



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

45
四十五周年校慶
45th Anniversary

第九屆
香港恒生大學
商業
新聞獎

The 9th Business Journalism Awards of
The Hang Seng University of Hong Kong

CONTENT 目錄

關於香港恒生大學商業新聞獎 About Business Journalism Awards of HSUHK	2
獻辭 Message	3
• 廖李可期女士 Mrs. LIU LEE Ho Kei, Apollonia	4
• 施穎茵女士 Ms Diana CESAR	5
• 鄭慕智博士, GBM, GBS, JP Dr the Hon. Moses CHENG Mo-chi, GBM, GBS, JP	6
• 何順文教授 Professor Simon HO Shun-man	7
• 曹虹（旨言）教授 Professor Scarlet TSO Hung	8
評審委員名單 Panel of Judges	12
獎項類別 / 組別 Categories / Groups	13
評審準則 Judging Criteria	14
得獎作品名單及評審寄語 Awards Winners and Judges' Comments	23
香港恒生大學簡介 About The Hang Seng University of Hong Kong	24
傳播學院簡介 About School of Communication	27
傳播學院全新課程 – 數碼媒體傳播文學碩士 Our New Programme - Master of Arts in Digital Media for Online Communication (MA-DMOC)	40
鳴謝贊助商 Sponsors Acknowledgement	

關於香港恒生大學商業新聞獎
About Business Journalism Awards of HSUHK

第九屆 香港恒生大學 商業 新聞獎

The 9th 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。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



廖李可期女士
Mrs. LIU LEE Ho Kei, Apollonia

政府新聞處處長
Director of Information Services

促商興業
持正拓新

政府新聞處處長
廖李可期

獻辭 Message



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 Hong Kong University of Hong Kong

現今商業環境瞬息萬變，不偏不倚兼具洞察力的新聞報道對於掌握市場脈搏最為重要。全球貿易緊張局勢、地緣政治風險、以至經濟的不確定性，都令新聞從業員的角色變得關鍵。他們進行廣泛的資料搜集，收集相關最新的市場訊息，並清楚直接地闡述，讓公眾更容易了解相關議題的背景及潛在影響。

從今屆商業新聞獎的參賽作品可見，新聞界緊貼各個領域，題材廣泛，涵蓋人工智能、比特幣、生蠔養殖和黃金交易等等，新聞界以敏銳觸覺，觀察新興趨勢，用心探索全球經濟的各個議題。

優秀的新聞報道不只是傳遞訊息，更能啟發思考，開拓我們的視野，讓我們以豐富見解應對各種挑戰。我鼓勵新聞從業員，特別是年輕一代，勇於追求目標，擁抱新科技，並堅守追求真相，提高資訊透明度，你們的工作可提升讀者的認知，為政策制定者提供參考，並推動社會發展。

我衷心祝賀所有得獎者，同時亦感謝所有參賽的新聞從業員，感謝你們對新聞事業的熱忱和貢獻，你們的報道幫助我們了解世界，一同開創更好的未來。

In today's fast-changing business landscape, unbiased and insightful journalism is more critical than ever. As we navigate global trade tensions, geopolitical risks, and economic uncertainties, journalists play a vital role. They perform extensive research to gather relevant and most updated market information, and present reports in a clear and accessible manner, so the audience can better understand the context and potential implications of these events.

This year's Business Journalism Awards submissions showcase the breadth and depth of the industry, covering topics ranging from AI and bitcoin to oyster farming and gold exchange. They demonstrate a keen eye for emerging trends and a commitment to exploring diverse facets of the global economy.

Outstanding journalism not only informs but also inspires. It challenges us to think critically, broaden our perspectives, and tackle challenges with greater understanding. I encourage all journalists, especially the next generation, to be bold in your pursuits, to embrace new technologies, and to champion truth and transparency. Your work empowers individuals, informs policy, and shapes the future of our society.

To the winners, I extend my heartfelt congratulations. To all participating journalists, thank you for your unwavering dedication to this vital profession. Your stories keep us informed of developments around us and inspire us to build a better tomorrow.

獻辭 Message



鄭慕智博士, GBM, GBS, JP

Dr the Hon. Moses CHENG Mo-chi,
GBM, GBS, 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

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
Founder Chairman of the Insurance Authority

香港作為國際金融城市，每天都上演著不同的經濟故事。由小市民的消費模式、企業的營運，到樓市、股市，以至國際貿易、地緣政治等，均有賴新聞從業員善用手中的筆和鏡頭，為我們一一紀錄與剖析。

科技變革與人工智能正以前所未有的速度重塑全球格局。人工智能的崛起，既釋放了生產力，亦帶來了隱憂：深度偽造技術可捏造企業領袖的「宣言」，演算法偏見或會扭曲事實傳播。當虛實界線日益模糊，社會對真實資訊的需求更為迫切。此時，新聞從業員的角色更顯關鍵，唯有透過嚴謹查證、獨立思考，方能為公眾釐清事實，提供準確的資訊。

本屆商業新聞獎的得獎作品，正體現了這份專業堅持。得獎者以敏銳的洞察力，剖析金融市場背後的邏輯；以扎實的數據分析，解構地緣政治的連鎖效應；更以細膩的觀察，記錄科技變革中小人物的故事。這些作品不但展現了高水準的新聞寫作技巧，更彰顯了傳媒守護公共利益的使命。

優質的新聞報道是推動社會進步的重要力量。我衷心祝賀所有得獎者，並感謝所有參與獎項的新聞從業員。期待讀到你們撰寫更多優秀的報導，為推動業界的發展共同努力。

Hong Kong, as an international financial centre, transpires various economic chronicles every day. From the consumption patterns of ordinary citizens, operation of corporations, the real estate and stock markets, to international trade and geopolitical developments, journalists play a vital role in documenting and analyzing relevant issues through their writing and photography.

