



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



傳播學院  
SCHOOL OF COMMUNICATION

第十屆

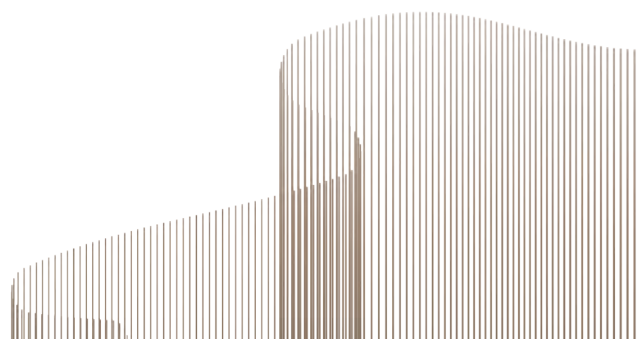
# 商業 新聞獎

The 10<sup>th</sup> 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	<ul style="list-style-type: none"> <li>• 丘應樺先生, JP Mr Algernon YAU, JP 3</li> <li>• 林慧虹女士 Ms Luanne LIM 4</li> <li>• 鄭慕智博士, GBM, GBS, JP Dr the Hon. Moses CHENG Mo-chi, GBM, GBS, JP 5</li> <li>• 何順文教授 Professor Simon HO Shun-man 6</li> <li>• 曹虹教授 Professor Scarlet TSO Hung 7</li> </ul>
評審委員名單 Panel of Judges	8
獎項類別 / 組別 Categories / Groups	12
評審準則 Judging Criteria	13
得獎作品名單及評審寄語 Awards Winners and Judges' Comments	14
香港恒生大學簡介 About The Hang Seng University of Hong Kong	23
傳播學院簡介 About School of Communication	24
傳播學院課程 - 數碼媒體傳播文學碩士 Programmes of School of Communication - Master of Arts in Digital Media for Online Communication (MA-DMOC)	26
鳴謝贊助商 Sponsors Acknowledgement	39



第十屆

# 商業 新聞獎

The 10<sup>th</sup> Business Journalism Awards of  
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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.

第十屆恒太商業新聞獎頒獎典禮

獻辭  
Message



丘應樺先生, JP  
Mr. Algernon YAU, JP

商務及經濟發展局局長

Secretary for Commerce and Economic Development

銳 弘  
報 彰  
商 專  
情 業

商務及經濟發展局局長丘應樺



## 獻辭 Message



### 林慧虹女士 Ms. Luanne LIM

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

當今的世界瞬息萬變，市場參與者每天面對海量資訊，能否作出明智決策，很大程度上取決於資訊的準確性與可靠性。

我們身處的環球金融環境日益複雜。利率走勢、資產市場波動、金融科技發展，以及可持續金融與「環境、社會及管治」（ESG）披露相關監管的演進，均迅速推進，對經濟與社會帶來深遠影響，同時亦涉及高度專業與技術性的議題。專業商業新聞從業員的角色因此尤為關鍵。他們需要透過清晰、準確且具洞察力的報道，為公眾提供可靠的資訊，並協助理解複雜的經濟與金融議題。

然而，深度偽造(Deepfake)與生成式人工智能(Generative AI)等新興技術的出現，亦使虛假資訊的生成與傳播變得更加容易。在金融市場中，失實或誤導性的訊息，足以造成重大干擾。新聞從業員必須堅守專業精神，查證事實與數據，這樣對維護市場資訊的完整性與公信力，便可發揮至關重要的作用。

我祝賀商業新聞獎踏入第10屆的重要里程碑，同時衷心恭祝所有商業新聞獎得獎者，並向一直堅守專業精神與新聞誠信的新聞從業員致謝。

In today's rapidly evolving world, market participants are confronted with an immense volume of information each day. The ability to make sound and informed decisions depends, to a large extent, on the accuracy and reliability of that information.

The global financial landscape is becoming increasingly complex. Developments in interest rate movements, fluctuations in asset markets, advances in financial technology, and the evolving regulatory framework for sustainable finance and Environmental, Social and Governance (ESG) disclosures are progressing at a rapid pace. These developments carry profound implications for both the economy and society, while also involving issues of considerable technical sophistication. In this context, the role of professional business journalists is more important than ever. Through clear, accurate, and insightful reporting, they provide the public with trusted information and help deepen society's understanding of complex economic and financial issues.

At the same time, emerging technologies such as deepfakes and generative AI have made the creation and dissemination of false information increasingly easy. In financial markets, a single inaccurate or misleading message can cause significant disruption. Journalists play a vital role in safeguarding the integrity and credibility of market information by upholding the professional principles of rigorous fact-checking and evidence-based reporting.

As the Business Journalism Awards marks its 10th anniversary, I am delighted to celebrate this important milestone. I extend my warmest congratulations to all award recipients for their outstanding achievements, and my sincere appreciation to journalists who continue to uphold the highest standards of professionalism and integrity in their work.

