



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



第七屆

商業 新聞獎

The 7th 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。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



融通資訊
利導工商

第七屆恒大商業新聞獎



施穎茵女士

Ms Diana Cesar

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

數據、資訊，甚至是看法主張，在社交網絡，特別是互聯網中無處不在，實在很難分辨資訊的真偽。在這大環境下，新聞從業員為公眾提供可信的資訊變得尤為重要，有助受眾了解情況，作出正確的決定。

一直以來，專業精神和誠信是新聞從業員的重要操守。即使現今社會的資訊流動異常迅速，但優秀的新聞從業員仍然堅守原則，並以高質量的報道贏得公眾信任。

今年恒大商業新聞獎的所有參加作品，正正反映出新聞業界的專業表現。他們在多個領域作出富有洞察力的報道，題材涵蓋全球通脹、地緣政治緊張局勢所帶來的不確定性、工作模式轉變，以及人工智慧（AI）和虛擬實境（VR）的快速發展等，充分反映社會在疫情後的各種轉變。

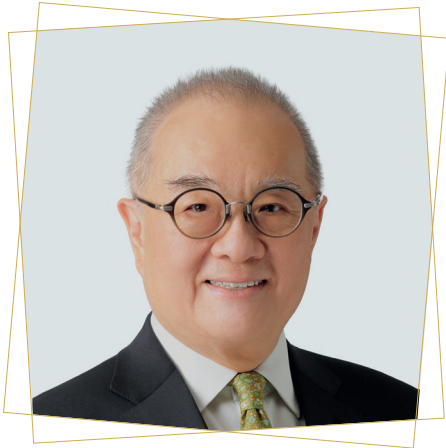
我衷心祝賀今年的得獎者，並感謝所有參與活動的商業新聞從業員。在一個越趨聯繫的世界中，他們仍然以堅定的信念、勇氣和明確的態度作出報道，值得表揚。

Data, information and even opinions are readily available through social networks and particularly the internet. The difficulty is determining which of these are misleading and which are accurate. It is in this space that the role of the journalist has become more important and at its best can provide a pathway to an understanding that matters when decisions are being made.

It has always been the case that professionalism and integrity are necessary requirements in journalism. This has not changed even though the access to faster information can make this much more of a challenge. The best journalists inspire trust by maintaining high standards.

I am pleased that this can be clearly seen in all the submitted articles for this year's HSUHK Business Journalism Awards. They provided insightful reporting on global inflations, uncertainties resulting from geo-politics, attitude shifts towards ways of working, and acceleration in AI and VR applications, reflecting the diverse transformations post pandemic.

Congratulations to winners of this year's Awards, and gratitude to all business journalists who participated. In an increasingly connected world, I commend them for reporting with conviction, courage and clarity.



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 of

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 member of the Executive Council of
the Hong Kong Special Administrative Region

保險業監管局創局主席

First Chairman of the Insurance Authority

隨着全球疫情放緩，香港正實施新策略，決心在世界舞台上展現實力。除了吸引各地頂尖人才，商業新聞資訊也是不可或缺的部分，有助提高香港的長期競爭力。在錯誤訊息泛濫的情況下，商業新聞從業員致力尋找真相、拆解謬誤，讓社會大眾掌握準確信息，其貢獻令人尊重。

本屆商業新聞獎的得獎者，不受社會環境影響，致力為公眾帶來重要報道。他們的專業與求真精神，以及對讀者的承諾，值得讚賞和鼓勵。

我衷心祝賀今年的得獎者，祝願他們帶來更多有價值的報道，推動社會發展，代表香港走向世界，並在未來一同慶祝更多的里程碑。

As the world emerges from the pandemic, Hong Kong is determined to relaunch its mettle on the world stage. Along with attracting top talents globally, Hong Kong is implementing a new strategy to boost its long-term competitiveness. Now more than ever, business journalism is an integral part of showcasing what Hong Kong has to offer to the world. With the proliferation of misinformation, the dedication of business journalists to articulate the truth, dispel myths, and keep the world and our local community well-informed deserves our utmost respect.

The journalists we honour at the 7th Business Journalism Awards have remained diligent and committed to telling stories that matter, regardless of social circumstances. Their passion to search for the truth and their commitment to their profession and to their readers is what we accolade today.

I extend to all the winners of this year's Awards my heartiest congratulations and look forward to celebrating future successes that I am confident these outstanding contributors to society will continue to achieve, as they deliver valuable stories to readers, and represent Hong Kong on the world stage.