Technological transformation and artificial intelligence are reshaping the global landscape at an unprecedented speed. The rapid advancements in artificial intelligence have not only unleashed productivity but also brought hidden concerns: deepfake technology can fabricate "statements" from corporate leaders, and algorithmic bias may distort the facts being disseminated. As the line between facts and disinformation becomes increasingly blurred, society's demand for accurate information is more exigent than ever. At this juncture, the role of journalists becomes even more crucial—only through rigorous verification and independent ruminating can they elucidate facts for the public and impart accurate information.

This year's Business Journalism Awards exemplify this professional commitment. The award winners have demonstrated keen insight in analyzing the underlying logic of financial markets; using solid data analysis to deconstruct the rippling effects of geopolitical events; and recording the stories of ordinary individuals amidst technological change with meticulous observation. Their works have not only displayed high standards of journalistic writing but also showcased the media's mission to safeguard public interest.

Quality news reporting is a vital force propelling social progress. I sincerely congratulate all the award winners and thank all the journalists who participated in this event. I look forward to seeing more outstanding reports from you and working together to advance the development of the industry.

獻辭 Message



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

香港恒生大學商業新聞獎是傳播學院年度盛事，此獎項歷九載而彌新，既彰顯新聞人的專業追求，亦見證著商業報道在社會發展中的獨特價值。我謹向所有得獎者的傑出表現表示衷心祝賀，並向評審致意。

「博學篤行」是恒生大學的校訓，這與新聞專業精神本質相通——既強調知識的廣度積累，更注重以專業視角踐行社會責任。面對人工智能重塑媒體生態的浪潮，恒生大學始終堅持人文關懷，致力培育既掌握數碼技能，更能堅守新聞倫理的新一代傳媒人才。

世界正處於快速轉型時期，各位新聞從業員以多元視角剖析經濟脈搏，以嚴謹態度詮釋商業現象，不僅有助促進專業知識傳播，更搭建了社會對話的橋樑。期待新聞界持續發揮建設性力量，以專業筆觸記錄時代發展，推動社會理性溝通。

再次衷心祝賀所有得獎者！你們的優秀作品既是專業成就的里程碑，更是推動社會進步的積極力量。期盼各位永葆求真初心，以文字構建理解，用報道促進共識，為香港譜寫更多動人篇章！

The Business Journalism Awards is a prestigious annual event hosted by the School of Communication at The Hang Seng University of Hong Kong (HSUHK). The Awards not only celebrate the remarkable achievements of journalists but also highlight the vital role that business reporting plays in societal development. As we mark the 9th anniversary of the Awards this year, I extend my heartfelt congratulations to all the award winners for their outstanding performances, and my deep gratitude to the judges for their invaluable contributions.

The motto of HSUHK – “Erudition and Perseverance” – encapsulates the fundamental principles of journalism. It emphasizes both the importance of acquiring extensive knowledge and the necessity of fulfilling social responsibilities from a professional perspective. In an era where artificial intelligence is transforming the media landscape, HSUHK remains committed to upholding humanistic values, dedicating itself to nurturing a new generation of media professionals equipped with digital skills and a robust ethical foundation in journalism.

As the world is going through a period of rapid changes, journalists are called upon to analyze economic trends from various angles and interpret business phenomena with a rigorous approach. This not only enriches the dissemination of professional knowledge but also serves as a bridge for social dialogue. I look forward to the continued constructive forces exerted by the journalism community, capturing the spirit of the times with professional insight and fostering rational discourse in society.

Once again, my warmest congratulations to all award winners. Your exceptional work signifies important milestones in professional achievement and acts as a catalyst for social progress. I encourage you to maintain your commitment to seek the truth, use your words to foster understanding and build consensus through your reporting, thereby creating inspiring new chapters for Hong Kong.

獻辭 Message



曹虹（旨言）教授 Professor Scarlet TSO Hung

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今年已經來到第九屆，今年我們共收到超過600份參賽作品，數量連續三年創新高，不僅反映業界對由傳播學院舉辦的商業新聞獎項十分認可，更體現香港新聞工作者對社會經濟議題的持續關注與專業投入。作為傳播教育工作者，我們深感鼓舞，並將持續為業界培育具備專業素養的傳播人才。

縱觀本屆參賽作品，人工智能無疑成為熱門議題，各記者從多角度深入探討AI對全球的影響；樓市與股市作為經濟狀況的晴雨表，記者們透過微觀數據來解讀宏觀經濟走向；而地緣政治與全球產業鏈重組議題的顯著增加，更突顯香港傳媒連結國際視野的獨特優勢。這些作品既為時代作紀錄，亦為行業樹立專業標準。

為回應數碼化時代的挑戰，香港恒生大學傳播學院繼「策略傳播文學碩士」後，將於今年九月推出「數碼媒體傳播文學碩士」課程。此課程融合數據分析、數碼敘事及商業傳播策略，有系統地培訓學生掌握數碼轉型趨勢下的傳播技能，培養其運用數碼工具為企業制定創新傳播方案的能力，以應對瞬息萬變的商業環境。

本屆商業新聞獎的成功，有賴各界支持。謹此衷心感謝所有參賽者的專業投入，同時感謝評審團的嚴謹評核，以及贊助機構的慷慨支持。正是各位的貢獻，讓本屆新聞獎得以圓滿舉行。

我衷心恭賀所有得獎者，期盼來年與各位再聚，共同見證更多優質新聞的誕生！

The Business Journalism Awards of The Hang Seng University of Hong Kong (HSUHK) has now entered its ninth year. This year we received over 600 entries, setting a record high for the third consecutive year. This achievement not only demonstrates the industry's strong recognition of the Awards organized by the School of Communication but also highlights the unwavering dedication and commitment of Hong Kong journalists to socio-economic issues. As communication educators, we are truly inspired and will continue to nurture journalism and communication talents and equip them with professional skills for the industry.

