



HSMC



Newsletter 恒管通訊

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HSMC Business Journalism Awards – Continuing to Recognise Business and Financial Journalists 「恒管商業新聞獎」再創高峰 表揚優秀商業及財經新聞從業員



HSMC People –
“Cultural Transmission: Apply What You
Have Learned and Master Cultural Heritage”
by Professor Cheung Kwong Yue, Alex
恒管人 – 「文化傳承：學以致用 融會古今」
張光裕教授撰文



Greater Bay Area Symposium on Logistics and Trade Facilitation
「大灣區物流與貿易便利化」專題論壇



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

 Hang Seng Management College

www.hsmc.edu.hk

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HSMC Business Journalism Awards – Continuing to Recognise Business and Financial Journalists 「恒管商業新聞獎」再創高峰 表揚優秀商業及財經新聞從業員



Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication
協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授

Entering its second year, the HSMC Business Journalism Awards programme again attracts the attention of journalists as well as the commercial and financial sectors. Since its inception in 2017, the award programme proves to be a successful initiative to recognise professional journalists who have produced outstanding reporting on business, economic and financial issues.

The award programme is the first of its kind initiated by a tertiary institution in Hong Kong. What is the rationale behind in creating it? What impact has it brought? What will be expected this year? Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication (SCOM), will enlighten us on these questions.

首屆「恒管商業新聞獎」於2017年舉行，藉此表揚新聞從業員在商業、經濟及金融範疇的出色報道。活動廣受業界支持，成績斐然。踏入第二屆，「恒管商業新聞獎」同樣吸引新聞業界以及商業和財經界的關注。

在香港，由大專院校頒發的同類獎項，「恒管商業新聞獎」實屬首創。當初為何有這個構思？活動帶來甚麼影響？預期今年情況如何？協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授為大家解說。

其實本港已有表揚新聞業界的獎項活動，為何傳播學院舉辦「恒管商業新聞獎」？

曹教授：舉辦「恒管商業新聞獎」的意念源自恒管的新聞及傳播（榮譽）學士課程。課程與眾不同之處在於聚焦商業與財經範疇，內容設計讓學生成為新聞傳播專才以外，同樣深入認識商業與財經運作。傳播學院另一課程－融合媒體及傳播科技（榮譽）文學士同樣包含商學教育。

我們不時收到僱主對傳播學院畢業生的正面評價，認為他們接受良好培訓，擔任商業和財經記者綽綽有餘。至於沒有投身記者行業的學生，由於曾修讀商業及財經科目，入職相關行業也具備優勢。



Award winners shared their joy at the first HSMC Business Journalism Awards presentation ceremony held in February 2017.
首屆「恒管商業新聞獎」頒獎典禮於2017年2月舉行，得獎者一起分享喜悅。

Why does the School of Communication organise the award programme when there are already some to recognise the professional excellence of journalists?

Professor Tso: The idea was originated from the fact that our Bachelor of Journalism and Communication (Honours) programme distinguishes itself from other journalist programmes with its focus on business and finance. This programme design helps our students to be trained as professionals in journalism on one hand, and in business and finance on the other. Business education is also provided under another SCOM programme, ie, Bachelor of Arts (Honours) in Convergent Media and Communication Technology.

We have received from time to time positive feedback from employers that our graduates are so well-equipped that they can take up their posts as business and financial journalists satisfactorily. For graduates who have not chosen journalist as their career, their relatively rich business and finance knowledge helps them to take up positions in the commercial field with a competitive edge.

Back to the journalist profession in Hong Kong, the media and the journalists have been shouldering an important mission all through the years to report and analyse business and financial news from different perspectives in a prompt and accurate manner. Their dedication has helped affirm the important status of this city as an international business and financial hub. We hope to pay tribute to their contributions through this award programme, encouraging them to further excel themselves in their work.

How do fellow journalists look at this award programme?

Professor Tso: We are very glad that the response last year was out of expectation. My friends from the media greeted the College with big applause, saying that the award programme could boost the morale of journalists and give them the recognition they deserve.

For many who join the journalist profession, they have their own missions and visions, and to a certain extent, hope that they can help make a difference to the society and shape the future. Whether awarded or not, many of them find the award programme a valuable opportunity for the profession to review the achievements in the past and look forward to greater future success.

What encouraging news can you share with us this year?

Professor Tso: We are pleased to say that the award programme has secured support from different sides. It manages to receive sponsorship/donation from different corporations. The number of business leaders, financial experts, industry practitioners and academics joining the Panel of Judges this year exceeded 60 while the number of entries continued to be numerous. All these demonstrate the value and importance of the award programme.

We hope that this annual signature event for the journalists can pave the way for the better advancement of the profession. While healthy business and financial developments rely heavily on accurate and sufficient intelligence and analysis, our professional journalists definitely have a part to play.