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

香港恒生大學傳播學院每年舉辦「恒大商業新聞獎」，以表彰卓越新聞從業員。這個活動今年已是第七個年頭，恒大致力回饋社會，我謹對所有得獎者的傑出表現表示衷心祝賀，並向評審致意。

疫情在各方面改變世界，我們依舊樂於閱讀卓越的商業新聞報道。一眾得獎者於過去一年，致力以清晰、客觀、求真和及時的態度，對讀者負責，持續帶來出色的報道。

我欣喜本屆佳作紛陳，充分展示對香港未來的承諾及在國際舞台上的創新精神。得獎的新聞從業員向全球讀者傳遞訊息的同時，亦鼓勵新一代新聞工作者，包括恒生大學學生，一同說好故事，為世界作出貢獻。

In our commitment to serve the Hong Kong community, the School of Communication of The Hang Seng University of Hong Kong (HSUHK) has been holding its signature Business Journalist Awards each year, to honour excellence in business journalism. This year marks the 7th anniversary of the Awards. May I convey my congratulations to all awardees on their outstanding performances, and my appreciation to our judges for their dedicated support.

As we see respite from the pandemic that changed the world in countless ways, it has been a pleasure reading stories from these award-winning business journalists. Throughout the year, our award winners have continued to serve the public with their dedication to reporting with clarity and objectivity, truth and timeliness, and above anything else, with responsibility to their readers.

I am delighted to see the number of high-quality entries from the media industry this year, as this reflects Hong Kong's commitment to the future and our innovative spirit on the world stage. I am sure our winners will go on to not only inform readers from all over the world, but also inspire a new generation of writers and reporters, such as our students, to tell the stories that shape our world.



曹虹教授

Professor Scarlet Tso Hung

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

去年，商業新聞從業員帶領香港和全球讀者作出明智的決策，讓我們更了解未來的發展方向。我很高興見證第七屆「恒大商業新聞獎」，慶祝一眾新聞工作者的成就，表揚他們的專業及對讀者的承諾。

今年特增設「最佳大灣區商業新聞報道獎」，進一步鼓勵任何有關大灣區商業議題或事件的新聞報道，助讀者了解全球再次開放的情況下，大灣區在金融、經濟和商業發展中的角色。

「恒大商業新聞獎」除了表揚傑出商業新聞報道，也旨於啟迪未來的記者和新聞從業員。同時，傳播學院亦提供創新課程，培養學生的才能與熱情。在商業新聞獎獲獎的優秀作品，均為一眾有志向的商業新聞記者樹立了專業標準。

最後，我想感謝在傳媒行業努力不懈的工作者，他們秉持專業，為讀者奉獻。我謹此祝賀本屆得獎者，期待未來有更多優秀的作品參賽。

In the past year, business journalists have provided valuable information to their readers in Hong Kong and around the world, for their decision-making as well as useful insights into what the future may hold. On behalf of the School of Communication, it is my honour to commend them for their commitment to their profession and to their readers at the 7th Business Journalism Award of The Hong Seng University of Hong Kong.

This year, we have added the 'Best Greater Bay Area Business News Reporting' award, a new category created specifically for stories that can help readers learn and understand more about the role that the Greater Bay Area plays in the financial, economic, and business development in our region.

In addition to recognising outstanding business news reporting, the Business Journalism Awards also aims to inspire journalists and media practitioners of the future. It is the mission of the School of Communication to provide innovative programmes that can ignite passion and nurture talent. The high quality of all the award-winning entries has no doubt set high professional standards for all aspiring business journalists to follow.

I would like to take this opportunity to express my gratitude to the media industry for its unwavering efforts in delivering stories with a high level of professionalism, and for their dedication to their readers. I congratulate all the winners of this year's Awards and look forward to receiving more outstanding entries in the years to come.