Looking at this year's entries, artificial intelligence has undoubtedly become a hot topic, with journalists exploring the impact of AI on the world from multiple angles. Analysis of the property market and capital markets serve as indicators of economic conditions, and reporters interpret macroeconomic trends through micro data. Furthermore, the significant increase in discussions of geopolitical issues and the restructuring of global supply chains highlights the unique advantage of Hong Kong media in maintaining an international perspective. These works not only serve as a record of our times but also establish professional benchmarks for the industry.

In response to the challenges of the digital era and following the success of the Master of Arts in Strategic Communication, the School of Communication of HSUHK will be launching the Master of Arts in Digital Media for Online Communication programme in September this year. This new programme integrates data analysis, digital storytelling, and business communication strategies, providing a systematic approach to equip students with the skills needed to navigate the trends of digital transformation and to create innovative communication plans for businesses using digital tools in the rapidly evolving business landscape.

The success of this year's Business Journalism Awards would not have been possible without the support from many different sectors of the community. I would like to extend my heartfelt gratitude to all participants for their professional dedication, the judging panel for their rigorous evaluations, and the sponsoring organizations for their generous support. Your contributions have been instrumental in making the 9th Business Journalism Awards a resounding success.

Congratulations to all the Award winners! I look forward to reuniting with you and industry professionals next year to celebrate the emergence of even more outstanding entries.

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

陳韜文教授 Professor Joseph M. CHAN

新聞與傳播學院榮休教授
Emeritus Professor

香港中文大學
The Chinese University of Hong Kong

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

陳柏楠先生 Mr Tom CHAN

實德環球集團副主席
兼證券商協會永遠名譽會長
Deputy Chairman of Success Universe Group
& Permanent Honorable President of The Institute of Securities Dealers

陳永陸先生 Mr CHAN Wing Luk

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

曾淵滄教授, MH Professor CHAN Yan Chong, MH

決策分析及營運學系特約教授
Department of Decision Analytics and Operations Adjunct Professor

香港城市大學
City University of Hong Kong

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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.

張德熙博士 Dr Haywood CHEUNG

主席
Chairman

香港黃金交易所
Hong Kong Gold Exchange

蔡俊杰先生 Mr CHOI Chun Kit

會長
President

香港青年工業家協會
Hong Kong Young Industrialists Council Limited

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

鍾慧敏女士 Ms Sylvia CHUNG

企業體驗總裁
Chief Business Impact Officer

華懋集團
Chinachem Group

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

翻譯及外語學院榮休院長及教授
Emeritus Dean and Professor of School of Translation and Foreign Languages

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

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)

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

偉倫新聞與傳播學教授
社會科學院院長
Wei Lun Professor of Journalism and Communication
Dean of Social Science

香港中文大學
The Chinese 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

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

蔣莉教授 Professor Crystal JIANG

媒體與傳播系副教授
Associate Professor
Department of Media and Communication

香港城市大學
City University of Hong Kong

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.

江玉歡議員 Hon Doreen KONG Yuk-foon

立法會議員
LegCo Member

立法會
Legislative Council

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

關婉儀女士, JP Ms KWAN Yuen Yee, Angelina, JP

廣播處長
Director of Broadcasting

香港電台
Radio Television Hong Kong

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
Head of External & Mainland Affairs

香港黃金交易所
Hong Kong Gold Exchange

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

林健鋒議員 GBM, 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

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

劉頌陽先生 Mr Dominic LAU Chung Yeung

總編輯
Editor-in-Chief

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Ming Pao

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行政總監
Chief Executive

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

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

評審委員名單

Panel of Judges

羅詠暉女士 Ms LAW Wing Fai, Margaret

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

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

盧覺麟先生 Mr Alan LO Kok Lun

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校董會成員
Member of Board of Governors
香港恒生大學
The Hang Seng University of Hong Kong

馬維業先生 Mr Rex MA

榮譽會長
Honorary President
亞太文化創意產業總會
Asia Pacific Creativity Industries Associations

李健明先生 Mr Felix LEE

集團環境、社會及管治總監 / 集團企業事務總監
Head of Group Corporate Affairs / Head of Group ESG
香港中華煤氣有限公司
The Hong Kong and China Gas Company Limited

李文教授 Professor Raymond LI

新聞系系主任暨專業應用教授
Head and Professor of Practice
Department of Journalism
香港浸會大學
Hong Kong Baptist University

盧金榮博士, BBS, JP Dr LO Kam Wing, BBS, JP

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President
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The Chinese Manufacturers' Association of Hong Kong

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信報財經新聞
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立法會議員
LegCo Member

立法會
Legislative Council

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</p> <p>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>	<p>· 文字組 Text</p> <p>· 影像及聲音組 Video and Audio</p>
<p>B 最佳商業新聞系列報道獎 Best Business News Series Reporting</p> <p>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</p> <p>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)</p> <p>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</p> <p>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</p> <p>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</p> <p>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>H 年度新晉商業新聞記者獎 Young Business Reporter of the Year</p> <p>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>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。</p> <p>Open to journalists working in any types of media who have not won this award for the past two years.</p>
<p>I 年度商業新聞記者獎 Business Reporter of the Year</p> <p>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



杜拜王子調查報道

勞顯亮
LAO Xianliang

香港01
HK01

評審評語 Comment from Judge

This investigative report analyses the issue from multiple perspectives and verifies the truth using various tactics to overcome geographical limitations. In addition to conducting a Company Search, interviewing involved parties, and visiting the related premises in person, the journalist also employed facial recognition technology as a verification method which demonstrates interesting storytelling. The story has sparked a series of societal discussions and concerns about family offices, including how they operate behind the scenes and their contributions to Hong Kong's economy. Due to its exclusivity and social impact, this story received the highest score among all the entries.