至於獎項與新聞業界的關係，由於媒體與新聞業界多年來一直從不同角度，迅速並準確地報道和分析商業及財經消息，他們肩負著重大使命。他們全情投入工作，有助鞏固香港金融商業中心的地位。我們希望藉著頒發獎項，表達敬意；同時鼓勵他們致力更進一步。

業界對於獎項活動有何看法？

曹教授：去年，業界對活動的反應出乎意料地好。一些媒體好友讚賞恒管，認為獎項既表揚出色的從業員，給予應有肯定；同時也提升士氣。

新聞從業員各有抱負和願景，或多或少希望盡一己之力為社會帶來改變，塑造未來。不論得獎與否，他們都認為活動締造了機會，讓業界檢視以往的成就，同時展望未來。

今年活動有哪些令人鼓舞的消息？

曹教授：今年，活動獲得各方支持，令人欣喜。多家機構或贊助活動，或捐款支持。超過 60 位商界領袖、財經專家、傳媒翹楚和學者應邀擔任評審委員；參賽作品也多不勝數。從中可見活動的價值和重要性。

希望這項一年一度的重要活動有助推動業界發展。本港的商業和財經若要健全發展，有賴迅速而準確的資訊和分析，新聞業界在這方面可肩負重任。



Students of the School of Communication can acquire in-depth knowledge and practical skills. 傳播學院學生獲得豐富知識和實用技能。

HSMC Business Journalism Awards Category/Group

「恒管商業新聞獎」獎項類別/組別

| Category 獎項類別 | Group 組別 |
|---|---|
| A. Best Business News Reporting 最佳商業新聞獎 | <ul style="list-style-type: none"> • Text 文字 • Video and Audio 影像及聲音 |
| B. Best Property Market News Reporting 最佳房地產新聞獎 | |
| C. Best Business & Finance Profile Interview 最佳商業財經人物專訪獎 | |
| D. Best Economic & Financial Policy Reporting 最佳經濟及金融政策報道獎 | |
| E. Best Business Technology News Reporting 最佳商業科技新聞獎 | |
| F. Best Business Series Reporting 最佳商業專題系列報道獎 | |
| G. Best Visual Design of Business Section 最佳商業新聞視覺設計 | <ul style="list-style-type: none"> • Still Image 靜態 • Motion Graphic 動態 |
| H. Young Business Reporter of the Year 年度新晉商業新聞記者 | |
| I. Business Reporter of the Year 年度商業新聞記者 | |

What do Professional Journalists Say?

傳播專業人士的分享

The programmes provided by HSMC's School of Communication combine the basics of journalism and communication, as well as business elements to nurture talents needed by the profession. HSMC students demonstrate proactive learning attitude. The financial and economic knowledge received gives students edges in the workplace.

Mr Ronald Y C Chiu, Executive Director, i-CABLE News Limited

恒管傳播學院的課程融合新聞、傳訊和商業元素，滿足行業所需人才。恒管學生積極主動的學習態度，加上學院傳授的財經知識，令他們擁有就業優勢。

有線電視執行董事趙應春先生

The Business Journalism Awards programme of HSMC provides an opportunity to reward and recognise journalists. I look forward to its continuous success.

*Mr Kwan Chuk Fai, Advisor
Hong Kong Public Relations Professionals' Association Limited*

頒發「恒管商業新聞獎」，是嘉許和認可新聞從業員的機會，希望繼續成功舉辦。

香港公共關係專業人員協會顧問關則輝先生

The programmes of HSMC are very well-designed, especially their focus on business and finance.

*Mr Lo Wing Hung
Publisher and Chief Curator
Bastille Post*

恒管課程設計非常好，特別是以商業財經為焦點。

*《巴士的報》社長兼總策展人
盧永雄先生*



Cultural Transmission: Apply What You Have Learned and Master Cultural Heritage 文化傳承：學以致用 融會古今

Professor Cheung Kwong Yue, Alex
Chair Professor and Head of Department of Chinese
Programme Director of Bachelor of Arts (Honours) in Chinese
Director of Institute for Chinese Language and Culture

中文系講座教授及系主任
中文（榮譽）文學士課程主任
中國語言及文化研習所所長
張光裕教授

This is the eighth year since I have retired from The Chinese University of Hong Kong and joined the HSMC. Passionate about Chinese education, I accepted the invitation to be a Chair Professor at this fast-developing college, and have taken various challenges henceforth. In the first two years, I taught three Chinese language modules; each had an enrolment of over 130 students. The large class size made it difficult to interact with students, posing great challenges to the ideal education that emphasises individual needs and the mutual benefits of teaching and learning.

There may be an impression that the Department of Chinese promotes literacy and gentlemanship, emphasising particularly literary skills. Thus, sometimes its social contributions do not attract people's attention. The fact is, classical and modern Chinese literatures contain the essence of human mind and Chinese culture, so rich to enlighten us in our everyday life.