評審委員名單 Panel of Judges

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

齊秀明女士

Ms Charmagne CHAI

合伙人
Partner

美好集團
MH Group

陳錦強先生

Mr CHAN Kam Keung

總編輯
Editor-in-Chief

明報
Ming Pao

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

陳永陸先生

Mr CHAN Wing Luk

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

陳景祥教授, BBS

Professor CHAN King Cheung, BBS

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

張國財先生, JP

Mr Eddie CHEUNG Kwok Choi, JP

廣播處長
Director of Broadcasting

香港電台
Radio Television Hong Kong

陳心愉女士

Ms Bonnie CHAN

總裁
Director-General

香港工業總會
Federation of Hong Kong Industries

陳家豪教授

Professor Emil CHAN Ka Ho

會長
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

新聞及公共事務部副總監
Deputy Director, News and Public Affairs

商業電台
Hong Kong Commercial Broadcasting
Co., Ltd

陳偉偉先生

Mr Fletch CHAN Wai-wai

處長
Director

政府新聞處
Information Services Department

陳柏楠先生

Mr Tom CHAN Pak Lam

永遠名譽會長
Permanent Honorable President

證券商協會
The Institute of Securities Dealers

邱達根議員

Hon Duncan CHIU

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

立法會
Legislative Council

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

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

評審委員名單 Panel of Judges

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

朱順慈教授

Professor Donna S.C. CHU

新聞與傳播學院院長
Director of School of Journalism and
Communication

香港中文大學
The Chinese University of Hong Kong

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

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

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

葉冠榮先生

Mr Ernest IP Koon Wing

上屆會長
Immediate Past President

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

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.

關慧玲女士

Ms Regina KWAN Wai Ling

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

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

賴櫻華女士

Ms Cherry LAI

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

金銀業貿易場
Chinese Gold and Silver Exchange

林健鋒議員, GBS, JP

Hon Jeffrey LAM Kin-fung, GBS, JP

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

立法會
Legislative Council

林振昇議員

Hon LAM Chun-sing

選舉委員會
Election Committee

立法會
Legislative Council

劉佩玲女士

Ms Selina LAU

行政總監
Chief Executive

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

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

評審委員名單 Panel of Judges

羅淑雯女士 Ms Betty LAW

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

恒生銀行
Hang Seng Bank

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

梁君彥議員, GBM, GBS, JP Hon Andrew LEUNG Kwan-yuen, GBM, GBS, JP

主席
President

立法會
Legislative Council

李志堅博士 Dr Earnest LI Chi Kin

主席
Chairman

亞洲文創行者協會
Asia Showalker Association

李文教授 Professor Raymond LI

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

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

市場拓展總監
Director of Market Development

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

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)

香港電台
Radio Television Hong Kong

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

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

主席
Chairman

香港報業評議會
Hong Kong Press Council

潘榮昌博士, SBS Dr Patrick POON Sun Cheong, SBS

會長
President

香港專業及資深行政人員協會
Hong Kong Professionals And
Senior Executives Association

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

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

評審委員名單 Panel of Judges

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

戴麟先生

Mr Paul TAI

當然顧問

Ex-officio Advisor

香港青年工業家協會

Hong Kong Young Industrialists Council

陳祖恒議員

Hon Sunny TAN

主席

Chairman

香港生產力促進局

Hong Kong Productivity Council

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

鄧傳鏞先生

Mr Vincent TENG

總編輯

Chief Editor

信報財經月刊

Hong Kong Economic Journal Monthly

曾立基先生

Mr Richard TSANG Lap Ki

主席

Chairman

縱橫公共關係顧問集團

Strategic Public Relations Group

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

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

黃山先生

Mr Samson WONG San

會長

President

香港專業人士協會

The Association of Hong Kong
Professionals

黃佩珊女士

Ms Amy WONG

公共事務部首席主任

Head, Public Affairs Division

消費者委員會

Consumer Council

黃英豪議員, BBS, JP

Dr Hon Kennedy WONG Ying-ho, BBS, JP

議員 (功能界別 - 進出口界)

Member (Functional Constituency -
Import and Export)

立法會

Legislative Council

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

嚴剛議員

Hon YIM Kong

議員 (功能界別 - 商界 (第三))

Member (Functional Constituency -
Commercial - (Third))

立法會

Legislative Council

袁家樂先生

Mr Ernest YUEN

理事長

Chairman

九龍總商會

Kowloon Chamber of Commerce

周昕先生

Mr ZHOU Xin

科技新聞主編

Technology Editor

南華早報

South China Morning Post

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.

H. 年度新晉商業新聞記者獎 Young Business Reporter 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.

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

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.

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.

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、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.

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

文字組 Text



兩鎚飯 闖中環 敲響三大經濟警號

李潤茵
LEE Yun Yan

信報財經月刊 | Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

The article analyses the economic concerns behind the “This This Rice” phenomenon which is prevalent in Hong Kong during the Covid-19 pandemic using various economic theories and figures in an easy-to-understand manner. It prompts readers to reflect on this social phenomenon under the new normal from another perspective.