評審 戴家珮女士



華豐大火追蹤 1 | 記者放蛇 揭法團主席涉搞無牌賓館 被踢爆後 迫出後梯急退款

廖俊升、何珮瑚、梁文熙
LIU Chun Sing, HO Pui Wu, LEUNG Man Hei

集誌社
The Collective HK

評審評語 Comment from Judge

在油麻地賓館火災後，記者以第一身的視角探究無牌賓館的安全隱患，以深度的洞察力，配合全面背景分析，並持平地引用相關條例，適時地清晰表達出賓館合規經營對公眾安全的重要性，極具新聞價值。

評審 梁嘉麗女士，MH



創科基金資助 驗樓課涉違規或刑事 授課機構地點名不副實 \$8800贈品招徠 署方即撤登記

陳亦滢、鄭律銘
CHAN Yi Yang, Raymond CHENG

明報
Ming Pao

評審評語 Comment from Judge

做足資料搜集、查證，揭發有關機構涉違規，用心之作。

評審 關慧玲女士

影像及聲音組 VIDEO AND AUDIO



碼頭悲歌 香港貨櫃碼頭如何「荒漠化」？如何重生？

勞顯亮、鄭文玥、黃文琪、劉兆儀、周智堅、
王海圖、何穎賢、譚耀安、林幸泉
LAO Xianliang, ZHENG Wenyue, HUANG Wenqi,
LAU Siu Yee, CHOW Chi Kin, WONG Hoi To, HO
Wing Yin, TAM Yiu On, LAM Hun Chuen

香港01
HK01

評審評語 Comment from Judge

Through captivating time-lapse aerial footage, this entry redefines the reporting of complex topics. The commentaries provided context and depth to the report, which not only informs but also provokes thoughts on a subject pertinent to the current economy of Hong Kong. Congratulations to the team for their great effort in raising the bar in news reporting.

評審 何富豪先生



新聞透視《過江龍攻港》

李咏潼、李芊芊
LEE Wing Tung, LI Qianqian

無線電視
Television Broadcasts Limited

評審評語 Comment from Judge

近年內地品牌移居香港，鑑於兩地消費者生活文化不同，店舖需要靈活調節，迎合本地市場，創造雙贏。

評審 黃佩珊女士

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



比特幣狂潮

曾業俊、李昌鴻
Chris TSANG, Li Chang-hong

文匯報
Wen Wei Po

評審評語 Comment from Judge

從政治、法規、經濟等層面，連結最新政局趨勢，全方位剖析虛擬貨幣的前世、今生及未來。

評審 曾立基先生



AI重塑行業格局

李潔儀
LEE Kit Yee

大公報
Ta Kung Pao

評審評語 Comment from Judge

記者為此系列報道做了大量的資料搜集，也採訪了不少嘉賓，令報道內容全面豐富，採訪深入細緻。另外，內容呈現方式也相當多樣化，包括有數據圖表等。整個版面的設計也生動多彩，非常吸引讀者。

評審 李文教授

影像及聲音組 VIDEO AND AUDIO



假學歷、高才通簽證造假 黑中介調查

李穎霖、勞顯亮、譚耀安、王海圖、何穎賢、林幸泉、楊凱力、周智堅、馬楚烽、劉梓衡
LEE Wing Lam, LAO Xianliang, TAM Yiu On, WONG Hoi To, HO Wing Yin, LAM Hun Chuen, YEUNG Hoi Lik, CHOW Chi Kin, MA Cho Fung, LAU Chaau Hang

香港01
HK01

評審評語 Comment from Judge

記者以放蛇方式採訪，詳細拍下黑中介的游說和造假過程，以及其後以記者身份詢問涉事中介，報道完整並甚具說服力。

評審 劉頌陽先生



財經透視《有色金屬大升市系列》

黃珊、曾曉婷
WONG Shan, TSANG Hiu Ting

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

緊扣市場熱點，以「消費－投資－產業」全局視角，不同行業專家深度解讀，輔以數據與案例解構產業特性，兼顧專業深度與公眾傳播價值。

評審 陳祖恒議員

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



Hong Kong's 2024 property slump feels like it's 1997 all over again – or is it?

李海欣
Salina Li

南華早報
South China Morning Post

評審評語 Comment from Judge

This is a very insightful article deftly juxtaposes Hong Kong's 2024 property downturn with the 1997 crisis, blending veteran investor perspectives and expert analysis. It navigates complex dynamics—price wars, supply surges, and policy shifts—while probing parallels and distinctions. A balanced, timely exploration of market resilience and uncertainty, offering depth for stakeholders navigating cyclical volatility. Strong contender for the award.

評審 張德熙博士



劏房有價有市 食正「北水」租務旺

李俊杰
LEE Chun Kit

信報財經月刊
Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

以嶄新角度剖析劏房的「前世今生」：在經濟領域談供求，在社會層面論價值，融入不同界別專家、學者的意見，令報道全面、立體和具洞察力。

評審 劉佩玲女士

影像及聲音組 VIDEO AND AUDIO



新聞透視《公屋租上租》

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

報道精心利用「放蛇」手法，揭露以公共資源謀取個人利益的違規行為，同時反映劏房居民苦況，引人入勝，盡顯記者維護公眾利益的天職。

評審 簡學悌先生



建期上會危機！80%準入伙業主等
銀行發落！波叔Plan恐成催命符

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

胡·說樓市
WuChatProp

評審評語 Comment from Judge

資料搜集認真且全面，論述清晰，有力點出選用建築期付款計劃的一手新盤小業主所遇到的現實難題，基於樓價持續下跌，臨入伙前銀行估價不足，買家要補一筆差價才能上會，記者向政府查詢，促使金融監管當局正視，是一份優質報道。

評審 郭艷明女士

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



從種樹到種珊瑚

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

從珊瑚繁殖到藍碳，這篇報道涵蓋學界、環團、企業以及初創公司的故事，全面探討海洋保育的 ESG 議題。資料豐富，視角多元，深度闊度兼備，令人印象深刻。

評審 李健明先生



養蠔業：拯救海洋的綠色產業？

黃舜煬
HUANG Shunyang

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

評審評語 Comment from Judge

養蠔業不僅是香港的非物質文化遺產，更蘊含巨大的生態價值與經濟潛力。文章探討了香港養蠔業的現狀與挑戰，亦帶來反思，引起社會對養蠔業的關注，以完善養蠔業，並成為綠色產業。

評審 林健鋒議員, GBM, GBS, JP



Global warming target unmet, what next?