我從香港中文大學二度退休後，懷抱著對中文教育的熱誠，獲邀請加入恒管大家庭，一晃眼已經踏入第八個年頭了。身為中文系講座教授，我曾面臨不少挑戰，如首兩年任教三班中國語文課，每班多達 130 多人；「因材施教」和「教學相長」的真諦，當真備受考驗。

「中文系」總予人文質彬彬和舞文弄墨的感覺，一時難以令人想起其社會建樹。事實上，入讀中文系所涉獵的古今優秀文學作品，蘊藏大量典雅雋永之文辭、感人肺腑和發人深省之篇章；這些都是中華文化精粹，足以振聵發聵，有益世道人心。



Pictured with the late Professor Jao Tsung I.
與饒宗頤教授生前合照。



Pictured with Professor Chen Rui Geng (centred) and Professor Cheng Kat Hung, Dennis.
與陳瑞庚教授（中）及鄭吉雄教授合照。

In 2012, the Department of Chinese took the initiative to establish the Institute for Chinese Language and Culture, and to promote the core value of honesty in business ethics. To comply with the College's goal to become a university, the Department launched the Bachelor of Arts (Honours) in Chinese programme (BA-CHI) in 2015, which offers three elective modules to suit the needs of students from various departments and complies with the principle of the College to offer liberal arts education. The three modules, "Chinese Characters, Relics, and Culture", "The Confucian Analects and Business Ethics" and "The Art of War and Modern Management", aim to broaden the views of students, so that they can understand the connection between the past and the present, and to appreciate the value of self-cultivation both in terms of knowledge and personal development.

The BA-CHI programme provides students with varied and in-depth training in both academic and practical skills. After receiving four years of training, graduates will have learned how to interact with others and the value of lifelong learning. They will continue their pursuit of wisdom, stay positive and contribute to different professions with confidence.

The colleagues of the Department of Chinese are dedicated to teaching and research. In 2017, three of them successfully obtained the research fund provided under the Faculty Development Scheme under the University Grants Committee. This is indeed very encouraging news. Words cannot express how much I am moved by their achievements. I take tremendous comfort from the fact that all the colleagues in the Department, be they administrative or academic staff members, are doing their best. The challenges ahead are unforeseeable, but we fear not adversities. I believe that positive and creative thinking will lead us to new grounds, and that efforts will pay off.

2012 年，本系率先成立了中國語言及文化研習所，豎立「商道惟誠」的核心價值和目標。為了配合邁向大學之路的發展，更以「傳統與創新共融，學術與實用並重」為宗旨，於 2015 年與同仁協力開辦具有恒管特色的中文（榮譽）文學士課程。課程既顧及恒管各系同學的專業範疇，亦因應通識教育強調之博雅理念；開設「漢字、文物與文化」、「論語與商道」和「孫子兵法與現代管理」三門學科，藉此開拓本校同學之古今視野，並貫徹「敦品勵學」的奮進精神。

四年嚴謹的學術和實用學科訓練，讓中文系學子深明為學做人之道理，充實自我，建立正確的人生觀；並常懷無比自信，在各行各業的不同崗位發揮所長，嘉惠社群。

中文系同仁幹勁十足，學思並重，均為深具教學熱誠之青年才俊。2017 年，本系三位同仁同時成功申請大學教育資助委員會的「教員發展計劃」研究經費，實在令人鼓舞；我內心的感動和安慰，更是難以言喻。面對未來，或許會存在一些不明朗因素，但我們亦將無懼風雨，迎難而上，莊敬自強；深信懷著樂觀奮鬥、積極創新精神，碩果豐收的日子，定可預期。



Introducing BA-CHI programme together with students.
跟學生一起介紹中文（榮譽）文學士課程。

One Life Two Paths – Create Wonderful Life Story 一生二路(1326) – 締造奇妙人生

Mr Cheung Kong Ting, Dannie
Founder of B Action Company Limited

張江亭先生
B Action Company Limited 創始人

“You determine who you are” is the motto of Mr Dannie Cheung, a graduate of Hang Seng School of Commerce (HSSC) in 1984, a successful banker and an entrepreneur. Mr Cheung said he received not only education, but also valuable training at HSSC. Now, he contributes to his alma mater by sharing his experience and insights as a member of HSMC's College Council.

“I am really indebted to the founders of HSSC. Their dedications to provide education had helped change the lives of many including me. I am particularly impressed by the late Dr S H Ho, who is a role model in promoting education. I still remember Dr Ho asked students about their school life and encouraged them to study earnestly. It was my honour to have met him in person!” Mr Cheung follows Dr Ho's footstep and contributes to the society. “What I am doing are incomparable to those by Dr Ho. I simply hope that people with a humble origin like me can have the opportunity for personal development, and then help others reciprocally.”

Among the companies he set up, B Action focuses on investment and education. The company name has aroused much interest. Mr Cheung explained, “I call myself the B-class, people with humble origin. It is not negative as B can stand for being, belief, brave, breathe, bank, business, Bible, Buddha and so on. The B-class can create their own wonderful life stories, rather than bound by limitations, with their own effort and support from others.” Under B Action, investment gains are allocated for educational use.

Recently, Mr Cheung has made donation to HSMC and classroom A214 in S H Ho Academic Building is named under B Action to thank him for his support. This is one step further in his endeavour to promote education and contribute to his alma mater. “I remember an advertising song of Hang Seng Bank when I was a boy. It said even as minute as waterdrop and sand, they can be useful if they gather together to demonstrate their strengths. Similarly, I hope that I can gather like-minded people to work together for this meaningful cause.”

