

傳播學院 SCHOOL OF COMMUNICATION

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



第三屆 恒大 古 子 手 門 手

The 3rd 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)傳播學院於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,且影響力不斷提升,有賴傳媒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 business community and the general public in Hong Kong rely on accurate business and financial news as well as in-depth analyses to make sound business and investment decisions.

The 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.

Thanks to the enthusiastic participation of the media and the generous support from judges from different professional sectors, the Business Journalism Awards has become increasingly influential. We wish the Awards could further foster the development and professionalism of business news reporting, making greater contribution for a better society in Hong Kong.





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

第三屆恒大商業新聞獎頒獎典禮主禮嘉賓 Officiating Guest of The 3rd Business Journalism Awards of HSUHK Presentation Ceremony

財政司司長陳茂波

茂陽波林





鄭慕智博士 大紫荊勳賢, GBS, OBE, JP Dr Moses CHENG Mo-chi, GBM, GBS, OBE, JP

香港恒生大學校務委員會主席 Chairman of the Council of The Hang Seng University of Hong Kong 保險業監管局主席 Chairman of the Insurance Authority

過去一年,環球政經局勢風起雲湧,中美貿易戰尤 其受到注目。在這個全球一體化的時代,國與國之 間的關係緊密相扣,任何地區發生變化,都會「牽 一髮,動全身」,沒有誰可以獨善其身。在這種瞬 息萬變的環境,商業新聞的實時傳播更顯價值。

商業數據和資訊往往能反映一個地方的興衰,對於 以金融及商業為主軸發展的香港更是如此。上至 政府制定政策,下至企業的發展策略及人事招聘, 這些數據和資訊往往是重要的參考指標。而要將 本來散亂的資訊,轉化成對社會各階層有意義的 訊息和題材,便有賴各商業新聞從業員努力不懈, 日復日的將這些資訊歸納、整理、核實、分析, 再以各種不同的形式和渠道傳播給大眾。

在這個數碼化年代,資訊垂手可得,也可輕易向外 發佈,似乎全民皆可成為記者。惟真正受過專 培訓的新聞從業員,憑藉新聞觸覺,適時從排 倒海的資訊中擷取精華,向民眾報道可靠、實 的新聞。可幸香港仍有一批默默耕耘的商業新聞 記者,更喜悉今屆「恒大商業新聞獎」收到佳作 連連,證明本地傳播界不乏有心有智的人才。無論 獲獎與否,各位的努力和貢獻也是毋庸置疑,期盼 大家在往後的日子能秉持一貫的專業精神和熱誠, 繼續為社會發光發熱。 Looking back on 2018, the world experienced tremendous political and economic turbulences with the US-China trade war causing particular concern to everyone. As relations between countries get more intertwined nowadays under globalisation, any issue that affects one region could possibly have impact on others. No region could be immune. It is under such ever-changing circumstances that business journalism glows to manifest its value and importance.

The availability of business data and information reflect a place's ups and downs, and it's all the more true for Hong Kong as its continual prosperity depends heavily on commerce and finance. From government's policy-making to enterprise setting business and recruitment strategies, such data and information are very often the key indicators and reference pointers. However, raw data is meaningless. It is the business journalists who are working diligently to consolidate, process, verify and analyse the data, transforming them into meaningful messages and topics which are then delivered to the public through different channels and in various formats.

While it seems that everyone could be a reporter as information becomes handy and easily distributed in this digital era, only journalists who professionally trained can extract the essence from the overwhelming sea of data and provide reliable and readable analysis and reports to the public. It's a pleasure to have learnt that this year's Business Journalism Awards of The Hang Seng University of Hong Kong has received a lot of high-quality submissions, which proves that there is no lack of talents in the local media industry. We are proud that Hong Kong still has many hard-working business journalists whose contribution is highly affirmed no matter they get an award or not. I sincerely wish that they will persevere with their professionalism and passion and continue to enlighten our community.