張田園
ZHANG Tianyuan

中國日報 (香港)
China Daily Hong Kong

評審評語 Comment from Judge

It is a story of high journalistic standard which presents facts, comments and analyses in a fair and orderly manner. It inspires readers to think what we should do to tackle the imminent issue of sustainability.

評審 關婉儀女士, JP

影像及聲音組 VIDEO AND AUDIO



【碳中和】藥餘回收

陳啟樂、葉翠詩
CHAN Kai Lok, YIP Tsui Sze

Now TV

評審評語 Comment from Judge

敘事結構流暢清晰。以藥餘回收議題，突出「環境、社會和管治」的重要性。報道闡述藥餘與市民息息相關，以至對水生生態的影響和相關企業的措施，最後帶出本港仍需更完善回收制度的訊息。

評審 鍾慧敏女士



可堆肥環保餐具及包裝 實現「零廢堆填」

王誦賢
WONG Chung Yin

香港有線新聞
i-CABLE News Limited

評審評語 Comment from Judge

主題相關性很強，以獨特的角度突出了本土企業的創新解決方案，為減少廢物和永續發展工作提供了新的見解。

評審 黃山先生

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



四招拆穿「偽家辦」 專家：香港發展財富管理應重質不重量

李潤茵
LEE Yun Yan

信報財經月刊
Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

這篇報道詳細解釋家族辦公室的運作，兼附加有用的數據，對理解家族辦公室的運作，和對香港長遠的影響有透徹的分析。

評審 蘇偉文教授, BBS, JP



星洲家辦 | 越洋採訪！ 業界變陣吸高質客 「中國+1」下更顯優勢

顧慧宇
KU Wai Yu

香港01
HK01

評審評語 Comment from Judge

內容詳盡，會從亞洲區域性角度出發，與一般報道集中於中港市場，和把新加坡作對標比較不同，同時分別透過兩位私行及聯合家辦資深業內人士的意見，具體知悉當地市場實際運作。

評審 黃敏碩先生

影像及聲音組 VIDEO AND AUDIO



新聞透視《低空經濟》

黎蕙珊
LAI Wai Shan

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

作品內容豐富，指出香港與內地的低空經濟暫時的分別，非常到位，同時亦指出有什麼問題香港需要解決和可以為香港帶來的新機遇。

評審 陳永陸先生



受惠自貿協定及一帶一路碼頭 秘魯米商冀拓展香港市場 鞋企擬增中國進口原材料

林漢山、葉耀坤
LAM Hon Shan, YIP Yiu Kwan

香港電台
Radio Television Hong Kong

評審評語 Comment from Judge

記者實地採訪南美「一帶一路」相關商機，為香港、內地和秘魯的經貿合作帶來新的思考。

評審 施清彬博士

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



醫療科技 香港淘金

楊滢瑋
YANG Yingwei

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

評審評語 Comment from Judge

報道深入剖析醫療科技行業現狀，詳盡的數據分析和圖表，讓讀者更易理解複雜議題，激發對該領域的興趣。

評審 梁君彥主席, GBM, GBS, JP



直擊AI製藥獨角獸 揭開跨國藥企真面目

李潤茵
LEE Yun Yan

信報財經月刊
Hong Kong Economic Journal Monthly

評審評語 Comment from Judge

近年 AI 課題，尤其在 DeepSeek 橫空出世後，成為各行各業的焦點。本文選擇了 AI 在製藥業領域所發揮的效用，以精簡易明的演繹，配以具體案例及圖表，讓讀者瞬間明白 AI 如何幫助孵化製藥業的獨角獸。

評審 陳柏楠先生

影像及聲音組 VIDEO AND AUDIO



新聞透視《有片無真相》

謝月晴、杜展銘
TSE Yuet Ching, TO Chin Ming

無線電視
Television Broadcasts Limited

評審評語 Comment from Judge

記者用了引人入勝的故事來詮釋深度偽造 (DeepFake) 技術的風險與爭議，令人印象深刻。除了有受訪者的親身敘述和專業人員的解釋之外，報道還納入了深度偽造片段、路人識別的互動內容，及警方深度偽造的現身說法，足以令觀眾對報道議題有全面認識。在 AI 科技大行其道的時代，傳媒應有責任提醒大眾相關風險，本報道在此方面可稱範例。

評審 周昕先生



樂齡科技「入屋」 體現居家安老

王誦賢
WONG Chung Yin

香港有線新聞
i-CABLE News Limited

評審評語 Comment from Judge

報道融合科技和多媒體，是一份展示了具有視覺吸引力和聲音魅力的作品，揭示了商業和科技交集的深刻故事，為觀眾提供引人入勝的見解。

評審 鄧聲興博士



AI藝術變革

麥景榕
MAK King Yung

鳳凰衛視
Phoenix TV

評審評語 Comment from Judge

AI 顛覆藝術創作門檻，催生虛實融合的新形態，卻也引發版權爭論，挑戰藝術原創價值定義，從業者須在藝術和科技洪流中，尋找平衡點。

評審 方保僑先生

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



兩大化驗團隊助揭真相 獨家追蹤深港可疑食品 驚爆假肉串燒化學湯底

任穎欣
YAM Wing Yan

東周刊
East Week

評審評語 Comment from Judge

該報道聚焦大灣區食品安全問題，以深入調查和化驗數據揭示假肉串燒問題，內容全面、客觀，具備獨家性和創新視角，並結合專業分析與圖文輔助，具有很高的新聞價值和寫作水準。