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

近年來，社會對企業管治和資訊披露的期望顯著提高。公眾信任的建立，有賴於充分的透明度和獨立的監察，而這正是問責制的重要基石。

隨著可持續發展報告和氣候相關財務披露等合規要求的引入，企業資訊披露的範疇大幅擴展。然而，我們必須審視，披露數量的增加是否能同時提升內容質量。金融詐騙手法日益精密，特別是運用人工智能和深偽技術製作的虛假投資資訊，對公眾構成了實質威脅。

在應對這些挑戰時，除了監管和執法層面的努力外，具備深度調查能力的新聞報道亦須發揮關鍵作用。在資訊爆炸的時代，經過嚴格核實的報道與未經核實的內容交織於網絡之中，令公眾難以準確分辨真偽。新聞從業員堅守的專業操守，包括事實查證、交叉比對來源、獨立分析，以及對未能確認的事項保持透明，正是維繫社會信任的重要根基。

值此商業新聞獎迎來第十屆之際，此重要里程碑充分體現了主辦方及業界對新聞卓越的堅定承諾。本人謹向所有得獎者致以衷心的祝賀，並讚揚他們真實而具影響力的報道，致力促進公共利益的努力貢獻。

In recent years, expectation surrounding corporate governance and corporate disclosure have risen significantly. Public trust depends on transparency and effective oversight, both of which are fundamental pillars of accountability.

With the growing adoption of sustainability reporting frameworks and climate-related financial disclosure regimes, the scope of corporate disclosure has expanded considerably. At the same time, it is worth asking whether the increasing volume of disclosure is matched by a corresponding improvement in the quality and usefulness of the information provided. Meanwhile, financial fraud is becoming increasingly sophisticated. In particular, false investment information generated through artificial intelligence and deepfake technologies poses a real and growing threat to the public.

Addressing these challenges requires not only regulatory oversight and effective enforcement, but also the important work of investigative journalism. In today's information-saturated environment, rigorously verified reporting often competes with unverified or misleading content circulating online, making it increasingly difficult for the public to distinguish fact from falsehood. The professional standards upheld by journalists - including rigorous fact-checking, verification of sources, independent analysis, and openly acknowledging when information cannot yet be verified - are essential to maintaining public trust.

As the Business Journalism Awards marks its tenth anniversary, this important milestone reflects the organisers' and the industry's continued commitment to journalistic excellence. I extend my heartfelt congratulations to all award recipients and commend their efforts to advance the public interest through truthful and impactful reporting.

## 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

適逢第十屆「商業新聞獎」，我深感高興，衷心祝賀傳播學院及今屆各位得獎者，並感謝業界、評委及贊助機構的支持。

十年來，此獎項已成為香港商業財經新聞界最具影響力的專業獎項之一，充分體現業界的專業精神與奉獻。面對全球政經局勢日趨複雜與人工智能崛起，傳播生態正經歷深刻轉變，公眾更需依賴專業新聞從業員提煉有更多價值的報道。從個人理財到公共政策制訂，皆有賴優質商業新聞資訊。優秀的新聞從業員不會被AI科技取代，反能善用新工具，發揮人文洞察與專業判斷，並肩負引領社會決策的責任。

香港恒生大學秉持「博雅+專業」教育模式，培育兼具廣博知識、明辨思維與社會責任感的傳播人才。期望我們的學生以得獎作品為參考典範，繼往開來。

再次祝賀各得獎者，願新聞獎計劃續創佳績。

On the occasion of the 10th Business Journalism Awards of The Hang Seng University of Hong Kong (HSUHK), it is with immense joy that I extend my warmest congratulations to the School of Communication and all the awardees this year, and my sincerest gratitude to industry partners, the judging panel, and sponsoring organisations for their support.

Over the past decade, this Award has grown into one of Hong Kong's most distinguished platforms for recognising the dedication and professionalism of our business journalists. In a world increasingly shaped by political and economic uncertainties, and the rise of artificial intelligence, the media ecosystem is undergoing profound transformation. The public relies more than ever on professional journalists to provide reporting with more values. Outstanding journalists will not be replaced by AI technology; instead, they will leverage new tools wisely to exercise humanity insights and professional judgement, while shouldering the responsibility of guiding societal decision-makings.

HSUHK upholds its "Liberal + Professional" education model, which nurtures the next generation of communication talents with broad knowledge, critical thinking, and a sense of social responsibility. We hope our students will see these award-winning works as a reference model while forging their new paths ahead.

Once again, congratulations to all the award winners. May the Award Scheme inspire even greater heights of excellence in the years ahead.