何順文教授 Professor Simon S M HO

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

今屆「恒大商業新聞獎」是恒大獲正名為大學後 首屆頒發的獎項,可說別具意義。這不僅是院校 發展的重要里程碑,更是對我們多年來秉持 「博雅+專業」教育方針的肯定。恒大一直注重 學生的全人發展,期望同學除了吸收所需的專 知識,還能培養明辨思考的能力,具備對社會的 責任感,以及人文關懷的精神。我們深信,這些 特質將是同學日後事業及人生路上重要而實員 無形資產,而對有志投身新聞傳播行業的同學來 說,這些更是不可或缺的素質。

恒大一直大力支持傳播學院的發展,多年來培育不少商業傳播人才。香港傳媒界的競爭日趨激烈,數碼化更為業界生態帶來革命性的轉變。無論新聞傳播的形式或渠道如何改變,在香港這個國際金融中心,大眾對高質素商業及財經記息的需求始終不變;而預期大灣區的發展也會為業界帶來龐大的受眾和機遇,相信傳播學院的同學們,將來的發展空間必定更為廣闊。

今屆的參賽作品一如以往,題材多元,緊貼社會 脈搏,專業性及可觀性俱備,相信評審們要從 眾多佳作中選出得獎作品也不容易。在此恭賀 各位得獎者,期待各位繼續為大眾帶來精彩、 具公信力、貼合社會形勢的新聞作品。 It is the first Business Journalism Awards (the Awards) we organise in the name of HSUHK, which gives a special meaning to the Awards this year. Acquiring a university status is not only a milestone for HSUHK, but it is also a recognition to our "Liberal + Professional" education approach through the years. HSUHK has been focusing on "whole person" development of students, hoping to cultivate their critical thinking skills, sense of social responsibility and human caring attitude beyond the requisite professional knowledge. We strongly believe that these attributes would be valuable intangible assets to students' future career path and life journey, especially for those striving to develop a career in the media industry.

HSUHK has been all along supporting the development of the School of Communication and nurturing talents for the business journalism field. Though the competition within the industry has become increasingly keen, and digitalisation has brought in revolutionary changes to its ecology, public demand for quality financial and business information remains unaltered. In addition, the development of the Greater Bay Area is anticipated to provide a larger audience and a lot of opportunities for the media field. I believe students from the School of Communication will benefit from it and enjoy broader career development prospects.

The Awards has received many outstanding submissions this year. I believe it has been no easy task for our panel of judges to select the best-of-the-best among these high-quality works. I would like to take this opportunity to extend my congratulations on the awardees, and I look forward to seeing more of their great works in the coming future.



曹虹教授 Professor Scarlet TSO Hung

協理副校長(傳訊及公共事務) Associate Vice-President (Communications and Public Affairs) 傳播學院院長 Dean of School of Communication

一年一度的「恒大商業新聞獎」,來到今年已是 第三屆。我們很高興這三年的參賽作品水平甚高, 今年更收到破紀錄逾500份作品,參與的媒體 數目亦有所增加,可見獎項的認受性獲得業界 肯定,在此我們衷心感謝業界及其他界別的支持。

「恒大商業新聞獎」除了表揚優秀的商業及財經新聞從業員,藉此鼓勵更多媒體及公眾關注商業及財經報道,也希望入圍的作品能夠成為同業具價值的參考。而今年在獎項的設立上,恒大傳播學院亦與時並進,特別增設「最佳大中華商業新聞報道獎」,以表揚關於大中華地區的優秀商業新聞報道。

恒大傳播學院多年來一直配合業界需要,積極培育商業傳播專才。我們於2011年起開辦全港第一個商業財經和新聞傳播結合的學士學位課程,並相繼開辦「融合媒體及傳播科技」學士學位課程,以培育新一代的傳播科技專才。而2019年9月,傳播學院新開設的「策略傳播」碩士課程則訓練學生以迎合瞬息萬變的社會發展以及傳播面貌。

傳播界是極富挑戰性,以及需要使命感和熱誠的 行業。我們為一眾在「恒大商業新聞獎」脱穎而 出的傑出新聞傳播從業員感到驕傲,亦熱切期望 來年會有更多優秀新聞從業員參賽。 The Business Journalism Awards of The Hang Seng University of Hong Kong (the Awards) comes to its third launch, and we are gratified to see the quality of the submissions has been staying high. This year we have received a record-breaking number of over 500 submissions, with participants coming from a wider spectrum of media institutions. This reaffirms the Awards' growing reputation, and we would like to express our heartfelt gratitude to the support from media and other fields.

The School of Communication (SCOM) has set up the Awards with multiple purposes. Beyond giving recognition to and raising public awareness on outstanding business and financial journalists and coverage, we also hope the shortlisted journalistic works could provide valuable reference for media fraternity. As the ways of news reporting keep changing, it is important for journalists to keep an eye on others' remarkable works and stay tuned with the updates. SCOM also catches up with the trend. We have reviewed the categories of the Awards and add the Best Greater China Business News Reporting award this year to commend for great business coverage related to the region.