Mr Cheung never ceases to create his own life story. After HSSC, he completed a higher diploma programme, a number of courses offered by various banking associations and a MBA programme. Determined to contribute to China, he worked in the Bank of China in the 1980s to help sourcing investment funds for the country and later joined foreign banks to extend his reach of investment funds. To test his own capabilities, he started his own business after his career in the banking industry. Mr Cheung said, “Don't just sit and wait for opportunities to come, we need to grasp them. We can create values and then own them.” He finds HSMC's motto “Erudition and Perseverance” a useful guidance for him in pursuing self-enhancement and hopes the HSMC community can advance under this motto.



Mr Cheung (6th from right, back row) as a young student at HSSC in 恒商求學時的年輕學生（後排右六）



On a business trip in Israel. Mr Cheung greatly admires the talent of Israelis in doing business. 張先生非常欣賞以色列人聰慧的營商手法。在以色列公幹時留影。

「若要如何，全憑自己」是張江亭先生的座右銘。張先生 1984 年在恒生商學書院（恒商）畢業，之後成為傑出的銀行家及企業家。他認為從恒商獲得豐富的學術知識外，更不乏實用的訓練，畢生受用。到了今天，他換個身份回饋母校，成為恒管校務委員會一員，分享工作經驗及人生體驗。

「非常感謝恒商的創辦人，他們熱心辦學的善舉，改變了許多人的一生，當中包括我在內。已故何善衡博士是推動教育發展的典範，令我印象尤其深刻。仍記得何博士百忙中抽時間來學校與學生傾談，了解他們的校園生活，鼓勵他們努力學習。我亦有幸曾與他見面！」張先生以何博士為師，承傳他的仁風德行，致力貢獻社會。他說：「我所做的當然遠遠不及何博士。只希望即使如我一般出身寒微的人，也能獲得個人發展機會，繼而幫助別人。」

B Action 是張先生創立的公司之一，主要業務為投資和教育，投資收益投放教育用途。別人對於公司名稱或感到好奇，他娓娓道來：「我自稱為『B仔』，即出身基層的人。不過，只要努力博學，以『B』字開首的知識，例如 being（個人特質）、belief（信念）、brave（勇敢）、breathe（呼吸）、bank（銀行）、business（業務）、Bible（聖經）、Buddha（佛祖）等，不能盡錄。憑著自己持續的行動，加上他人扶持，『B仔』一樣可以不受先天限制，為人生寫下精彩一頁。」

最近，張先生捐助恒管，在推動教育及回饋母校方面更進一步。為感謝他的支持，學院的何善衡教學大樓 A214 教室以 B Action 命名。「我牢記恒生銀行多年前的廣告歌：『小莫小於水滴，漸成大海汪洋；細莫細於沙粒，漸成大地四方。』當中點出積水成河、聚沙成塔的道理。我希望能夠匯聚各方有心人，為有意義的工作共同出一分力。」

張先生不斷為自己的人生故事注入新元素和目標。於恒商畢業後仍不懈學習，先後完成高級文憑、不同銀行學會開辦的課程及工商管理碩士課程。矢志建設祖國，他於 1980 年代選擇到中國銀行工作，負責貸款支持國家建設四個現代化，為改革開放融資做工作。其後，他加入外資銀行，進一步拓闊國際視野及工作經驗。為了挑戰自己，他決定投身創業者行列。張先生說：「與其守株待兔，不如主動出擊，抓緊每一個機會，創造屬於自己的價值。」「博學篤行」是恒管的校訓，更是他追求自我提升的指引明燈，他祝願恒管人秉承格言指引，更上一層樓。



Fabulous Journey at HSMC 豐盛的恒管之旅

Ms Cheung Po Yi, Bobo
Management Trainee, HSMC

張寶兒女士
恒生管理學院見習行政人員

From a student to a staff member, Ms Cheung Po Yi, Bobo, a graduate in Bachelor of Arts (Honours) in English in 2016, finds the past few years at HSMC a magical journey during which she gained lots of invaluable experiences and memories.

Bobo recalled what impressed her most soon after studying at HSMC, “The College brings me to a new horizon in language study which relates closely to different dimensions of our daily life. I was told that teachers at tertiary institutions might not be able to spend much time on student coaching. At HSMC, this is surely not the case. I met many zealous teachers who whole-heartedly spared no efforts to help us in our study and personal growth.” In preparing for further study, Bobo’s teachers encouraged her to attend conferences to learn how successful scholars present their papers in order to acquire necessary presentation skills. She thanked HSMC not only for its quality education, but also the motivation for her to pursue future advancements.

Bobo led a colourful campus life at HSMC. She was a Student Ambassador, a script writer for Glo-Co Radio, an intern for a non-profit making organisation in New York, and so on. She is happy to be among the first group of students living in the HSMC Jockey Club Residential Colleges (RCs). Though the interval was short, just one year, she found the RC experience very useful, enabling her to learn something out of the classroom such as dining etiquette, communication skills and event management.

