播科技開創不同的工作領域。

藝術及文化傳播（榮譽）文學士課程旨在為學生提供傳播、商業、藝術及文化的知識及技能訓練，讓學生畢業後具備在國際間推廣藝術文化所需的各種專業傳播能力。

策略傳播文學碩士課程設有公共事務傳播與企業參與傳播兩大範疇的訓練，以應對快速變化的社會環境與溝通情境。課程理論與實務並重，由學院教授及相關領域的專家分別負責傳授理論知識及分享實務經驗。



傳播學院提供多種先進設備以供教學使用，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、串流演播室、非線性影音剪接室、多媒體培訓中心和媒體及傳播實驗室。學院擁有強大的學術與教學團隊，師生關係緊密，並且十分著重培育學生的語文能力、分析能力、創意思維和批判能力。學院也提供很多海內外實習、交換生計劃及各種實地考察的機會，以拓展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，成為優秀的傳播專才貢獻社會。



The School of Communication (SCOM) of HSUHK currently offers four degree programmes, namely the Bachelor of Journalism and Communication (Honours), the Bachelor of Arts (Honours) in Convergent Media and Communication Technology, the Bachelor of Arts (Honours) in Arts and Culture Communication and the Master of Arts in Strategic Communication. All the four programmes adopt the “Liberal + Professional” education model 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 that combines business and finance with journalism and communication. To meet the increasing demand for professionals in business journalism, public relations and corporate communication, the curriculum offers specialised knowledge and training in journalism and communication as well as business and finance.

The Bachelor of Arts (Honours) in Convergent Media and Communication Technology integrates fundamental principles of communication with knowledge of the latest digital and new media technology. Graduates of the programme will be able to work effectively in the evolving digital age.



The Bachelor of Arts (Honours) in Arts and Culture Communication aims to provide students with a well-rounded curriculum that integrates the studies of communication, business, arts, and culture. Graduates of the programme will have developed various professional communication competencies for promotion of arts and culture in the global context.



The Master of Arts in Strategic Communication programme focuses its training on Public Affairs Communication and Corporate Engagement Communication. These are two broad areas where the social environment and the context of communication are rapidly changing. The programme strikes a balance between theory and practice. While theories are taught by professors of the School, top professional practitioners from the relevant fields are invited to share their experience and insights.

The School has invested heavily to provide state-of-the-art facilities for teaching and learning. These include the Cinema and TV Production Centre, the TV Lab, the Radio Broadcasting Studio, the Radio Broadcast Training Centre, the SCOM Live Streaming Lab, the Non-linear Editing Room, the Multimedia Training Centre, and the Media and Communication Lab. Our team of teachers and scholars strives to cultivate a learning environment that features close student-teacher relationships, and seeks to nurture language skills, analytical skills, creative thinking and critical thinking in 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 practical experience. We expect that our graduates will always uphold the spirit of life-long learning and become outstanding communication professionals to contribute to society.



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



傳播學院
SCHOOL OF COMMUNICATION

結合商業及科技智慧 成就多元傳訊專才



新聞及傳播（榮譽）學士
Bachelor of Journalism and Communication (Honours)

融合媒體及傳播科技（榮譽）文學士
Bachelor of Arts (Honours) in Convergent Media
and Communication Technology

藝術及文化傳播（榮譽）文學士
Bachelor of Arts (Honours) in Arts and
Culture Communication

關於傳播學院：



<https://scom.hsu.edu.hk>



香港恒生大學傳播學院



香港恒生大學傳播學院



藝術及文化傳播（榮譽）文學士學位課程是香港首個結合傳播、文化、藝術與商業元素的四年制本科課程，旨在透過新聞與傳播的訓練，培養具備藝術文化素養的推廣專才，以更迎合市場的需要。

本課程的目標在於培育學生具有以下的能力：

1. 掌握與藝術文化傳播有關的跨學科知識理論及概念；
2. 獲得於商業及非商業領域中推廣藝術文化所需的傳播知識及技能；
3. 建立專業能力，以發展具有公眾參與元素的傳播策略與內容，以與持份者進行溝通；
4. 具備製作多媒體作品的技能與創造力，務求能在文化日益多元及全球化的環境中推廣藝術及文化的理念和信息；及
5. 理解藝術文化傳播的實務與法理意涵，成為具備道德素養的專業人士和負責任的公民。