For years, SCOM has been serving as a talent cradle in response to the market needs. This is underlined by our establishment in 2011 of Hong Kong's first bachelor's degree programme that combined business and finance with journalism and communication, and the opening of Convergent Media and Communication Technology bachelor's degree programme which aimed to nurture new breed of professionals in media communication technology.

In September 2019 we will also launch the Master of Arts in Strategic Communication in the hope of better equipping students to embrace the rapid changing social environment and communication landscape.

Media is a highly challenging industry which requires a sense of mission and enthusiasm. I am glad to have the chance to meet many pioneers in the field in this occasion. My sincere congratulations on the awardees and we wish there will be more great submissions next year.



齊秀明女士 Ms CHAI Sau Ming, Charmagne

總裁 President

訊匯金融集團有限公司 Sincere Finance Holding Limited

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議員(金融界) LegCo Member (Finance)

立法會 Legislative Council

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會長 Chairman

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

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會長 President

香港商界會計師協會 Hong Kong Business Accountants Association

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鵬程慈善基金 Bright Future Charitable Foundation

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主席 Chairman

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明報 Ming Pao

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總編輯 Editor-in-Chief

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新聞系教授兼系主任 Professor and Head of Department of Journalism

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立法會 Legislative Council

梁伯韜先生 Mr LEUNG Pak To, Francis

主席 Chairman

香港上市公司商會 The Chamber of Hong Kong Listed Companies

李志堅先生 Mr LI Chi Kin, Earnest

視頻營運總監 Director, OTT

香港01 HK01 Company Limited

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副董事長 Vice Chairman

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

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香港貿易發展局 Hong Kong Trade Development Council

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主席 Chairman

香港生產力促進局 Hong Kong Productivity Council

廖於勤先生 Mr Eugene LIU

主管合夥人 Managing Partner

羅申美會計師事務所 RSM Hong Kong

劉曉東先生 Mr LIU Xiaodong

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香港商報 Hong Kong Commercial Daily

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議員(批發及零售界) LegCo Member (Wholesale and Retail)

立法會 Legislative Council

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行政總裁 / 社長 CEO / Publisher

星島新聞集團有限公司 Sing Tao News Corporation Limited

蘇增慰先生 Mr Vincent SO

會長 Chairman

香港零售科技商會 Hong Kong Retail Technology Industry Association

蘇偉基先生 Mr SO Wai Kei, Godwin

總經理 - 企業策劃及業務發展 General Manager - Corporate Planning & Business Development

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

孫佩儀女士 Ms SUEN Pui Yee, Samantha

總裁 Chief Executive

香港特許秘書公會 The Hong Kong Institute of Chartered Secretaries



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

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公司事務執行總監 Executive Director, Corporate Affairs

香港賽馬會 The Hong Kong Jockey Club

鄧傳鏘先生 Mr Vincent TENG

總編輯 Chief Editor

信報財經月刊 Hong Kong Economic Journal Monthly

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顧問 Advisor

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主席 Chairman

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

曾世明先生 Mr TSANG Sai Ming

總編輯 Chief Editor

香港經濟日報 Hong Kong Economic Times

謝順禮博士 Dr TSE Shun Lai, Calvin

榮譽主席 Honorary Chairman

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工程學院副院長(外務) Associate Dean (External Affairs), Faculty of Engineering

香港中文大學 The Chinese University of Hong Kong

黃金鳳女士 Ms WONG Kam Fung

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

香港電台 Radio Television Hong Kong

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主席 Chairman

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

楊松坤先生 Mr YEUNG Chung Kwan, Isaac

總經理 - 企業事務 General Manager - Corporate Affairs

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

楊玉珍小姐 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

周立先生 Mr ZHOU Li

中國日報社編委, 中國日報亞太分社社長兼總編輯 Editorial Board Member, China Daily Group Publisher & Editor-in-Chief, China Daily Asia Pacific

中國日報亞太分社 China Daily Asia Pacific 每份作品可參與A-G其中一組,亦可同時參加H、I及I獎項。

Each entry can only be submitted under one of the categories of A-G.

The same entry can also be submitted under categories H, I and J.

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.)