莊偉茵女士, JP



HKEX to offer high-integrity carbon trading

陳偉傑
CHAN Wai Kit Oswald

中國日報香港版 | China Daily Hong Kong

評審評語 Comment from Judge

The article “HKEX to offer high-integrity carbon trading” has skilfully balanced the use of data visualisation and lucid writing. ESG, carbon trading, greenwashing, etc. could be terms often quoted but least understood. The seamless combination of infographics, textual exposition, and quotes from stakeholders turns technical information into an enjoyable read. I particularly like the punchy subheading “protect people, not polluters” – concise, precise, loud and clear!

張國財先生, JP

影像及聲音組 Video and Audio



財經透視：夜經濟

袁沅玉
YUEN Yuen Yuk

無綫電視 | TVB

評審評語 Comment from Judge

中港兩地同樣受疫情打擊，內地卻銳意發展夜經濟，香港明顯失色。報道視野宏觀，除了有橫向比較外，也有經濟學的高度分析。

鄧傳鏘先生



兩鎚飯經濟學

何立彥
HO Lap Yin

香港電台 | Radio Television Hong Kong

評審評語 Comment from Judge

以新穎、跳脫和時代感的手法，剖釋一個在三年限聚措施之下衍生的飲食業營運新模式。欣見記者和編輯突破常規的心思。

何富豪先生

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

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

文字組 Text



虛幣響警鐘

麥振威、李昌鴻、李耀華
MARK Chun Wai、LI Chang Hong、LI Yiu Wah Danny

大公報 | Ta Kung Pao

評審評語 Comment from Judge

從不同角度將一個全球性新的投資領域以深入淺出的方式演繹，覆蓋層面極廣，且能以不同實例引證。

曾立基先生



揭ESG經濟圈亂象系列

林家希、仇凱瑋
LAM Ka Hei、CHAU Hoi Tong

星島日報 | Sing Tao Daily

評審評語 Comment from Judge

看出記者資料搜集工作做得全面和詳盡，評論意見兼顧各方，更分析問題發生的主因，令讀者一看就明，配以清晰的分層段落，清楚帶出訊息，水準很高。

陳興昌先生



我們離「主權基金」有多遠系列

楊澄瑋
YANG Yingwei

香港01 | HK01

評審評語 Comment from Judge

報道具前瞻性，從多角度分析及探討本港公共財政政策的可行出路，內容全面，並配上簡明扼要的圖表以作補充，令讀者更容易掌握。

史立德博士, BBS, MH, JP

影像及聲音組 Video and Audio



【理財有方】舊事新意系列

黃皓琳、廖家俊、丘麗怡
WONG Ho Lam、LIU Ka Chun Joseph、YAU Lai Yi

Now TV

評審評語 Comment from Judge

【理財有方】舊事新意這個系列非常出色，舊事新意這個概念包含懷舊、創新創意，讓人感覺煥然一新。而得獎作品的報道手法非常清晰，故事引人入勝。

鄧聲興博士



睿峰按揭呼吸Plan走數！ 大量買家恐撻訂，賣方有否賠償責任？

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

多角度深入及全面探討問題，透過苦主的經歷，及專家的分享，詳盡揭示準買家可能遇到的情況，及相關權益，對日後的買家很有參考作用。

楊玉珍女士



大灣區解碼：廣深數碼幣

勞旭雯
LO Yuk Man

無綫電視 | TVB

評審評語 Comment from Judge

有縱的對比（港粵消費券），也有橫的對比（移動支付與數字人民幣錢包）。也有記者及用家的親身測試，以及不同持份者，包括用家、商家、平台商、學者的種種觀點，即使議題不易消化，娓娓道來，「隔岸」遠觀的港人也看得明白，能做到深入淺出，佳作。