評審 江玉歡議員



桂山島「養殖浮台」深海淨水零碳育魚

林迎
LIN Ying

明報
Ming Pao

評審評語 Comment from Judge

《桂山島養殖浮台》以深海淨水與零碳育魚為核心，深入挖掘創新養殖技術與環保理念，揭開大灣區經濟轉型新篇章。題材獨具匠心，兼具生態視野與產業啟示，獲獎實至名歸。

評審 蔣莉教授

影像及聲音組 VIDEO AND AUDIO



中港車淪陷香港 內地司機湧港賺快錢

文倩儀
MAN Sin Yee

HOY TV

評審評語 Comment from Judge

選題具特色，尤其是通過實際案例生動折射出灣區經商貿融合大背景下衍生出的種種規則銜接問題。唯一美中不足的是，對現行法例規定的介紹和解读可更明確和客觀。

評審 張欣宇議員



新聞透視《一路向北》

謝月晴
TSE Yuet Ching

無綫電視
Television Broadcasts Limited

評審評語 Comment from Judge

北上消費是香港經濟發展前景的命脈，應否全部或部分融合大灣區的問題，其重要性不可忽視。節目的畫面取材配合主題，有特寫，中景和遠景，甚至航拍，可謂賞心悅目。內容除了記者報道之外，還包含訪問中港兩地的消費者和持分者，組織有條不紊，訊息高度密集。

評審 方梓勳教授, MH



深度調查 | 北上整車：節省逾萬元平一半？易觸犯法律？本港車房生意萎縮？

王俊傑、張德輝、呂仁欽、劉舒婷
WONG Chun Kit, CHEUNG Tak Fai, LU Ren Chin, LIU Shuting

點新聞
Dot Dot News

評審評語 Comment from Judge

善於觀察市場現象，及時抓住熱點問題，勇於克服困難，深入全面採訪，態度持平具建設性，呈現專業且生動。值得推薦。

評審 羅興輝先生

得獎作品名單及評審寄語

Awards Winners and Judges' Comments

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



郭顯通
KWOK Hin Tung

信報財經月刊
Hong Kong Economic Journal Monthly



參賽作品

1 AI 混戰升溫 搶人搶電搶算力

2 直擊中國「青年養老院」—— 抱團、療傷、重組 學者：一場與主流的鬥爭

3 華人「潤」日掘金 直擊小鎮變香港

評審評語 Comment from Judge

郭顯通以敏銳視角和紮實報道能力，聚焦財經、社會及科技議題，作品深入剖析現象背後的深層意義。他憑著出色的現場採訪與獨特見解，展現非凡潛力，無論是直擊雲南「青年養老院」還是探索 AI 科技發展，均令人耳目一新。

評審 馮應謙教授, JP

自我介紹

畢業於香港中文大學中國語言及文學系（中文系），2022 年 2 月從地產界轉換跑道入職《信報財經月刊》，從未接觸「傳媒」，只帶著基本的文筆入行，卻不知不覺「爬格子」到第二個年頭，也就是 2024 年，採訪、報道議題遍及財經、社會、政治、醫療、教育、文化、環境、科技，有幸得見世界各種面貌。

《信報財經月刊》雖以「財經」得名，但不囿於金錢世界，反而總以獨特角度出發探討現象背後。2024 年在我短短的記者生涯中頗具意義，皆因這年我得到許多寶貴機會，從香港以外的視角關注世界、報道世界。今次選交的三篇作品，有遠赴雲南、北京乃至日本福岡的現場直擊，也關注歐美科技巨頭的最新動向，議題橫跨社會、經濟及科技，均與我等日常生活息息相關。

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

李潤茵
LEE Yun Yan

信報財經月刊
Hong Kong Economic Journal Monthly

參賽作品

1 四招拆穿「偽家辦」 專家：香港發展財富管理應重質不重量

2 Deepfake騙案增十倍 AI黑色產業急速膨脹

3 直擊中資科企湧新加坡「洗白」 企業家：海外不能用中國經驗！

評審評語 Comment from Judge

李潤茵的三篇報道涵蓋不同的經濟層面及領域，並以獨特的新聞角度和全面的資料搜集為讀者提供內容和分析，質素甚高。

評審 羅淑雯女士

自我介紹

Before I engaged with the Hong Kong Economic Journal Monthly, I had not anticipated a dedication to the field of financial journalism.

My graduate experience was primarily centered on freelance reporting. As a student majoring in Journalism and Communication at The Chinese University of Hong Kong, I commenced my professional journey at the city's inaugural financial newspaper, the Hong Kong Economic Journal. I contributed to their 40th-anniversary campaign, predominantly tasked with conducting and authoring interviews.

Among the interviews I conducted, the one with Eric Schmidt is particularly noteworthy. It represented the first instance in which the former CEO of Google publicly disclosed his company's withdrawal from mainland China to the Hong Kong media. During our conversation, he acknowledged that governmental censorship forced Google to exit the market, and this interview ultimately became the lead headline of that day.

After a year of freelance work, I seized the opportunity to join the Hong Kong Economic Journal Monthly, which is affiliated with the newspaper. This new role required the composition of in-depth articles and provided me the opportunity to engage with prominent entrepreneurs, thereby enhancing my understanding of the business landscape.

For instance, I interviewed the mainland retail chain MINISO, which has gained notoriety for its association with established Japanese retail brands such as Muji, Uniqlo, and DAISO. My colleagues and I were among the pioneering journalists who recognized the significance of MINISO. Today, MINISO stands as a key player in the Belt and Road Initiative, thanks to its robust expansion along the Silk Road. In 2018, while covering a report on North Korea, I was astonished to find that MINISO had even crossed into the Iron Curtain.

Time has swiftly passed, marking my 11th anniversary in this industry. Reflecting upon my journalistic career, I have witnessed the technological advancements and geopolitical changes that have shaped Hong Kong's role as an international financial center. Consequently, I have selected three articles focused on AI Deepfake, family offices, and Singapore Washing, which I contend are megatrends deserving of consideration for this award.