獻辭  
Message

## 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  
The Hang Seng University of Hong Kong

傳播學院在二零一六年創辦商業新聞獎，轉眼已走到第十屆。今年收到超過600份參賽作品，參與機構由報章、電視、電台，擴展到各類網絡和數碼媒體平台。此廣泛的參與程度反映了新聞實踐的持續演進與發展。

媒體生態在這十年間經歷了深刻轉變。平台演算法對內容分發的影響力愈來愈大，爭奪受眾注意力的競爭從未如此激烈。生成式人工智能的出現進一步降低了內容製作的門檻，令真假資訊更難分辨。這不單是新聞從業員的專業挑戰，辨別資訊真偽，如今已是社會各界共同面對的課題。

作為新聞教育工作者，我認為回應這些變化是我們的責任。學院近年在課程中加入了數據分析和數碼敘事等元素，讓學生在掌握新工具的同時，在查證方法和新聞倫理方面建立穩固根基。始終，技術會更新，對事實負責的原則不會。

本年度參賽作品涵蓋多元廣泛的題材，以深思熟慮、引人入勝的敘事手法見稱。謹此衷心祝賀所有得獎者，並期待學院在未來十年繼續與業界緊密合作，共同培育更多優秀的商業新聞人才。

The School of Communication established the Business Journalism Awards in 2016, and in the blink of an eye, we have now reached the tenth edition. This year, we received over 600 entries, with participating organisations ranging from newspapers, television, and radio to a wide array of online and digital media platforms. This breadth of participation reflects the ongoing evolution of journalistic practices.

Over the past decade, the media landscape has undergone a profound transformation. Platform algorithms now play an increasingly influential role in content distribution, and competition for audience attention has never been more intense. The emergence of generative artificial intelligence has further lowered the barriers to content creation, making it more difficult to distinguish between authentic and false information. This is not only a professional challenge for journalists; discerning truth from misinformation is now a shared societal responsibility.

As journalism educators, we believe it is our responsibility to respond to these changes. In recent years, the School has incorporated elements such as data analytics and digital storytelling into the curriculum, enabling students to master new tools while developing a strong foundation in fact-checking, verification, and journalistic ethics. Technologies will continue to evolve, but a commitment to accuracy and truthfulness endures.

This year's entries span a wide range of topics and are marked by thoughtful and engaging storytelling. I would like to extend my heartfelt congratulations to all award recipients, and I look forward to the School working closely with the industry over the next decade to nurture more outstanding talent in business journalism.

## 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

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City University of Hong Kong

#### 張秀雲女士 Ms Crystal CHEUNG Sau Wan

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

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

#### 張德熙博士 Dr Haywood CHEUNG

主席  
Chairman

香港黃金交易所  
Hong Kong Gold Exchange

#### 鍾慧敏女士 Ms Sylvia CHUNG

集團人才及傳訊總監  
Chief Talent and Communications Officer

其士國際集團有限公司  
Chevalier International Holdings Limited

#### 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

會長  
Chairman

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

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Wei Lun Professor of Journalism and Communication  
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首席媒體戰略官  
Chief Media Strategy Officer

香港01有限公司  
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#### 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

## 評審委員名單

### Panel of Judges

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香港有線新聞有限公司  
i-CABLE News Limited

#### 賴櫻華女士

##### Ms Cherry LAI

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Head of External & Mainland Affairs

香港黃金交易所  
Hong Kong Gold Exchange

#### 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

#### 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

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傳訊及公共事務部主管  
Head of Corporate Communications and  
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#### 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

#### 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

#### 劉頌陽先生

##### Mr Dominic LAU Chung Yeung

總編輯  
Editor-in-Chief

明報  
Ming Pao

#### 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

#### 江玉歡律師

##### Ms Doreen KONG Yuk-foon

合夥人  
Partner

司徒維新律師行有限法律責任合夥  
Sun Lawyers LLP

#### 郭艷明女士

##### Ms Alice KWOK Yim Ming

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Metro Broadcast Corporation Limited

#### 林健鋒議員 GBM, GBS, JP

##### Hon Jeffrey LAM Kin-Fung, GBM, GBS, JP

行政會議成員  
ExCo Member

行政會議  
Executive 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

#### 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

## 評審委員名單

### Panel of Judges

#### 梁金塘 Mr LEUNG Kam Tong

理事長  
Chairman  
九龍總商會  
Kowloon Chamber of Commerce

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

#### 梁海教授 Professor Hai LIANG

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

#### 廖李可期女士 Mrs Apollonia LIU LEE Ho kei

前處長  
Former Director  
政府新聞處  
Information Services Department

#### 盧覺麟先生 Mr Alan LO Kok Lun

社長  
Publisher  
730媒體有限公司  
Am730 Media Limited

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

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

#### 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

#### 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

#### 吳慧君女士, MH Ms Jackie NG Wai Kwan, MH

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

#### 彭韻僖律師, BBS, MH, JP Ms Melissa PANG, BBS, MH, JP

主席  
Chairman  
香港報業評議會  
Hong Kong Press Council

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總經理 (商務營運)  
General Manager (Business Operations)  
電視廣播有限公司  
Television Broadcasts Limited