本課程內容經過精心設計，學生將學習傳播理論與技能（例如多媒體節目製作、數碼動漫設計、數碼廣告與公關）、藝術與文化素養（例如藝術文化欣賞、流行文化）和商業知識，以及多元的通識教育與語文訓練，以便畢業後具備在國際間推廣藝術文化所需的各種專業傳播能力。

The Bachelor of Arts in Arts and Culture Communication (BA-ACC) programme is the first four-year undergraduate programme in Hong Kong that combines elements of communication, art, culture and business. It aims to cultivate promotion professionals with artistic and cultural literacy through training in journalism and communication, in order to better meet market demands.

The programme aims to cultivate students with the following skills:

1. be equipped with interdisciplinary knowledge and understanding of the theories and concepts relating to arts and culture communication;
2. acquire intellectual knowledge and communication skills relating to the promotion of arts and culture in business and non-business contexts;
3. build professional competence in developing civically engaged communication strategies and content to communicate with stakeholders;
4. cultivate skills and creativity in multimedia production to promote ideas and messages of arts and culture in the increasingly multicultural and global environment; and
5. become ethical professionals and responsible citizens who understand the legal implications and practices of arts and culture communication and assume a strong sense of social responsibility.

The curriculum of the programme has been thoughtfully designed to offer students a comprehensive set of communication theories and skills. These include audio-visual production, digital animation for promotion, digital advertising, and public relations. Additionally, the programme provides students with a fundamental understanding of arts and culture, such as appreciation of art and culture and popular culture. Furthermore, students will acquire business knowledge, diverse general education, and language learning. This ensures that graduates of the ACC programme will possess multiple professional communication competencies for promoting arts and culture globally.



恒傳感言



聯合主持 CO-HOSTED BY

曹虹教授

PROFESSOR SCARLET TSO

香港恒生大學傳播學院院長
Dean of School of Communication
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（企業及商界聯繫）
Associate Dean (Enterprise and Business Engagement)
School of Communication
The Hang Seng University of Hong Kong

香港恒生大學傳播學院製作的《恒傳感言》，藉著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 of The Hang Seng University of Hong Kong bring 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.



香港恒生大學
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課程及報名詳情



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滙豐集團成員

祝賀

第八屆

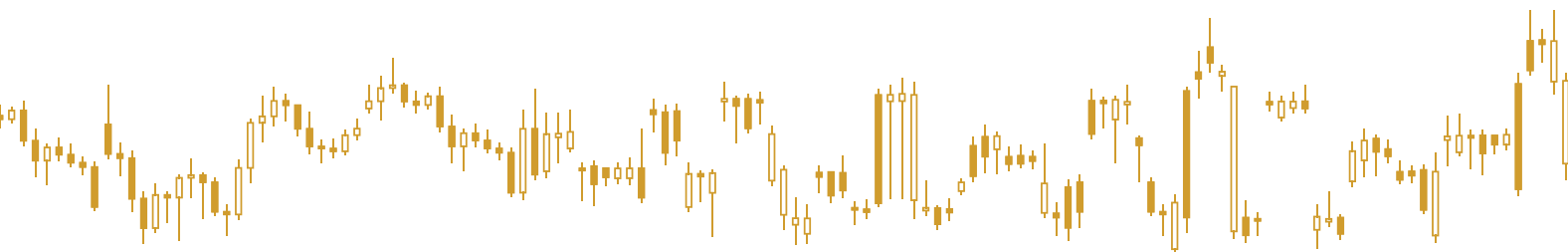
商業
新聞獎

The 8th Business Journalism Awards of
The Hang Seng University of Hong Kong

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致意





Powering Smarter Cities

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Energy for Brighter Tomorrows

Rotary



Club of Mandarin Hong Kong

香港華語扶輪社

存三心，做三好 服務越多獲益越大

香港華語扶輪社

創立於2016年5月20日，創社社長
王薏喬女士，今屆23~24屆社長是
陳沁悅小姐，是國際扶輪3450地區
唯一的講華語的扶輪社，秉承著

『三心』 『三好』 為創社宗旨：

『三心』：開心、關心、愛心。

『三好』：說好話、做好事、當好人。

『三心』
-開心
-關心
-愛心

社務目標

香港華語扶輪社的社務目標是：
將做以華語語言文化服務在國際扶輪
3450地區的開拓者和領路人，探索華
語文化與扶輪文化的深層融合，追求
扶輪精神在華語文化地區的創造和發
展。為追求世界和平與穩定，為人類
社會慈善服務貢獻我們的能力。