香港恒生大學簡介

About The Hang Seng University of Hong Kong



香港恒生大學是一所以博雅教育為主導的非牟利私立大學，設有五個學院，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，全日制本科和研究生逾6,700人。恒生大學採用獨特的「博雅 + 專業」教育模式，致力培育青年成為具明辨思維、創新力量、人文關懷、道德價值和社會責任的人才。

恒生大學矢志成為區內具領導地位的私立大學，以本科教育為主，配合優秀的師資、獲獎的綠化校園與設施、創新的學位課程、結合生活與學習的住宿書院系統、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，以及優質的學生發展 / 支援服務。在國際學術平台 Research.com 主辦的2024年頂尖大學和頂尖科學家排名中，大學在中國頂尖大學中的商業與管理領域排名第21位，社會科學與人文領域排名第24位，以及經濟與金融領域排名30。在新加坡 AppliedHE 公布的2023年「東盟地區+」私立大學評鑑中，恒生大學整體位列第七，並在大中華地區及「就業能力」層面居首。恒生大學亦在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。

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,700 full-time undergraduate and postgraduate students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. HSUHK has been recognised in the 2024 Top Universities and Top Scientists Rankings conducted by international academic platform Research.com. The University has been ranked 21st in the field of Business and Management, 24th in Social Sciences and Humanities, and 30th in Economics and Finance, among the top universities in China. HSUHK is listed the 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, and the 1st in Employability as per the 2023 AppliedHE ASEAN+ private university assessment by the Singapore-based AppliedHE. It is also listed among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.



傳播學院介紹

About School of Communication



香港恒生大學傳播學院在商業傳播教育領域一直居於領先地位。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、策略傳播文學碩士四項課程，並將於今年九月開辦數碼媒體傳播文學碩士課程。傳播學院的培訓並不單單囿於教室理論，學生更可透過參與實習、專案、專家分享及實地觀摩等大量體驗式活動獲得經驗與知識，從而充份裝備自己，畢業後能迅即迎接各種職場挑戰或繼續進修。

新聞及傳播（榮譽）學士課程是香港首個結合商業、新聞、公關與企業傳訊專業的本科課程。課程理論與實務並重，致力培養學生成為財經新聞與企業傳訊的傳播專才。

融合媒體及傳播科技（榮譽）文學士課程結合傳播理論及傳播科技的實用技能，以優質的跨學科教育增強學生的知識水平，以應付資訊澎湃的數碼年代各種的傳播需要。



藝術及文化傳播（榮譽）文學士課程為學生提供了一個結合傳播、商業、藝術及文化知識及技能的均衡學習基礎，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提供最新的傳播知識及專業訓練，讓學生能在社會、政治及企業傳訊事業上盡展所長。課程設有公共事務傳播與企業參與傳播兩大專修範疇，以訓練學生應對快速變化的社會環境與不同類別的溝通情境。

數碼媒體傳播碩士旨在透過跨學科的培訓讓學生掌握並運用綜合的專業知識，於快速變化的數碼經濟中取得成功。課程強調以創新方式將數碼媒體應用於電子商務，培養學生了解數碼解決方案如何幫助企業及機構，使他們能夠在不斷演變的平台業務環境中發揮潛力。



學院擁有強大的學術與教學團隊，師生關係密切，並提供多項先進設備以支援教學，這些設備包括：影視製作中心、實驗電視廊、電台廣播錄音室、廣播培訓中心、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。學院致力培育學生成為具備兩文三語溝通能力、國際視野、分析能力、創意思維和批判能力的優秀傳播專才，於畢業後能發揮所長，並透過終身學習持續以其專業貢獻社會。



The School of Communication at The Hang Seng University of Hong Kong has been playing a leading role in business communication education. The School currently offers four programmes, namely Bachelor of Journalism and Communication (Honours), Bachelor of Arts (Honours) in Convergent Media and Communication Technology, Bachelor of Arts (Honours) in Arts and Culture Communication and Master of Arts in Strategic Communication. In September this year, we will also launch the Master of Arts in Digital Media for Online Communication. Training at the School is not limited to classroom theory. Students also acquire practical knowledge and skills by participating in a variety of experiential activities, including internships, projects, expert talks, and field trips, which equip them to meet various workplace challenges or pursue further studies after graduation.

The Bachelor of Journalism and Communication (Honours) programme is the first undergraduate programme in Hong Kong that converges Business, Journalism, Public Relations and Corporate Communication in one curriculum. The programme strikes a balance between theory and practical training, aiming to cultivate students into communication professionals specialized in financial news and corporate communication.

The Bachelor of Arts (Honours) in Convergent Media and Communication Technology programme integrates communication theory with practical skills in communication technology, enhancing students' knowledge through high-quality interdisciplinary education to prepare them to cope with the information-rich digital age.



The Bachelor of Arts (Honours) in Arts and Culture Communication programme provides students with a balanced learning foundation that combines communication, business, arts, and cultural knowledge and skills, equipping them with the professional communication abilities needed to promote arts and culture internationally after graduation.

The Master of Arts in Strategic Communication programme offers updated knowledge and professional training to students who want to pursue a career in social, political, and corporate communication and excel in it. The programme includes training in Public Affairs Communication and Corporate Engagement Communication to address the rapidly changing social environment and different communication contexts.

The Master of Arts in Digital Media for Online Communication is an interdisciplinary programme designed to train students to master and apply comprehensive professional knowledge to succeed in the rapidly changing digital economy. The programme emphasises innovative applications of digital media in e-commerce, cultivating students's understanding of how digital solutions can assist businesses and organisations, allowing them to realise their potential in an ever-evolving platform business environment.