陳錦強先生

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

文字組 Text



斷供潮席捲全國 埋下「次貸」炸彈

黃愛琴
WONG Oi Kam

信報財經月刊 | Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

報道具分析性，清晰、深入、有洞見，顯示出作者綜合運用多方資料以說明樓市斷供潮的突出能力。

陳韜文教授



Restaurants filling the empty retail landscape

林嘉星
LAM Ka Sing

南華早報 | South China Morning Post

評審評語 Comment from Judge

題材具洞察力和時效性，貼近市況。主題清晰兼有足夠數據支持報道，受訪者也具代表性，有助讀者理解行情之餘，也增強了報道的說服力。

葉冠榮先生

影像及聲音組 Video and Audio



樓市點睇：組裝合成建築法

林倬樑
LAM Cheuk Leung

無綫電視 | TVB

評審評語 Comment from Judge

取材切合近期熱話，具時效性，報道亦透過不同持份者，指出建築法利弊及造價問題，如能加上政府回應會更立體。

張秀雲女士



【都會藍圖】香港島上的古村

李珈雯
LEE Ka Man

Now TV

評審評語 Comment from Judge

The choice of subject, reflecting the current mood of nostalgia for local history in Hong Kong society, resonates well with the audience. The video features good and relevant camera angles, which shows that the director really put in a lot of thought into showcasing the locale, people and other special attractions of the centuries old village. The colours, sufficiently bright and mood lifting, are well selected, and the vibrant images show that Pokfulam Village is alive and kicking. After watching the video, we are gratified to learn that this interesting and wonderful piece of Hong Kong history still exists and manages to exist in a society prone to demolition of its past such as Hong Kong. In many ways, the video is quite inspiring, poignant and touching.

方梓勳教授, MH

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



香港大數據先行者車品覺
由band5學生踏上創科之路

陳詠妍
CHAN Wing Yin

iMoney 智富雜誌 | iMoney Magazine

評審評語 Comment from Judge

香港大數據先行者的報道富有感染力，文字簡單直接，標題清晰有力。報道亦具洞察力，為讀者就香港的大數據議題提供了更廣泛及深入的資訊。報道亦輔以清晰的圖像，讓讀者更容易掌握內容。

羅淑雯女士



改革派築金融夢
李小加寄語香港主動開創未來

楊澄瑋
YANG Yingwei

香港01 | HK01

評審評語 Comment from Judge

商業財經新聞講究數據和分析，人物專訪講求個人經歷、視野和性格描述，出色的「商業財經人物專訪」必須能夠將兩者融會貫通。這篇作品表現出高水準。

簡學悌先生

影像及聲音組 Video and Audio



回應大鱷沽空港元
陳茂波：聯繫匯率行之有效 無意檢討

金小菲
JIN Xiaofei

鳳凰衛視 | Phoenix TV

評審評語 Comment from Judge

A comprehensive and well balanced report on how the government manages to strengthen Hong Kong's position as an international financial centre by means of effective market regulations and, in particular, leveraging on benefits of the Linked Exchange Rate System. Sound bites from the Financial Secretary were appropriately selected to shed additional insights and perspectives.

陳心愉女士



朱國樑專訪

羅曉熹
LAW Hiu Hei

Now TV

評審評語 Comment from Judge

探討從大型企業轉向私募基金領域，幫助企業到英上市，探討人工智能，令觀眾了解實用的商業策略和趨勢。

彭韻僖女士, BBS, MH, JP

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

文字組 Text



中國經濟極低增長 構成全球四大風險

黃愛琴
WONG Oi Kam

信報財經月刊 | Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

題目吸引，緊扣金融市場脈搏，分析到位，資料詳盡，專家評論也很有份量，是一篇高水準之作。

陳景祥教授, BBS



助力人民幣國際化 升級國際金融新中心

楊瀝瑋
YANG Yingwei

香港01 | HK01

評審評語 Comment from Judge

這篇關於人民幣和香港新角色的新聞，其選題和報道技巧皆具備高度的水準。選題因其對全球經濟的重大影響而具有高度的新聞價值和重要性。在報道技巧方面，記者運用了充分的資料和專業知識，並從多個角度對事件進行了分析，其中更包括了專家和業界人士的採訪，使得報道更具權威性和可信度。

陳家豪教授

影像及聲音組 Video and Audio



Money Matters: Zero COVID,
Zero Growth?