- · 文字組 Text
- · 影像組 Video
- · 聲音組 Audio
- C. 最佳大中華商業新聞報道獎 Best Greater China Business News Reporting

任何有關大中華地區的商業議題或事件的新聞報道。歡迎大中華地區的新聞從業員參加(包括香港)。

News reporting on any Greater China business-related issues or events. Journalists from the Greater China region (including Hong Kong) are eligible to enter the competition.

D. 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.

E. 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.

· 文字組 Text ·影像及聲音組 Video and Audio

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.

G. 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.

- · 靜態 Still Image
- · 動態 Motion

H. 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.

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.

J. 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.

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

* 各組別均設有金獎及銀獎(「最佳商業新聞視覺設計獎」、「年度新晉商業新聞記者獎」及「年度商業新聞記者獎」三個類別除外)。得獎者將獲頒獎座、證書及獎金。 There will be a Gold Award and a Silver Award for every group in each category (except the "Best Visual Design of Business News Reporting", "Young Business Reporter of the Year" and "Business Reporter of the Year" categories). Each awardee will receive a trophy, a certificate and a cash award.



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 or content using graphics, charts, pictures or other visual expressions.

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.

評審準則 Judging Criteria

報道質素 Reportorial Quality

全面及持平。 Comprehensive and balanced.

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.

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 way that is clear and easy-to-understand.

最佳商業新聞報道獎

Best Business News Reporting

文字組・Text



環聯漏洞 林鄭信貸資料任睇 資料庫載500萬人信貸報告 虛構身分輕易通過核證

陳浩謙、梁崇碧、羅霈潁 CHAN Ho Him, LEUNG Sung Pik, LO Pui Wing

明報 Ming Pao

「具洞察力,報道圖文並茂解説保安漏洞,一目了然,能引起社會 關注。」

評審 蔡敏女士



醫藥生物科技 港能成亞洲一哥?

鄭淑芬、張以正 CHENG Shuk Fan CHEUNG Yee Ching Josephine

iMoney智富雜誌 iMoney Magazine

「內容豐富,多角度探討香港『生物醫藥科技+金融』的發展 潛力。」

評審 黃煜教授

影像組・Video



神秘的704室

馮惠儀 FUNG Wai Yee Fanny

有線電視 Cable TV

「踢爆長期跨境漏洞,內地、香港追蹤報道,報道具影響力,喚起當局正視事件。」

評審 鄧傳鏘先生



誰碌了你的信用卡?

楊量傑 YEUNG Leung Kit

有線電視 Cable TV

「搜集獨家數據和個案,拆解不法份子如何盜用信用卡簽賑,讓 觀眾警惕。」

評審 林宣武先生, GBS, JP

聲音組・Audio



電子支付 百花齊放?

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

香港電台 Radio Television Hong Kong

「內容全面,由八達通的發展至電子支付近年興起都有涵蓋,更有 小朋友的心聲穿插其中,令十多分鐘的報道也不覺沉悶。」 評審 章健華女士



解決「黃牛」 只能自救?

高福慧、王磊 KO Fuk Wai, WONG Lui

香港電台 Radio Television Hong Kong

「報道的表達方式生動,表達技巧甚佳,非常有效地運用多個層面 及角度去剖析整件事件,內容具體性高。」

評審 廖於勤先生



最佳商業新聞系列報道獎

Best Business News Series Reporting

文字組・Text



港創科落後困局系列

郭增龍、李卓穎、楊詩彤 KWOK Tsang Lung, LEE Cheuk Wing, YEUNG Sze Tung

星島日報 Sing Tao Daily

「題材重要且合時,角度的選取不俗,資料和數據充足。」

評審 李立峯教授



新零售系列

張以正 CHEUNG Yee Ching Josephine

iMoney智富雜誌 iMoney Magazine

「系列報道對數碼平台如何影響零售業有頗全面的分析和介紹。」

評審 李立峯教授

影像組・Video



毒奶十年

徐文傑、林杰倫 CHUI Man Kit, Jerran LIN

有線電視 Cable TV

「報道富有原創性,同時發揮了媒體作為 『社會監察者』的重要角色。攝製隊遠 走新西蘭等境外地區,多角度分析各地 的社會問題,舉出人口統計、移民數據 等實例,讓報道內容廣度與深度兼備。」 評審 楊松坤先生



紅磡站問題工程系列

鄭佩珊、錢瑋琪 CHENG Pui Shan, CHIN Wai Ki

有線電視 Cable TV

「此報道剖析深入淺出,刺中要害,極具 警剔作用。」

評審 劉進圖先生



新加坡樓市系列

關靜儀 KWAN Ching Yee

Now TV

「透過新加坡與香港的反差,思索香港房 屋政策的困局。」

評審 盧覺麟先生

聲音組・Audio



消費借貸陷阱剖析

潘志謙 POON Chi Him

商業電台 Commercial Radio

[Reveal a social problem.]