The School has a strong academic and teaching team, featuring academic excellence as well as close faculty-student relationships. The School also provides a variety of advanced facilities to support teaching and learning, including the SCOM Cinema and TV Production Centre, the TV Lab, the Radio Broadcasting Studio, the Radio Broadcasting Training Centre, the Live Streaming Lab, the Non-linear Editing Room, the Multimedia Training Centre, and the Media and Communication Lab. It is the School's mission to nurture students to become outstanding communication professionals with bilingual and trilingual communication skills, international perspectives, analytical abilities, creative thinking, and critical thinking skills. We are confident that our graduates will fully demonstrate their strengths after graduation and will contribute to society continuously through lifelong learning in their field.



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）學士

Bachelor of Arts (Honours) in Convergent Media and Communication Technology

藝術及文化傳播（榮譽）學士

Bachelor of Arts (Honours) in Arts and Culture Communication

策略傳播文學碩士

Master of Arts in Strategic Communication

數碼媒體傳播文學碩士

Master of Arts in Digital Media for Online 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

傳播學院全新課程 數碼媒體傳播文學碩士

Our New Programme

Master of Arts in Digital Media for Online Communication (MA-DMOC)

創新、傳播、成功於數碼媒體

Innovating, Communicating, Succeeding in Digital Media

在數碼環境不斷演變的時代，能夠引導和影響相關領域的專業傳播者之需求從來未如此迫切。你準備好在數碼時代的新媒體傳播方式與風格來迎接這個挑戰嗎？我們的數碼媒體傳播碩士（MA-DMOC）課程提供了一個獨特的機會，讓你能沉浸在一個動態的跨學科課程中，為你提供在當今快速變化的數碼經濟中取得成功所需的相關知識和技能。

MA-DMOC課程專注於創新的電子商務模式和數碼媒體的策略使用，培養你全面理解如何在各種商業環境中有效部署數碼解決方案的能力。透過課程，你將學習創建和管理具說服力的內容，並通過數據分析深入瞭解用戶行為。這種跨學科及高層次的知識觀點將使你能夠制定影響深遠的策略，通過數碼媒體傳播與受眾建立有效的線上形象。

學習成果 Learning Outcomes

本課程強調利用數碼媒體技術進行電子商務的策略。學生將探索傳播原則，藉由引人入勝的內容提升線上用戶體驗。通過分析數碼媒體消費模式，他們將深入了解用戶行為，並批判性地評估新興技術和趨勢，及其對商業和社會環境的影響。

預期學習成果：

1. 監督數碼媒體內容創作的過程，以確保在互聯網傳播環境中高效傳遞和交流。
2. 應用視覺傳播原則，以提升在線用戶體驗。
3. 制定綜合內容策略，以利用數碼媒體技術推廣電子商務業務。
4. 通過數據分析，展示對數碼媒體消費行為的深入理解。
5. 對商業和社會背景中數碼媒體傳播實踐的技術發展和新興趨勢進行批判性評估。

Are you ready for the new media communication methods and styles in the digital age? In a time when digital landscapes are constantly evolving, the demand for skilled and effective communicators who can steer and influence relevant aspects of online business contexts has never been greater.

Our MA in Digital Media for Online Communication (MA-DMOC) offers a unique opportunity to immerse yourself in a dynamic, interdisciplinary curriculum designed to equip you with the knowledge and skills necessary for success in today's fast-paced digital economy.

With a focus on innovative e-business models and the strategic use of digital media, our MA-DMOC programme fosters a holistic understanding of how to effectively deploy digital solutions in various business contexts. You will learn to create and manage compelling content and gain insights into user behaviour through data analytics. Such an interdisciplinary and high-level view of knowledge will enable you to craft impactful strategies for establishing an effective online presence through digital media communication with target audiences.

The programme emphasises strategies that leverage digital media technologies for e-commerce. Students will explore communication principles aimed at enhancing online user experiences through engaging content. By analysing patterns of digital media consumption, they will gain insights into user behaviours and critically evaluate emerging technologies and trends, considering their relevant impacts on business and social contexts.

The intended learning outcomes of the programme:

1. Oversee the process of digital media content creation for efficient delivery and exchange on the Internet communication environment.
2. Apply visual communication principles to enhance online user experience.
3. Develop integrated content strategy for promoting e-commerce businesses with digital media technologies.
4. Demonstrate an insightful understanding of digital media consumption behaviours through data analytics.
5. Evaluate critically on the technological development and emerging trend of digital media communication practices in commercial and social contexts.



恒傳感言



聯合主持 CO-HOSTED BY

曹虹 (旨言) 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.



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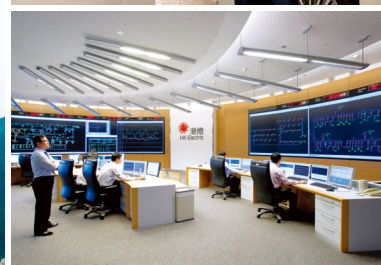


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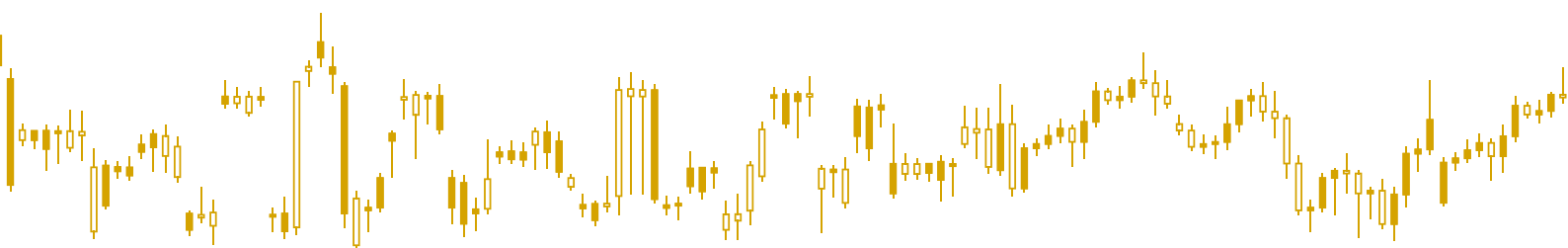
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