Zela CHIN

無綫電視 | TVB

評審評語 Comment from Judge

新聞報道具有洞察力和深度。

施清彬博士



《幣圈危機》

李臻昇
LI Chun Sing Kevin

香港電台 | Radio Television Hong Kong

評審評語 Comment from Judge

幣圈危機及時抓住市場熱點話題，全面採訪相關人士，深入淺出講解專業題材，嫻熟生動音頻呈現，實為經濟金融報道佳作。

羅興輝先生

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



TikTok經濟崛起 三招撼贏西方大台

郭顯通
KWOK Hin Tung

信報財經月刊 | Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

這篇文章重點鮮明的指出TikTok的成功突圍在於能夠根據各地文化、潮流和法律而調整，所以每個地區的TikTok能夠按地理基礎劃分市場，各自有其當地特色和功能；這有別於YouTube內容的全球化、統一化，往往會不落地。讀者可以全面而扼要的瞭解當前TikTok和YouTube等媒體的經營理念的差異和明白為什麼TikTok在短時間內冒起。

陳柏楠先生



NFT版權無王管 實測上載《明報》毋須證明

蔡穎霖
CHOI Wing Lam Winnie

明報 | Ming Pao

評審評語 Comment from Judge

NFT日漸盛行，然而相關的商標版權問題卻鮮有被討論。記者深入調查，揭發其審查制度粗疏，近乎無王管狀態，成功引起關注。

關慧玲女士



Metaverse and NFTs: from Gucci to Starbucks, luxury and consumer brands rush into the virtual world for their pots of gold

歐陽萱妍
Iris OUYANG

南華早報 | South China Morning Post

評審評語 Comment from Judge

The reporter explored how the Metaverse and NFTs, which are hot issues, change the virtual consumer market with insightful and comprehensive information. The article vividly tells the readers the growing trend that brings great impact to the future around the globe, keeping them abreast of the market developments. The reporter also made good use of charts and tables, allowing readers to get the information at a glimpse.

黃金鳳女士

影像及聲音組 Video and Audio



財經透視：虛擬資產

袁曉聰
YUEN Hiu Chung

無綫電視 | TVB

評審評語 Comment from Judge

The collapse of FTX has sounded a big warning shot to investors about risks in virtual assets. The story is particularly relevant to Hong Kong as the city is trying to become a digital asset hub. The video reporting is balanced, informative and timely with its interviews of industry insiders and experts. In doing so, it fulfills the important role of journalism as public interest defender in a society.

周昕先生



創科導航：軟泥機械人

高玉婷
KO Yuk Ting

無綫電視 | TVB

評審評語 Comment from Judge

報道題材新穎、有趣，不但改變一般人對機械人的認知，更讓市民多認識本地研發成果，有利說好香港創科故事。

邱達根議員

最佳大灣區商業新聞報道獎 Best Greater Bay Area Business News Reporting

文字組 Text



Qianhai spruces up

柴華
CHAI Hua

中國日報香港版 | China Daily Hong Kong

評審評語 Comment from Judge

I thoroughly enjoyed reading the article on "Qianhai spruces up". The author has done a remarkable job of presenting a well-structured, informative piece that effectively conveys a clear message to the readers. The insightful analysis, coupled with supporting facts, truly highlights Qianhai's unique position within the Greater Bay Area. The article not only showcases the city's manifold advantages but also inspires a sense of appreciation for the vast potential it holds. Kudos to the writer for crafting such a compelling and engaging piece on this burgeoning urban hub.

嚴剛議員



以色列駐港總領事藍天銘談「融通大灣區」 冀灣區合力提供一站式服務

胡茵、黃兆琦、洪嘉禧
WU Yan、WONG Shao Kei、HUNG Ka Hei

香港商報 | Hong Kong Commercial Daily

評審評語 Comment from Judge

報道全面，中以港三邊互動模式立體描繪，深入淺出。

陸觀豪先生, BBS, JP



深圳經濟起飛 港人由收租轉長居

毛麗娟
MAO Li Juan

大公報 | Ta Kung Pao

評審評語 Comment from Judge

具參考性，段落清晰，語言簡潔而準確，表述有詳有略。

齊秀明女士

影像及聲音組 Video and Audio



競逐芯戰略 港專家：大灣區是外商來港金字招牌

王金鵬
WANG Jinlu

鳳凰衛視 | Phoenix TV

評審評語 Comment from Judge

主題報道採訪香港科技界代表人物，節奏流暢鮮明，加插片段得宜，讓觀眾容易理解認知創科生態鏈及發現潛力。

尹子龍先生



大灣區解碼：大灣樓市

劉皓容
LAU Ho Yung

無綫電視 | TVB

評審評語 Comment from Judge

《大灣樓市》透過多角度採訪及實地報道，把疫情下的大灣區樓市實況立體地呈現出來，跳出只談樓價走勢的傳統框框。

林振昇議員

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



黃文琪
HUANG Wen Qi

香港01
HK01



參賽作品

- 公務員下海從商 由賣奶粉到回收垃圾 難忘獲楊受成親送到較口
- 大快活 | 揭秘餐飲世家DNA 交棒生意靠寫信 不愛磚頭愛實業？
- 新法規恐令古董車生意清零 老行尊憶30年笑與淚 轉戰日本尋生機