評審 莊太量教授



貿易戰陰霾下港商自保有法

潘志謙 POON Chi Him

商業電台 Commercial Radio

「扼要講述貿易戰背景之餘,提出對策以啟發中小企。」

評審 李志堅先生

最佳大中華商業新聞報道獎

Best Greater China Business News Reporting



文字組・Text



中國製造2025 Backfire

黃愛琴 WONG Oi Kam

信報財經月刊 Hong Kong Economic Journal Monthly

「採真正專家之言,臚列深層意義之數據,發人深省。 」

評審 梁家榮先生, JP

銀獎 Silver Award 紅色刺客 舜宇光學揭密

周岐原 CHOU Chi Yuan

今周刊 Business Today

「主題明確,分析精準,詳細解説舜宇成功的關鍵。」

評審 鍾志平博士, GBS, BBS, JP

銀獎 Silver Award 郭文貴控44億元海通H股終極曝光 香港法院頒令凍結87億元資產

陳信熙、周偉強、慈美琳、勞顯亮、梁祖饒 CHAN Shun Hei, CHOW Wai Keung, CI Meilin, LAO Xianliang, LEUNG Cho Yiu Joe

香港01 HK01

「文件浩瀚,分析仔細,抽絲剝繭,平實確鑿,竭力之作。 」

評審 梁家榮先生, JP



財技玩盡頻撲水 海航遭大鱷瓜分

許創彥、李潤茵 HUI Chong Yin, LEE Yun Yan

信報財經月刊 Hong Kong Economic Journal Monthly

「報道詳盡,剖析海航背後不少實際是融資籌碼,變相集資的慣用手段,表達方式清晰,引人入勝。」

評審 方梓勳教授, MH

影像組·Video



深圳:明日矽谷

陳頌妍、李燕芬、翁維愷 CHAN Chung Yin, LI Yin Fun, YUNG Wai Hoi Rex

有線電視 Cable TV

「報道活潑生動,深入淺出。」

評審 李月蓮教授



內地地產經紀仍推售 被強拆惠州樓盤

劉俊鈺 LAU Chun Yuk

Now TV

「畫龍點晴,來龍去脈一目了然。」

評審 陸觀豪先生, BBS, JP



聲音組・Audio



黑龍江雪鄉「明碼實價」劏客

林漢山 LAM Hon Shan

香港電台 Radio Television Hong Kong

「港人感興趣的議題,有警剔作用,深入分析多角度。」

評審 楊玉珍小姐



《改革開放40年》: 香港在中國經濟文化發展的角色

文采揚、彭彥翰 MAN Choi Yeung, PANG Yin Hon

商業電台 Commercial Radio

「報道翔實,訪問港商升級轉型具啟發性。」

評審 羅偉光先生



透視港珠澳大橋潛在商機

仇志榮 CHAU Chi Wing

香港電台 Radio Television Hong Kong

「全面探討,揭露未為人知的問題。」

評審 楊玉珍小姐

最佳房地產新聞報道獎

Best Property Market News Reporting

文字組・Text



荷蘭直擊 安居新思維

馮樂琳 FUNG Lok Lam

iMoney智富雜誌 iMoney Magazine

「有助為讀者提供解決居屋問題的新方向。」

評審 譚仲豪先生



細價樓爆煲 禍延三代

鄭雲風、黃愛琴 CHENG Wan Fung, WONG Oi Kam

信報財經月刊 Hong Kong Economic Journal Monthly

「觀點清晰,圖文配合,善用比較圖表,容易讓讀者留下深刻 印象。」

評審 陳振英議員, JP

影像及聲音組・Video and Audio



大館重修

曾曉婷 TSANG Hiu Ting

無綫電視 TVB

[Historical and modern combination.]