Her journey at HSMC continued after graduation. Now, Bobo is a member of its team of staff, taking up the position of Management Trainee. Very interested in her work at HSMC, she looks at the College from another perspective, “No longer a student, my focuses have been broadened. With the opportunities to serve at the President’s Office, the Student Affairs Office, the Registry and now the Advancement and Alumni Affairs Office, and through job assignments of different natures, I manage to acquire some valuable management and work skills such as setting job priorities, enhancing communications to ensure appropriate conveying of messages, and thinking out of the box to explore all possibilities.” Busy schedule is the order of the day when she has to work and take up part-time study in a master degree course in linguistics. What does she do to make life easier? Bobo smiled, “Plan earlier, manage time better and prioritise tasks.”

A new joiner at the workplace, Bobo understands that one should seize every opportunity to explore and learn. She believes continuous attempt can be a key to growth and success.

過去數年，張寶兒的身份從恒管學生轉為學院職員，經歷了一段豐盛旅程。這位英國語文（榮譽）學士課程 2016 年畢業生在恒管獲得很多寶貴經驗與美好回憶。

張寶兒回想入讀恒管後最深刻的印象：「學院為我開拓了語言學習新視野，擴闊研習層面至日常生活不同範疇。我曾聽說高等教育院校老師未必能夠投放很多時間輔導學生。恒管的情況跟所聽說的不一樣。我遇上許多充滿熱誠的老師，他們全心全意、不遺餘力協助我們學習和成長。」預備繼續升學時，老師們鼓勵她出席研討會，觀摩傑出學者如何發表論文，從中學習所需技巧。她感謝恒管不但提供優良教育，更推動她努力追求未來發展。

張寶兒的恒管校園生活多姿多彩。她曾任學生大使、「Glo-Co Radio」撰稿員、紐約一家非牟利機構的實習生等。她很高興能夠成為首批入住恒管賽馬會住宿書院的宿生。入住期間雖只有短短一年，當中所得的經驗非常實用，讓她學習課堂以外的知識，例如餐桌禮儀、溝通技巧、活動策劃等。

畢業後，張寶兒獲聘為恒管的見習行政人員，繼續與學院同行。她對於恒管的工作滿有興趣，也從另一角度認識學院。「不再是學生，我的視野更為廣闊。我先後在校長室、學生事務處、教務處和現時服務的發展及校友事務處工作，通過這些機會和不同性質的職務，我從中汲取寶貴的管理及工作技巧，例如編排工作優先次序、增強溝通以確保訊息準確傳遞，以及突破思想框框，探索一切可能性。」現時，她一面工作，一面兼讀語言學碩士學位課程，每天的日程都很緊湊。如何過得輕鬆一點？她笑說：「及早計劃，好好管理時間和編排工作。」

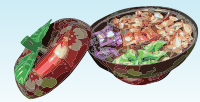
身為職場新鮮人，張寶兒明白必須抓緊每個探索與學習的機會。她認為成長和成功的關鍵，在於持續不斷地嘗試。



Captured the moment with Professor Thomas Luk, Dean of School of Humanities and Social Science after the Graduation Ceremony.
畢業禮後，與人文社會科學學院院長陸潤棠教授合照留念。



Bobo pictured with (from left) Dr Maggie Ma, Dr Christine Yu and Dr Gavin Bui.
張寶兒與（左起）馬晶靜博士、余淑儀博士及貝曉越博士合照。



6th INFORMS Transportation Science and Logistics Society Workshop

第六屆 INFORMS 交通科學與物流學會研討會



Speakers and guests at the opening ceremony.
開幕典禮上，講者與來賓濟濟一堂。

The School of Decision Sciences and the Policy Research Institute of Global Supply Chain partnered with INFORMS TSL to host the 6th INFORMS Transportation Science and Logistics Society Workshop from 7 to 10 January 2018, during which 48 researchers presented their recent work on green urban logistics, business module of urban logistics, revenue management, last mile delivery, e-commerce, collaborative logistics and ridesharing, vehicle routing and so on. Company visits were hosted by Hutchison Ports and Power Hub Limited during the workshop.

As the highlight of the workshop, an Industry Panel was organised on 10 January 2018 by the Policy Research Institute of Global Supply Chain, bringing together business leaders, industry experts and academics to share thoughts and insights on e-commerce and urban logistics in the region and worldwide. The six distinguished panel speakers included Mr Stephen Chan, Managing Director of Power Hub Limited; Mr Fu Bing, Vice-President, Head of Logistics Planning and Development of JD Logistics; Mr Reeve Kwan, Co-Founder of GOGOVAN; Dr Anthony Lau, Chairman of Pacific Air Limited; Mr K K Leung, President of UPS North Asia District and Mr Jeffrey Tse, Strategic Partner Manager of Alibaba HK Limited. A panel discussion, with Professor Jeff Yeung, Director of Knowledge Transfer Office of the Chinese University of Hong Kong as moderator, was held after the presentations.