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

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

#### 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

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總編輯  
Chief Editor

信報財經新聞  
Hong Kong Economic Journal

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Head of Corporate Affairs and Government  
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香港中華煤氣有限公司  
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The Association of Hong Kong Professionals

**胡秀汶女士**  
**Ms Amy WU**

企業傳訊總監  
Director of Corporate Communications

華懋集團  
Chinachem Group

## 獎項類別 / 組別

Categories / Groups

獎項類別 CATEGORIES	組別 GROUPS
<p><b>A 最佳商業新聞報道獎 Best Business News Reporting</b> 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><b>B 最佳商業新聞系列報道獎 Best Business News Series Reporting</b> 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><b>C 最佳房地產新聞報道獎 Best Property Market News Reporting</b> 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><b>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)</b> 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>	<ul style="list-style-type: none"><li>· 文字組 Text</li><li>· 影像及聲音組 Video and Audio</li></ul>
<p><b>E 最佳經濟及金融政策新聞報道獎 Best Economic &amp; Financial Policy News Reporting</b> 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><b>F 最佳商業科技新聞報道獎 Best Business Technology News Reporting</b> 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><b>G 最佳大灣區商業新聞報道獎 Best Greater Bay Area Business News Reporting</b> 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><b>H 年度新晉商業新聞記者獎 Young Business Journalist of the Year</b> 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><b>I 年度商業新聞記者獎 Business Journalist of the Year</b> 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>	<p>Open to journalists working in any types of media who have not won this award for the past two years.</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



**DAT加劇全球資產革命  
加密貨幣走進上市公司  
香港直面三重挑戰**

黃文琪  
HUANG Wenqi

香港01  
HK01

#### 評審評語 Comment from Judge

這篇報道展現極高專業性，深入剖析 DAT 模式與香港「主業+囤幣」現狀。文章精準拆解會計與稅務等實務難題，將複雜的加密金融趨勢轉化為具高度參考價值的專業分析，對投資者與企業具備極強實用性。

評審 梁海教授



**淘寶棚網不對辦 檢測報告疑偽造  
安全標籤假 內容移花接木  
本地商：行內乏查核意識**

廖俊升、孫澤芳、方寧  
LIU Chun Sing, SUEN Chak Fong, FANG Ning

明報  
Ming Pao

#### 評審評語 Comment from Judge

2025年底大埔宏福苑發生五級火，導致大量傷亡，樓宇維修安全問題引起全城關注。明報記者透過追蹤手法，抽絲剝繭揭發維修承建商以致整個行業使用棚網的種種亂象，水準之作。

評審 關慧玲女士

#### 影像及聲音組 VIDEO AND AUDIO



**食安惹關注  
預製壽司飯運送16小時  
全程直擊**

陳允衡、石鎬鳴、林金展  
CHAN Wan Hang, SHEK Ho Ming, LAM Kam Chin

香港有線新聞  
i-CABLE News Limited

#### 評審評語 Comment from Judge

記者由日常生活觀察開始，提出問題，然後展開調查，層層遞進地尋找真相，正好展示傳媒監察社會的功能。

評審 盧覺麟先生



**演唱會經濟「帶旺」周邊產品生意  
放蛇直擊小紅書招黑工赴港**

譚曉彤、任葆穎、楊凱力、李振邦、林子慰  
TAM Hio Tong, YAM Po Wing Tiffany,  
YEUNG Hoi Lik, LEE Chun Pong, LAM Tsz Wai