評審 李輝敏先生



記者再報告 香港高樓價下百態

梁華 LEUNG Wa

鳳凰衛視 Phoenix Satellite TV

「具體呈現新聞特點、洞察敏鋭、有話題性。」

評審 齊秀明女士



最佳商業財經人物專訪獎

Best Business & Finance Profile Interview

文字組・Text



專訪溢達楊敏賢 紡織大王低調第二代 全球最大恤衫生產商

鄭靜珊 CHENG Ching Shan

iMoney智富雜誌 iMoney Magazine

「文筆流暢,內容安排得宜,由經營模式至人才培訓及投資環保等 範疇,資訊全面,令讀者獲益不淺。」

評審 邵家輝議員



杜琪峯金融海嘯損手拍成奪命金

陳子凌、龍彩霞 CHAN Tze Ling Alec, LUNG Choi Ha Anna

明報 Ming Pao

「以警匪片導演及財經人物專訪作為Crossover,選材有心思,加上用電影切入點較易引起共鳴,再以受訪者金句及經歷點出不少投資者的心態及怪現象,有助表達警世效果。」

評審 張秀雲女士

影像及聲音組·Video and Audio



林凱源:白手起家打造獨角獸

胡雪曼 HU Xueman

鳳凰衛視

Phoenix Satellite TV

「年輕人創業的故事,勵志感人,拍得流暢明快。」

評審 陳伯添先生



金融風暴又再來?

黃立恒、任美貞、尤翠茵 WONG Lap Hang, Shirley YAM, Gillian YAU

香港電台

Radio Television Hong Kong

「深入剖析香港過去30年的金融發展與危機,內容豐富及全面,提 醒讀者保持危機感。」

評審 謝順禮博士

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



北韓資本主義實驗 外貿蓬勃錢主崛起

李潤茵 LEE Yun Yan

信報財經月刊 Hong Kong Economic Journal Monthly

「寫作技巧出色,具新聞價值。」

評審 黃山先生



港產快速支付系統誕生兩個月 FPS驚嚇過後有驚喜

邱媛媛 QIU Yuan Yuan

香港商報 Hong Kong Commercial Daily

「報道深入淺出地分析了新興流動支付系統存在的缺陷,並引用專家學者的分析,提出解決方法。」

評審 林健鋒議員, GBS, JP



新經濟股路向

文嘉慧、曾美玲 MAN Ka Wai, ZENG Mei Ling

星島日報 Sing Tao Daily

「報道緊貼市場新發展,分析深入仔細,亦有引用外國例子作比較,豐富讀者的理解角度。」

評審 林健鋒議員, GBS, JP

影像及聲音組·Video and Audio



環視大灣:廣佛同城

李燕芬、張韻凝 LI Yin Fun, ZHANG Yun Ning

有線電視 Cable TV

「報道能使讀者從中反思相關未來政策之發展及影響。」

評審 莫偉民先生



究竟水清無魚定混水摸魚

張靜文 Candy CHEUNG

香港電台 Radio Television Hong Kong

「片段能為普羅讀者了解比較複雜政策之影響,為不錯的投資者教 育材料。」

評審 莫偉民先生



最佳商業科技新聞報道獎

Best Business Technology News Reporting

文字組・Text



發達無捷徑!ICO疑非法集資

李潤茵 LEE Yun Yan

信報財經月刊 Hong Kong Economic Journal Monthly

「非常熱門及具爭議的題材,發揮了新聞記者將難得一見的ICO場面帶到讀者眼前。資料豐富、文字精彩,配合數據和外國例子,是一篇出色和具可讀性的報導。」

評審 何富豪先生



Coining a Catastrophe Bit by Bit

羅為騰 LUO Wei Teng Sophia

中國日報 China Daily

Newsworthy topic. Clever use of a number of cases to illustrate the problem. Delightful to read. \bot