決策科學學院及全球供應鏈管理政策研究所聯同 INFORMS TSL 於 2018 年 1 月 7 日至 10 日舉辦第六屆 INFORMS 研討會，以電子商務和城市物流為主題。四十八位學者分享綠色城市物流、收益管理、電子商務、協同物流和共享、車輛路線等各方面的學術研究成果。研討會還特別安排與會者前往和記港口香港國際貨櫃碼頭和力泓有限公司作實地考察。

全球供應鏈管理政策研究所於 2018 年 1 月 10 日舉辦業界論壇，作為研討會重點項目；由業界領袖、行業專家和學者，分享他們對全球電子商務和城市物流的見解。六位行業專家分享他們的專業知識，包括：力泓有限公司董事總經理陳鏡治先生、京東物流副總裁兼物流規劃與發展部負責人傅兵先生、GOGOVAN 聯合始創人關俊文先生、太平洋航空總代理有限公司主席劉少榮博士、聯合包裹運送有限公司北亞區總裁梁國基先生及阿里巴巴香港有限公司戰略合作經理謝卓勳先生。小組討論緊接小組成員發言後舉行，由香港中文大學知識轉化辦公室主任楊海仁教授擔任主持人。



President Simon Ho delivered the welcome remarks.
何順文校長致歡迎詞。



Professor Jeff Yeung (1st left) acted as moderator for the panel discussion.
楊海仁教授（左一）主持小組討論。



Greater Bay Area Symposium on Logistics and Trade Facilitation 「大灣區物流與貿易便利化」專題論壇

A Greater Bay Area Symposium on Logistics and Trade Facilitation was held on 7 December 2017, jointly organised by the Policy Research Institute of Global Supply Chain of HSMC and the Asian Institute of Supply Chains & Logistics of the Chinese University of Hong Kong (CUHK), and sponsored by the Guangdong-Hong Kong-Macao-Bay Area Economic and Trade Association.

Dr Moses Cheng, Chairman of HSMC's College Council, President Simon Ho and Dr Wong Yau Kar, David, Honorary President of the Guangdong-Hong Kong-Macao-Bay Area Economic and Trade Association welcomed all participants in their remarks. Mr Chan Shui Fu, Andy, Under Secretary for Constitutional and Mainland Affairs, delivered the opening speech.

Two keynote speakers, Mr Fung Wing Yip, Wilson, Executive Director of Corporate Development of Hong Kong Airport Authority and Dr Li Yubin, Deputy General Manager of China Merchants Port Holdings Company Limited, shared their views on the challenges and opportunities faced by the Hong Kong International Airport and local ports under the Greater Bay Area Initiative. Dr Stephen Ng, Director of HSMC's Policy Research Institute of Global Supply Chain, presented the findings in a report titled "Logistics and Trade Facilitation in Guangdong-Hong Kong-Macau Bay Area: Stakeholders' Concerns, Comments from Central Government, and Policy Recommendations".

Professor Cheung Wai Man, Director of CUHK's Asian Institute of Supply Chains & Logistics, hosted a panel discussion with six industry experts: Dr Chan Kwok Man, Edward, Executive Committee Members of the Chinese Manufacturers' Association of Hong Kong and the Founder of German Pool (Hong Kong) Ltd; Mr Sunny Ho, Executive Director of the Hong Kong Shippers' Council; Mrs Jenny Lam, Chief Executive Officer of Cathay Pacific Services Ltd; Mr Horace Lo, Chief Development Officer of Modern Terminals Limited; Dr Venus Lun, Vice-President of Hong Kong Institution of Transportation and Logistics Management; and Ir Elsa Yuen, President of the Hong Kong Logistics Association. The panel explored the development prospects of the trading and logistics sector, and exchanged views on how Hong Kong should gear up for the Greater Bay Area development.

恒管全球供應鏈管理政策研究所聯同香港中文大學（中大）亞洲供應鏈及物流研究所於2017年12月7日舉行「粵港澳大灣區專題論壇：物流與貿易便利化」。論壇獲粵港澳大灣區經貿協會贊助舉行。

恒管校務委員會主席鄭慕智博士、何順文校長以及粵港澳大灣區經貿協會榮譽會長黃友嘉博士分別致詞，歡迎各界來賓。政制及內地事務局副局長陳帥夫先生致開幕詞。

香港機場管理局企業發展執行總監馮永業先生及招商局控股有限公司副總經理李玉彬博士擔任主講嘉賓，分別論述香港國際機場和港口在大灣區政策下的機遇及發展計劃。在專題報告環節，恒管全球供應鏈管理政策研究所主任吳志雄博士簡介《粵港澳大灣區物流與貿易便利化：持份者關注點、中央部委意見及政策建議》專題研究報告的重點。

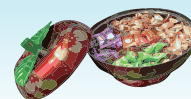
論壇的小組座談會由中大亞洲供應鏈及物流研究所所長張惠民教授主持，多位業界翹楚應邀參與，包括香港中華廠商聯合會常務會董及德國寶創辦人陳國民博士、香港付貨人委員會執行總幹事何立基先生、國泰航空服務有限公司行政總裁林尹美芳女士、現代貨箱碼頭有限公司發展總裁盧偉民先生、香港運輸物流學會副會長倫婉霞博士及香港物流協會會長袁美儀工程師。座談會以香港物流與貿易行業的前景為討論中心，各界代表就香港如何面對大灣區的新機遇、挑戰及發展方向，分享經驗及見解。