『三好』
-說好話
-做好事
-當好人



(2016年)

23~24年度 香港華語扶輪社服務

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(2023年)

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香港賽馬會是致力建設更美好社會的世界級賽馬機構，透過其結合賽馬及馬場娛樂、會員會所、有節制體育博彩及獎券，以及慈善及社區貢獻的綜合營運模式，創造經濟及社會價值，並協助政府打擊非法賭博。馬會是全港最大的單一納稅機構，其慈善信託基金也位列全球十大慈善捐助機構。

The Hong Kong Jockey Club is a world-class racing club that acts continuously for the betterment of our society. Through its integrated business model, comprising racing and racecourse entertainment, a membership club, responsible sports wagering and lottery, and charities and community contribution, the Club generates economic and social value for the community and supports the Government in combatting illegal gambling. The Club is Hong Kong's largest single taxpayer and its Charities Trust is one of the world's top ten charity donors.



The future of our cities demands creativity

Taikoo Place, Hong Kong

Ever a trailblazer in the world of sustainability, Swire Properties' commitment to operate in a responsible manner across all aspects of our business has been codified into our SD 2030 vision and strategy. And we rely daily on the creative ingenuity of our people to find the right sustainable development solutions for our cities' futures.

In 2021, Swire Properties became the first real estate developer in Hong Kong and the Chinese Mainland to have its 1.5°C-aligned science-based targets (SBTs) approved by Science Based Target initiative, with the goal of reaching net-zero emissions by 2050.

Swire Properties is ranked 2nd globally and 1st in Asia in the Real Estate Management and Development industry by Dow Jones Sustainability Indices (2023).

This is why we stand for Creative Transformation.