評審評語 Comment from Judge

Jenna's stories about two entrepreneurs and one family business successor attracted the readers in an engaging and convincing way. The subjects of her reports came alive through crisp writing filled with life events and quotes. There is also evidence of competent reporting of how complicated challenges/crises were handled. The high standard pictures and captions added value to her stories.

Jenna has a high potential in the communication arena.

潘榮昌博士, SBS

自我介紹

《香港01》財經記者黃文琪，負責專題及商業訪問。雖然不是讀傳理或新聞出身，記者工作生涯亦屬相當短暫，但在今次比賽，讓她回顧過往的作品，發現自己不斷蛻變，逐步觸及更專的領域，能在眾多的資訊及社會現象中，嘗試尋找當中的關連性及看到事件的全貌，從而轉化為易於理解的、有意義的報道。她想起當初在一個偶然的機會入行，能成為一名新聞工作者實屬榮幸，希望可以繼續為讀者帶來更多公正的報道及有「人味」的商業訪問，並為新聞行業的發展貢獻自己的力量。

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



林嘉星
LAM Ka Sing

南華早報
South China Morning Post



參賽作品

- Debts building at fast rate
- Restaurants filling the empty retail landscape
- Where the digital world runs into a brick wall

評審評語 Comment from Judge

獲獎記者觸覺敏銳，能夠發掘地產或投資界的熱議話題作分析報道，並適當輔以易明圖表，協助讀者理解各不同分析數據。

陳偉偉先生

自我介紹

LAM Ka-sing has published more than 940 articles over the last 5.5 years at the South China Morning Post, where he continues to cover all real estate sectors, including residential, retail, office, industrial, land, investment and hotels across Hong Kong, mainland China and various other countries. In addition to being well-connected and knowledgeable about the property market, his other areas of coverage include company results and general business news such as the news for Mengniu Dairy, Li Ning and other retail companies. His articles often attract the highest traffic among the team, with one of his articles being a record holder for number of page views. To add on, he has consistently authored award-winning features and scoops.

Mr LAM graduated from The University of Hong Kong with a Master of Science in Real Estate majoring in Urban Development in 2022, where he learned in-depth, both the history, and the current mechanisms of the property industry.

香港恒生大學簡介 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。

恒大以本科教育為主，配合優秀師資、獲獎的綠化校園與設施、創新學位課程、結合生活與學習的獨特住宿式書院制度、互動小班教學、緊密師生關係、獲研究資助局資助的具影響力研究，以及優質學生發展／支援服務。新加坡高等教育顧問機構AppliedHE公布2023年東盟+地區私立大學評比中，恒大位列第七，並在大中華地區及「就業能力」方面居首。恒大亦在2021年英國《泰晤士高等教育》（THE）「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。大學致力培育年輕人成為具備明辨思維、創新力量、人文關懷、道德價值和社會責任的人才。

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university. 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.

HSUHK features a primary focus on undergraduate education, top-quality faculty members, award winning green campus facilities, innovative degree programmes, a unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationships, RGC-funded impactful research, and excellent student development/support services. HSUHK is listed 7th (overall) in the ASEAN+ region, 1st in the Greater China region, and 1st in Employability as per the 2023 AppliedHE ASEAN+ private university assessment by the Singapore-based international higher education consultant agency AppliedHE. HSUHK is also listed among the top 200 worldwide for 'Quality Education' and 'Decent Work and Economic Growth' in Times Higher Education University Impact Rankings 2021. The University aims to nurture young talents with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

傳播學院介紹 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)文學士及策略傳播文學碩士三項課程，所有課程均採取「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。

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 three degree programmes, namely the Bachelor of Journalism and Communication (Honours), the Bachelor of Arts (Honours) in Convergent Media and Communication Technology, and the Master of Arts in Strategic Communication. All the three 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 business and finance as well as journalism and communication.

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 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 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.