Keynote speakers, panellists and representatives of chief sponsor, organisers and co-organisers pictured at the forum. 主講嘉賓、座談會嘉賓以及來自首席贊助機構、主辦及協辦機構的代表在論壇合照。



Development prospects of the trading and logistics sector in Hong Kong were explored during panel discussion. 座談會討論香港物流與貿易行業的前景。



Seminar on Challenges and Opportunities in Maritime Disputes in Hong Kong Maritime Week

香港海運週－海事糾紛的挑戰和機遇研討會

A “Seminar on Challenges and Opportunities in Maritime Disputes”, jointly organised by HSMC and Hong Kong Shue Yan University, was held on 21 November 2017 as one of the events of the Hong Kong Maritime Week.

The event was kicked off with a welcome remark by Professor Y V Hui, Vice-President (Academic and Research) of HSMC and an opening remark by Mr Arthur Bowring MH, Senior Consultant of Hong Kong Shipowners Association. Dr Byron Lee, Chairman of Hong Kong Sea Transport and Logistics Association, introduced the speakers and acted as the moderator during panel discussion.

Distinguished overseas and local guest speakers were invited including Sir Bernard Eder, Former High Court Judge and International Arbitrator, Essex Court Chambers, London; Professor Anselmo Reyes, Professor of Legal Practice at the University of Hong Kong; and Ms Suyin Anand, Partner, Ince & Co. Speakers shared their views on latest cases in London; arbitrations in London, Singapore and Hong Kong; and practical issues in handling maritime disputes. The seminar was supported by the Research Grants Council of the Hong Kong Special Administrative Region, China (UGC/IIDS14/B02/16).

「海事糾紛的挑戰和機遇研討會」於 2017 年 11 月 21 日舉行，由恒管及香港樹仁大學合辦，是香港海運週活動之一。恒管副校長（學術及研究）許溢宏教授致歡迎詞；香港船東會資深顧問包榮先生 MH 致開幕詞；香港航運物流協會主席李福全博士則擔任小組研討環節主持。

多位海外及本地嘉賓應邀出席，就倫敦、新加坡及香港三地的海商法、海事糾紛及仲裁，發表意見，包括前英國高庭法官暨倫敦 Essex Court Chambers 國際仲裁員伯納德·埃德爵士、香港大學法律學院芮安牟教授及英士律師行合夥人蘇櫻律師。研討會獲中國香港特別行政區研究資助委員會支持 (UGC/IIDS14/B02/16)。



Professor Y V Hui gave a welcoming remark.
許溢宏教授致歡迎詞。



Q&A session.
答問環節。



(From left) Dr Eugene Wong, Assistant Professor of the Department of Supply Chain and Information Management; Ms Suyin Anand; Mr Arthur Bowring MH; Sir Bernard Eder; Professor Anselmo Reyes; Dr Byron Lee and Dr Collin Wong, Associate Professor of the Department of Supply Chain and Information Management.

(左起) 供應鏈及資訊管理學系助理教授黃彥璋博士、蘇櫻律師、包榮先生 MH、伯納德·埃德爵士、芮安牟教授、李福全博士與供應鏈及資訊管理學系副教授黃惠虹博士。



Insights on Deep Learning Conference 「洞悉深度學習」研討會

The Deep Learning Research and Applications Centre (DLC) organised a conference titled “Insights on Deep Learning” on 9 January 2018 to promote Deep Learning technology and exchange experiences and ideas in the application of Deep Learning in various domains. This conference covered eight research talks with speakers from Imperial College London, Carnegie Mellon University, Tsinghua University, Peking University, Academia Sinica (Taiwan), Hong Kong University of Science and Technology, University of Macau and Huawei Technologies Co Ltd. A dinner talk was held with the speaker from Microsoft Hong Kong Limited.

Google and many major IT companies have invested heavily in Machine Learning technology, particularly Deep Learning using very large-scale multi-layer neural networks, in order to enhance their services. Deep Learning has demonstrated great success in applications such as object detection, image classification, speech recognition, natural language and text processing, medical diagnosis and drug discovery.

深度學習研究與應用中心於2018年1月9日舉辦「洞悉深度學習」研討會，藉此交流和分享深度學習技術在不同領域的應用情況。研討會涵蓋八個研究型報告，演講嘉賓分別來自倫敦帝國理工學院、卡內基梅隆大學、清華大學、北京大學、台灣中央研究院、香港科技大學、澳門大學和華為技術有限公司。此外，來自微軟香港的嘉賓於晚宴主持演講。

谷歌及許多大型資訊科技公司都投入大量資源研究機器學習技術，藉此提升服務，尤其是使用大規模、多層神經網絡的深度學習技術。深度學習的應用在多個領域已取得成功，例如實體檢測、圖像分類、語音識別、自然語言及文本處理、醫療診斷、藥品開發等。



President Simon Ho gave a welcome remark.
何順文校長致歡迎詞。



Professor Francis Chin (right), Director of DLC, presented a souvenir to Professor Guo Yi Ke from Imperial College London.