香港01  
HK01

#### 評審評語 Comment from Judge

追星行為推動粉絲經濟，經媒體揭露，方知其背後竟衍生黑工問題，影響已不只限於追星一族。

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



## IP 熱潮

楊澄瑋、曾煥芝、胡馨兒  
YANG Yingwei, TSANG Wun Chi, HU Xiner

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

## 評審評語 Comment from Judge

從個體戶到小公司、中大型企業至上市集團，報導精關的分析了IP行業在香港發展的前途和錢途。

評審 曾立基先生



## 違規辦學系列

方寧、陳亦滢  
FANG Ning, CHAN Yi Yang Judy

明報  
Ming Pao

## 評審評語 Comment from Judge

有關報導調查深入、細緻和全面，而且記者為了取得第一手資料，進行實地採訪，並與當事人對質。參與報導的有關記者，也充分發揮了為了追查真相而鍥而不捨的專業精神。

評審 李文教授



## 教育雞棚系列

劉凱欣  
LAU Hoi Yan Cindy

信報  
Hong Kong Economic Journal

## 評審評語 Comment from Judge

這系列報道揭露有補習社看準急增的新移民子女要跟上香港教育程度需求而違規經營。這題材適時，能多角度高質素報道，極具新聞價值。

評審 馬文敬先生

## 影像及聲音組 VIDEO AND AUDIO



## IP「瘋」潮

麥景榕  
MAK King Yung  
鳳凰衛視 香港台  
Phoenix Hong Kong Channel

## 評審評語 Comment from Judge

報道把IP經濟產業全面呈現，先看買家心態，再把故事推到營運者、商場角度，更帶入法律專業的參與。記者用心鋪排，令觀眾看到IP產業的點線面，畫面也吸引。

評審 劉頌陽先生



## 財經透視：貿易戰下的海、空運

曾曉婷、簡永信  
TSANG Hiu Ting, KAN Wing Shun

無綫電視  
Television Broadcasts Limited

## 評審評語 Comment from Judge

相當詳盡的解說美國特朗普總統掀起全球貿易戰之後，香港海運與空運面對的問題與應對的方法。並談及與航運業有關的保險，法律服務。

評審 曾淵滄教授, MH

## 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



圍標老手拆解「豆腐渣維修」真相  
工程費半數「分餅仔」落格  
編導演員上演合謀定價

戴天晟、嚴少軒  
DAI Tiansheng, YIM Siu Chin  
文匯報  
Wen Wei Po

#### 評審評語 Comment from Judge

在大埔火災後能深入報道，以第一身訪談拆解圍標黑幕，配合個案、比喻與圖表，脈絡清晰、易明有力；兼具新聞性、警示性與社會關懷。

評審 張德熙博士



住宅賓館變宿舍  
舍監非24小時駐守  
內地中小生留港寄宿欠規管

何子澄  
HO Tsz Ching  
東周刊  
East Week

#### 評審評語 Comment from Judge

記者鍥而不捨，以「放蛇」方式接觸中介機構，直擊多個學生宿舍，揭示未成年寄宿學生有被疏於照顧的風險，問題值得當局深思。

評審 羅詠暉女士

#### 影像及聲音組 VIDEO AND AUDIO



無主物業調查 | 逾億元物業涉被冒簽  
借按揭轉售 兩間被申逆權侵佔

梁祖饒、周偉強、楊凱力、劉焯衡、李振邦、  
林幸泉、周智堅  
LEUNG Cho Yiu Joe, CHOW Wai Keung,  
YEUNG Hoi Lik, LAU Chau Hang, LEE Chun Pong,  
LAM Hun Chuen Brian, CHOW Chi Kin

香港01  
HK01

#### 評審評語 Comment from Judge

善於利用新聞線索，抽絲剝繭追查事件真相。調查報導對於無主物業的業權疑問，引起公眾廣泛關注，深具社會影響力。

評審 鄧傳鏘先生



新聞透視：得公屋得天下？

蘇博韜  
SO Bok To

無綫電視  
Television Broadcasts Limited

#### 評審評語 Comment from Judge

公屋富戶政策問題討論多年，本輯節目成功透過實際事例，循不同角度陳述扭曲的社會現象，及市民如何用自己的方法獲取或保留公屋居民資格。

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



## 推電車普及圖4年14司局車未棄油

范灝民

FAN Ho Man

明報

Ming Pao

## 評審評語 Comment from Judge

「好新聞可「遇」也可「求」。只要問對了問題，無論答案為何，都可以是精彩的報道。這篇作品便是很好的例子。」

評審 馮德雄先生

廢棄茶渣製成杯 炒價竟高見3000元  
牲物科技創減塑新模式 遙控器也有

羅芊芊

LUO Qianqian

星島頭條

Sing Tao Daily

## 評審評語 Comment from Judge

I find the report to be comprehensive and well-illustrated, effectively addressing the three key ESG pillars: environmental sustainability, social inclusion, and corporate governance. I particularly appreciate the innovative and inspiring business model it presents, which serves as a valuable reference for the industry.

評審 林健鋒議員, GBS, JP



## 家族定義廣泛 日本企業長壽之謎

梁彩鳳

Vienna LEUNG

經濟一週

Economic Digest

## 評審評語 Comment from Judge

報道以獨特題材切入，探討ESG中『管治』（G），剖析日本企業長壽背後的管治模式，涵蓋繼任機制、風險管理及長遠社會責任，極具啟發性。

評審 王佩兒女士

## 影像及聲音組 VIDEO AND AUDIO



## 時事多面睇：廚餘桶常空

杜展銘、羅哲琛

TO Chin Ming, LAW Chit Sum

無綫電視

Television Broadcasts Limited

## 評審評語 Comment from Judge

報道透過實地視察、數據分析及專家訪談，清晰扼要地揭示廚餘回收設施在設計與落實時的不足，突出廚餘管理在城市環境可持續發展中的關鍵作用，同時帶領社會反思如何從用家角度出發，提高回收廚餘的誘因，共同推動更有效的減廢系統。