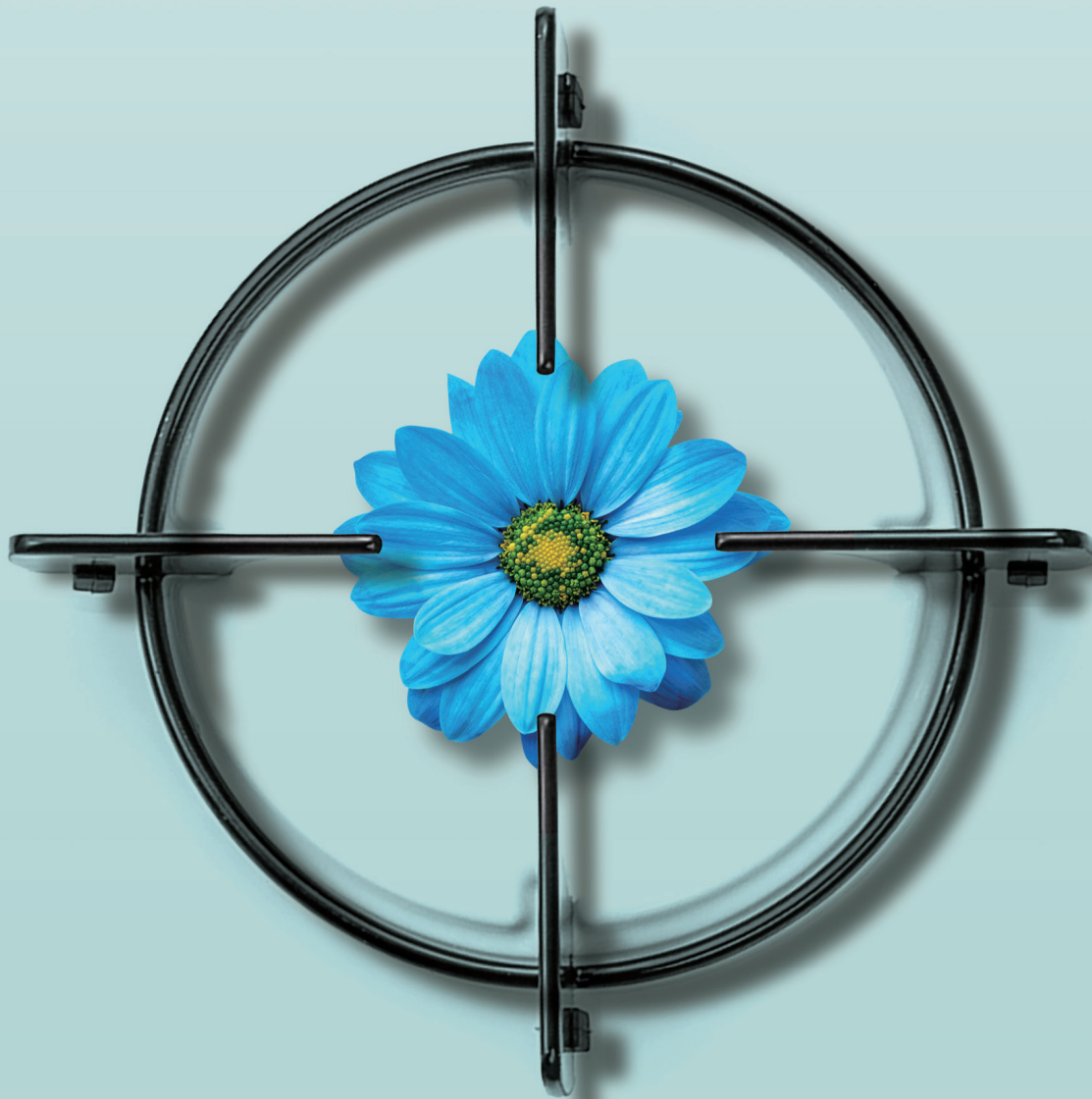


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綻放永續未來



作為香港歷史最悠久的能源公司，煤氣公司不斷創新，將公眾利益視為企業發展的基石。我們不僅積極發展潔淨能源，例如氫能、光伏發電和其他可再生能源，致力節能減排、保護環境；同時亦一直心繫社群，堅守履行企業社會責任的承諾，為社會的弱勢社群略盡綿力。

在企業發展的歷程中，我們致力在環境、社會及管治（ESG）範疇力臻完美，並以此作為我們業務運營的首要考慮，務求以更強的韌性應對各種挑戰。面對氣候變化帶來的挑戰，我們將繼續投資減碳項目，並與全球業界一起面對，同時致力保障各持分者的利益、營造積極正面的影響。



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Creating places with heart

We are a property developer uniquely dedicated to the well-being of people and the well-being of our planet. By doing these two things well, prosperity blossoms. That's why we believe in the "3 Ps": People, Prosperity and Planet. As part of this social mission, we channel profits from our work back to the communities of Hong Kong, and have undertaken CCG 3050+. We pledge to reduce CO₂ emissions by half, compared with the base year of 2020, by 2030. Creating places with heart to safeguard our planet's future.

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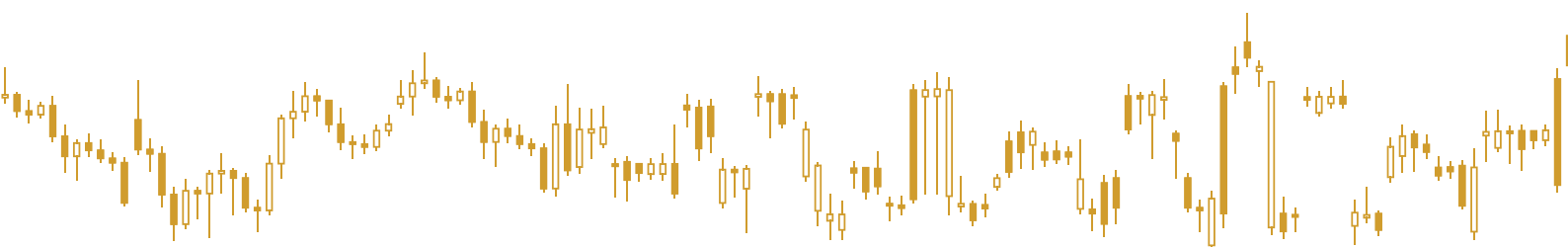


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