祝 賀

第七屆

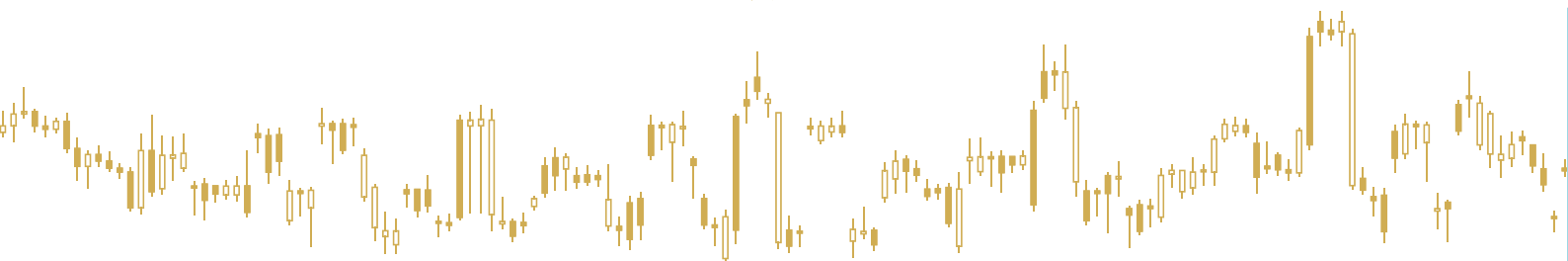
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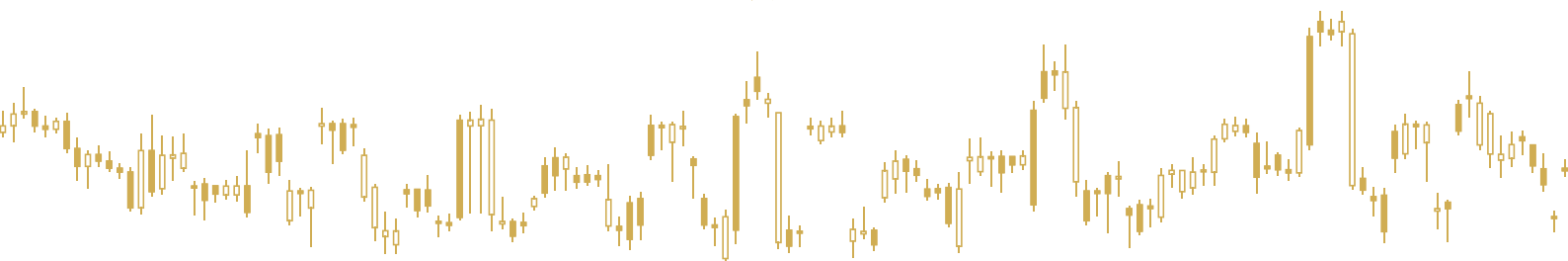
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香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



傳播學院
SCHOOL OF COMMUNICATION

Communication
beyond boundaries



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

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

更多關於傳播學院：



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



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

香港恒生大學傳播學院院長
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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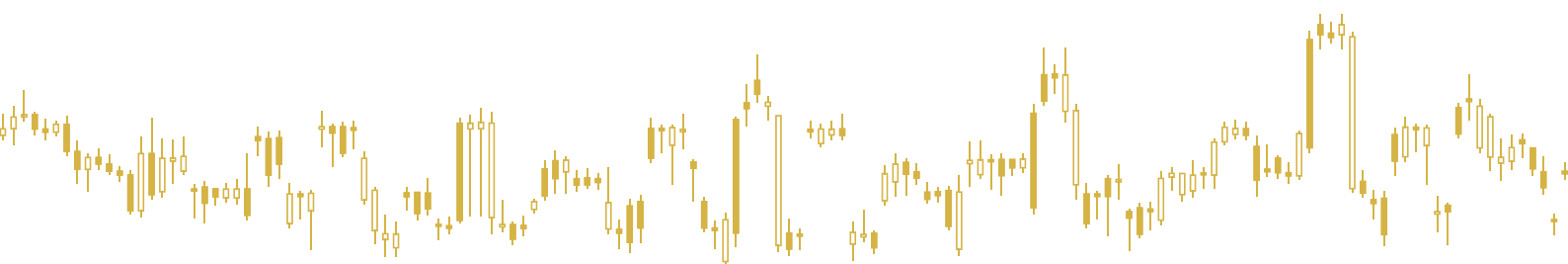


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