評審 陳心愉女士

低地台小巴絕跡醫院線  
營運商擬引入國產車救亡

楊晨

YANG Chen

香港有線新聞

i-CABLE News Limited

## 評審評語 Comment from Judge

此報道角度新穎，捕捉低地台小巴絕跡、歐洲車頻壞維修難的民生盲點，報導承辦商正考慮引入國產電巴救亡，貼合社會趨勢，具現實參考價值。

評審 彭韻僖女士 BBS, MH, JP

本台抽查發現七成食品營養標籤疑違  
指引 食安中心正調查或提檢控

盧紫菁

LO Tsz Ching

香港電台

Radio Television Hong Kong

## 評審評語 Comment from Judge

The news video delivers a well-structured overview of recent developments, combining market, policy, and sustainability updates with a focused discussion of food-label legibility for older consumers. It clearly explains complex issues, uses relevant examples, and interviews, and highlights practical implications for businesses, regulators and society, making the content both informative, interesting and actionable.

評審 鍾慧敏女士

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

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

#### 文字組 TEXT



#### 中國尖端晶片技術短期難超美國 記憶體賽道有望領跑

郭顯通  
KWOK Hin Tung  
信報財經月刊  
Hong Kong Economic Journal Monthly

#### 評審評語 Comment from Judge

能全面深入淺出講述整個半導體產業鏈定位分布，和專家解讀行業前景，難題及競爭場景作出分析，及因應市場優勢作不同維度探討。

評審 黃敏碩先生



#### 開發高質RWA 二級市場關鍵

李潤茵  
LEE Yun Yan  
信報財經月刊  
Hong Kong Economic Journal Monthly

#### 評審評語 Comment from Judge

作者可以用簡潔的文字，去解釋和描述一個較抽象、深澳的財經概念，讓讀者可以在短時間內掌握發展趨勢，這份用心值得肯定。

評審 蘇偉文教授, BBS, JP

#### 影像及聲音組 VIDEO AND AUDIO



#### 直擊無牌內地補習社 揭秘港教育雞棚黑幕

區嘉儀、劉凱欣、陳國安、沈彥恒、周司朗、  
胡睿文、盧詠賢、黃羨怡  
AU Ka Yee Freda, LAU Hoi Yan Cindy,  
CHAN Kwok On Tim, SHUM Yin Hang Junas,  
CHOW See Long Ray, WU Yui Man Raymond,  
LO Wing Yin Queenie, WONG Shin Yi  
信報  
Hong Kong Economic Journal

#### 評審評語 Comment from Judge

「調查深入，報導扼要，畫龍點睛。招攬人才，政出多門，顧此失彼。政策傾斜，資源錯配，冰山一角。集思廣益，官員反思，三省其身。」

評審 陸觀豪先生, BBS, JP



#### 新聞透視：再見全球化？

謝月晴、張尚賢  
TSE Yuet Ching, CHEUNG Sheung Yin  
無綫電視  
Television Broadcasts Limited

#### 評審評語 Comment from Judge

這篇《新聞透視 — 再見全球化》製作得非常出色，清晰地呈現了全球化的重要性及其深遠影響。節目最具價值之處在於深入探討了廠商面對的困境，例如為了減輕稅務衝擊而需要尋找應對方案。同時，透過香港學者的分析，凸顯了全球化所不可或缺的角色，並強調各方在市場中互相扶持與深入理解的重要性。內容表述透徹、條理分明、分析精闢。

評審 陳永陸先生

## 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



## 人形機械人「Deepseek時刻」緣起

鄭文玥  
ZHENG Wenyue

香港01  
HK01

## 評審評語 Comment from Judge

本報道敏銳地捕捉了人形機械人產業的轉折點，通過對「Deepseek 時刻」的深度剖析，展現了科技與商業邏輯的交織。文章敘述嚴謹且具前瞻性，為讀者理解人工智能如何驅動硬件變革提供了極具價值的行業洞察，是一篇出色的科技新聞佳作。

評審 陳家豪教授



## Trucking into the future

羅為騰  
LUO Weiteng

中國日報 (香港)  
China Daily Hong Kong

## 評審評語 Comment from Judge

The article highlights the rapid shift toward electric trucking in Hong Kong's Greater Bay Area, driven by policy support, falling battery costs, and infrastructure growth. It positions e-trucks as key to greener logistics, though challenges like range anxiety and upfront costs remain. A promising step toward sustainable cross-border freight.