評審 何富豪先生



智慧城市發展如火如荼 香港踏出新一步

鄭淑芬、温藹紅 CHENG Shuk Fan, WAN Oi Hung

iMoney智富雜誌 iMoney Magazine

「多角度分析香港變身智慧城市的步伐,從鄰近地區、企業角度 探討香港的情況,鋪排見用心。」

評審 陳國建先生

影像及聲音組・Video and Audio



深圳:生科天堂

李燕芬 LI Yin Fun

有線電視 Cable TV

「視角獨到,新聞有深度。」

評審 施清彬博士



黑客學院

朱銘茵 CHU Ming Yan

無綫電視 TVB

「選題好,資料搜集全面廣泛,訪問對象切題,非常專業的報道。」

評審 陳家豪先生

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

最佳商業新聞視覺設計獎

Best Visual Design of Business News Reporting

静態・Still Image



高鐵通港粵一小時生活圈



陳國雄 Andrew CHAN

信報

Hong Kong Economic Journal

「在大量資料下加插圖像,展示上吸引眼球。」

評審 劉頌陽先生

動態・Motion



Fintech Jargon系列



陳家恩、周家誠 CHAN Ka Yan, CHAU Ka Shing

> 蘋果日報 Apple Daily

「利用圖像和貼地的對白清楚説明基本概念,值得一讚。」

評審 蘇偉基先生



年度新晉商業新聞記者獎

Young Business Reporter of the Year



張凱程 CHEUNG Vanessa Hoi Ching



無綫電視 TVB

參賽作品: · 家居築則:公屋行人天橋

· 創科導航:綜合查帳APP · 創科導航:網絡攻防戰

「帶領觀眾探討嶄新創科領域,深入淺出,趣味盎然。」

評審 關則輝先生, MH, JP

記者簡介: 2016年畢業於英國Plymouth University測量系,後加入無綫新聞部, 擔任「創科導航」及「家居築則」節目的記者和主持。

> 創科和設計是兩個不同範疇,前者要為觀眾提供最新的科技資訊, 緊貼科技業界的大小事,後者為觀眾講解室內設計的趨勢和介紹本地 具有特色的建築物。截然不同的題材除了為她帶來新鮮感也能擴闊 視野。

> 製作一個節目不是一件易事,對於一個沒有傳媒基礎的她更是一個大挑戰,所以她更珍惜每次採訪和學習機會,盡能力把每篇報道做好。

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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「能從多元角度透徹分析新聞,字簡意精,見解精闢。」

評審 陳永陸先生

記者簡介:

李潤茵現為《信報財經月刊》高級記者,負責專題報道,題材主要為經濟,但不限於經濟。歷年高瀏覽獨家採訪包括〈李嘉誠前文膽恐中文成絕學〉、〈「山寨品牌」MINISO最想做香港品牌〉及〈愛沙尼亞身份證很「萬能」〉等;並撰寫人物訪問,曾專訪名人包括Google前主席施密特、「金磚之父」奧尼爾及衍空法師等。

她是《信報》首屆「動筆動思考」作家培訓計劃學員;後來參與該報周年誌慶紀念書籍《香港金融風雲40載》的採訪工作入行;曾獲首屆「恒管商業新聞獎」最佳財經專題(文字組)銀獎;2012年於香港中文大學新聞與傳播學院本科畢業。

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、和翻譯學院,共有約5,000名全日制學生。作為一所住宿型院校,恒大採用「博雅 + 專業」教育模式,並配合iGPS「期望畢業生特質」框架,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並以博雅教育為主導的私立大學,恒大配合優質的師資、獲獎的綠化校園與設施、創新學位課程、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、創新、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 in Hong Kong with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation) and around 5,000 full-time students. Adopting the "Liberal + Professional" education model which incorporates the iGPS "desired graduate attributes" framework, HSUHK is a residential institution which puts quality teaching and students' all-round development as its highest priorities.

Aspiring to be a leading private liberal-arts-oriented university in the region, HSUHK features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, RGC-funded impactful research, and excellent student development/support services, with the aim of nurturing young talents with critical thinking, innovative minds, human caring attitude, moral values and social responsibilities.







傳播學院介紹 About School of Communication









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。傳播學院致力培育商業傳播、企業傳訊及 傳播科技專才。

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

融合媒體及傳播科技(榮譽)文學士課程則結合傳統傳播知識,以及 最新數碼與新媒體科技,將信息內容、數碼網絡技術和媒介發展加以 融合,使學生在數碼年代運用傳播科技開創不同工作領域。

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

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

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

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

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

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

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



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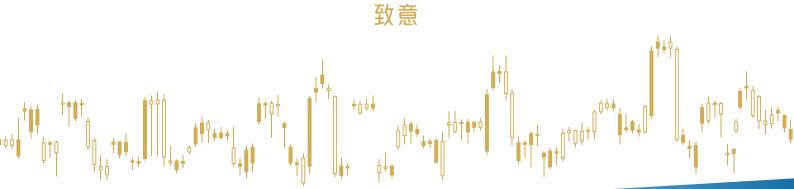


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