評審 陳柏楠先生



## 人形机器人的熱與冷

俞晝  
YU Zhou

大公報  
Ta Kung Pao

## 評審評語 Comment from Judge

這篇報道以扎實的實地採訪，生動勾勒出人形機器人從狂熱到理性的轉折。透過鮮明案例與冷靜分析，精準揭示技術瓶頸與市場現實，兼具深度與可讀性，實為優秀的商業科技新聞作品。

評審 馬維業先生

## 影像及聲音組 VIDEO AND AUDIO



## 【智創未來】腦神經科技重塑教育模式

林可欣  
LAM Ho Yan  
香港有線新聞  
i-CABLE News Limited

## 評審評語 Comment from Judge

這篇報道以清晰的敘事手法和強烈的新聞價值見稱，把複雜的腦神經科技與人工智能概念演繹得深入淺出。作品成功連結創新與教育，展示神經科技如何重塑學習模式，並啟發香港智慧教育的未來發展。

評審 方保僑先生



## 【智創未來】金融科技跨境收付

鞠子謙、陳啟樂  
GAO Tsz Him, CHAN Kai Lok

香港有線新聞  
i-CABLE News Limited

## 評審評語 Comment from Judge

此報道深入淺出地呈現金融科技跨境支付的應用與價值，結構清晰，敘事生動，充分展現科技如何打通金融脈絡，極具啟發性，實至名歸。

評審 鄧聲興博士

## 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



#### Leaps of Life

周沫  
ZHOU Mo  
中國日報 (香港)  
China Daily Hong Kong

#### 評審評語 Comment from Judge

Masterfully structured, this series takes a comprehensive dive into the Hetao zone's transformative role. It deftly weaves compelling case studies together with sharp policy analysis to demonstrate how cross-border collaboration fuels innovation, talent flow, and commercialization. Standout reporting with remarkable narrative and editorial depth.

評審 蔣莉教授



#### 專訪 IATA 總幹事 Willie Walsh 籲港避免陷入「希斯路困境」 對接灣區客貨流 強化港航空樞紐

馬翠媚  
MA Chui Mei  
文匯報  
Wen Wei Po

#### 評審評語 Comment from Judge

這篇專訪深入探討了香港航空業的戰略定位。文章精確捕捉了 IATA 總幹事對香港復甦的正面評價，同時清醒地指出「希斯路困境」的成本隱憂。其亮點在於強調「軟實力」與大灣區協同效應，為香港如何在高成本下維持樞紐競爭力提供了具前瞻性的業界洞察。

評審 尹子龍先生

### 影像及聲音組 VIDEO AND AUDIO



#### 財經透視：短劇產業鏈

徐雯  
XU Wen  
無綫電視  
Television Broadcasts Limited

#### 評審評語 Comment from Judge

分析全面，從選角、製作到推廣、投資皆有洞見，充分反映短劇創作、投資與商業模式之間的複雜關係。畫面選材與鏡頭角度出色，生動呈現短劇產業的運作生態。

評審 方梓勳教授, MH



#### 新聞透視：北上安老？

李咏潼  
LEE Wing Tung  
無綫電視  
Television Broadcasts Limited

#### 評審評語 Comment from Judge

採訪內容深入而全面，分析客觀且貼近現實，引發關注之餘亦富有啟發性，堪稱一篇佳作。

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

劉兆儀  
LAU Siu Yee

香港01  
HK01

參賽作品

1 揭銅鑼灣「結界」之謎 時代廣場估值七年蒸發158億 | 財經解密

2 北都萬億押注 揭超哥「心急如焚」兩大真相 | 財經解密

3 遊戲規則改寫 香港四大家族歷失落之年 | 財經解密

## 評審評語 Comment from Judge

I read with great interest in Ms. Lau's award winning series. She has thoughtful questions on her research. As a result, her fascinating reports have brought clarity to complex situations.

As an early-career journalist, Ms. Lau's outstanding efforts in reporting and analysis deserve to be recognized and congratulated.

評審 劉燕卿女士, SBS, JP

## 自我介紹

現於《香港01》擔任財經記者，主要負責金融市場及地產業態的深度報道與分析。本人擁有逾兩年的財經文字記者經驗，並具備一年的《01財經解密》節目主持經驗，擅長將複雜的財經議題轉化為清晰易懂的分析內容，也常透過鏡頭敘事，以深入淺出的方式呈現專業議題。

本人畢業於香港恒生大學傳播學院，獲新聞及傳播（榮譽）學士學位。目前持續在商業新聞領域深耕，致力於探索兼具專業深度與公共價值的報道方向，以呈現更多對社會有意義的財經故事。

## 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



黃文琪  
HUANG Wenqi

香港01  
HK01

參賽作品

1 穩定幣終極三問

2 DAT加劇全球資產革命 加密貨幣走進上市公司 香港直面三重挑戰

3 HKIS國際學校 | 貴族學校平租20萬呎官地 40年來象徵式交租1元

#### 評審評語 Comment from Judge

探討穩定幣和加密幣兩個金融市場的前沿課題，背景資料充足，分析仔細詳盡，是好文章。

評審 陳景祥教授

#### 自我介紹

我並非傳理出身，2021年因緣際會踏入新聞行業，從零開始邊做邊學，沒有想到就一路走到了現在。回頭看，正是這種白紙背景，讓我在面對複雜的財經議題時，更懂得用貼地的角度去講述。雖然我不是在香港長大，但透過新聞工作，我更認識香港，是新聞帶我走進了香港，亦令我愈來愈熱愛香港。

入行以來，我專注於香港經濟、人物訪問與深度專題報道，從文字到影片，慢慢摸索出自己報道新聞的方式。能夠在行業初步站穩腳步，甚至獲得肯定，對我而言意義深刻。我深信扎實的採訪與多元的敘事方式，能讓新聞更貼近人心。

## 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，設有六個學院，包括商學院、傳播學院、決策科學學院、人文社會科學學院、翻譯及外語學院和跨學科學院，全日制學生逾7,000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、創新能力、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的研究，以及優質的學生發展／支援服務。

恒生大學獲得多項國際認可。在AppliedHE公布的2026年「全亞洲私立大學排名」中，恒生大學位列兩岸四地第七。此外，大學在國際學術平台Research.com的2025年頂尖大學和頂尖科學家排名中，社會科學與人文領域在中國頂尖大學中排名第22位、經濟與金融領域排名第33。決策科學學院環球供應鏈管理學碩士課程，於QS國際貿易碩士課程排名2025中位列世界第84位，而在香港及兩岸四地分別排名第四位及第七位。商學院於2023年獲國際商學院促進協會(AACSB)頒授國際專業認證，成為全球頂尖6%的商學院。恒生大學亦在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 six Schools (Business, Communication, Decision Sciences, Humanities and Social Science, Translation and Foreign Languages, and Transdisciplinary Studies), and over 7,000 full-time undergraduate and postgraduate students. With its unique “Liberal + Professional” education model, HSUHK nurtures 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 prioritises stellar undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, a unique residential college system that combines living and learning, interactive small-class teaching, close student-teacher relationships, impactful research, and excellent student development and support services.

HSUHK has earned various international recognitions. In the AppliedHE's ALL ASIA Private University Ranking 2026, it secured 7th place in China. HSUHK ranked 22nd in Social Sciences and Humanities and 33rd in Economics and Finance among China's top universities in the Research.com Top Universities and Top Scientists Rankings 2025. The MSc in Global Supply Chain Management programme achieved 84th place globally in the QS International Trade Rankings 2025. Additionally, HSUHK's School of Business obtained AACSB International accreditation in 2023, a mark of excellence held by only 6% of the world's leading business schools. HSUHK was also ranked 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、數碼媒體傳播文學碩士五項課程，並將於今年九月開辦娛樂媒體管理與傳播文學碩士課程。傳播學院的培訓並不單單有於教室理論，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。



娛樂媒體管理與傳播文學碩士聚焦娛樂媒體的獨特領域，並在商品化、市場推廣及商業運營等方面提供專業培訓，與傳統的媒體制作或創意表演課程有著顯著不同。課程內容涵蓋最前沿的娛樂媒體管理和傳播理論與概念，讓學生能夠在快速變化的行業環境中保持領先優勢。

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 five 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, Master of Arts in Strategic Communication and Master of Arts in Digital Media for Online Communication. In September this year, we will also launch the Master of Arts in Entertainment Media Management and 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' understanding of how digital solutions can assist businesses and organisations, allowing them to realise their potential in an ever-evolving platform business environment.

The Master of Arts in Entertainment Media Management and Communication focuses on the distinctive field of entertainment media, offering specialised training in areas such as commercialisation, marketing, and business operations. This programme is markedly different from traditional courses in media production or creative performance. The curriculum encompasses cutting-edge theories and concepts in entertainment media management and communication, equipping students to maintain a competitive edge in a rapidly evolving industry landscape.

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

# 創新、多樣、傳播新一代



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

娛樂媒體管理與傳播文學碩士

Master of Arts in Entertainment Media Management and 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

### 數碼媒體傳播文學碩士

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

Innovate, Communicate, and Succeed in Digital Media!

創新、傳播、成功於數碼媒體！

### 數碼媒體傳播文學碩士

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

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，旨在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，並通過數據分析獲取用戶行為的洞悉。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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\* 國際學術平台 Research.com 2025 年度  
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學士學位  
課程資料



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第十屆

# 商業 新聞獎

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馬會是全港最大的單一納稅機構，其慈善信託基金是位居世界前列的慈善捐助機構。

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



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香港黃金交易所成立一週年暨  
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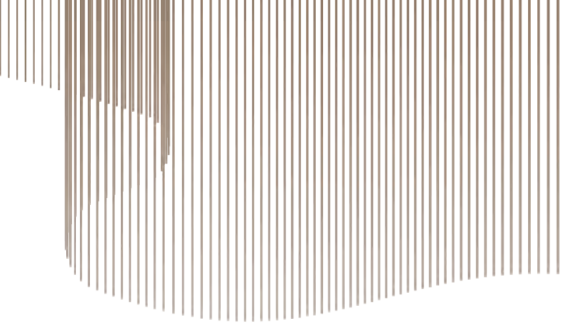
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