深度學習研究與應用中心總監錢玉麟教授（右）致送紀念品予倫敦帝國理工學院郭毅可教授。

Mr and Mrs Tsang Wing Wah Classroom Naming Ceremony 「曾永華伉儷教室」命名典禮



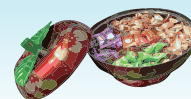
Mr and Mrs Tsang (3rd and 4th from right) with HSMC senior management and their family and friends at the naming ceremony.
曾先生及夫人（右三及右四）與恒管管理層及親友出席命名儀式。

In appreciation of the donation from Mr and Mrs Tsang Wing Wah in support of the College's long-term development, a naming ceremony of Mr and Mrs Tsang Wing Wah Classroom was held on 9 December 2017 at D408 in Lee Quo Wei Academic Building. The ceremony was officiated by Mr and Mrs Tsang; Dr Moses Cheng, Chairman of College Council; and President Simon Ho. HSMC representatives and family members of Mr and Mrs Tsang attended to share this memorable moment.

In his welcome remarks, President Ho thanked Mr and Mrs Tsang for their support to HSMC. He also introduced to the guests recent developments of HSMC and remarkable achievements of its students.

「曾永華伉儷教室」命名典禮於2017年12月9日在利國偉教學大樓D408室舉行，藉此感謝曾永華伉儷捐助恒管，支持其長遠發展。主禮嘉賓包括曾永華先生及夫人、校務委員會主席鄭慕智博士及何順文校長。恒管代表和曾氏伉儷親友出席，分享值得紀念的時刻。

何校長致歡迎詞，感謝曾先生及夫人的支持，並向嘉賓介紹恒管最新發展，以及學生在不同領域取得的佳績。



B Action Classroom Naming Ceremony 「B Action 教室」命名典禮

Held on 21 December 2017, the naming ceremony of B Action Classroom at A214 of S H Ho Academic Building was officiated by Mr Cheung Kong Ting, Dannie and his family, together with Ms Rose Lee, Chairman of Board of Governors; Dr Patrick Poon, HSMC Governor and Chairman of HSMC – Foundation Management Committee and Fundraising and Donation Committee; and President Simon Ho.

Mr Cheung, a member of the College Council and an alumnus, shared his personal motto and the philosophy behind B Action (please see “Interview with Alumni” on p.6). He wished the College every success in its future development and hoped that more people could support HSMC in its ongoing efforts to groom talent for the betterment of Hong Kong.



At the outdoor tea reception after the ceremony.
典禮結束後戶外茶聚。



(From left) President Simon Ho, Dr Patrick Poon and Ms Rose Lee presented an inscription plaque featuring HSMC's motto to Mr Dannie Cheung (4th from left) and his family.

(左起) 何順文校長、潘榮昌博士及李慧敏女士致送校訓書法橫匾予張江亭先生(左四)及其家人，以資留念。

「B Action 教室」命名典禮於 2017 年 12 月 21 日在何善衡教學大樓 A214 室舉行，由張江亭先生及家人、校董會主席李慧敏女士、校董暨恒管－基金管理委員會主席兼籌募及捐款委員會主席潘榮昌博士，以及何順文校長主持儀式。

張先生既是恒管校務委員會成員，也是校友。他在典禮上分享自己的人生座右銘及 B Action 背後的理念 (請另閱第 6 頁「恒友匯－校友專訪」)。他祝願恒管長遠發展成功，並希望更多有心人支持學院作育英才，為社會良好發展作出貢獻。

Sharing with Alumni by Dr Simon Kwok, Chairman of Sa Sa International Holdings Limited 莎莎國際控股有限公司主席郭少明博士分享會

At the 4th Annual General Meeting co-organised by HSMC and Hang Seng School of Commerce Alumni Association on 20 January 2018, Dr Kwok Siu Ming, Simon, Chairman and Chief Executive Officer of Sa Sa International Holdings Limited, was invited as guest speaker to chair a sharing session. Dr Kwok elaborated on the history of building the Sa Sa brand and the opportunities and challenges encountered, as well as the clues for achieving business success. The attending alumni and students found the sharing very thought-provoking.

恒管暨恒生商學書院校友會有限公司於 2018 年 1 月 20 日舉行第四屆會員周年大會，期間莎莎國際控股有限公司主席及行政總裁郭少明博士應邀出席，分享該公司的寶貴經驗及成功秘訣。郭博士講述創辦莎莎品牌的過程、多年來面對的危機與困難，以及如何掌握機遇，帶領企業走向成功。出席的校友及同學踴躍發問，獲益良多。



Dr Kwok Siu Ming (left) shared his valuable experience and recipe for success.
郭少明博士(左)分享寶貴經驗及成功秘訣。



CMA Knowledge Base Discussion Rooms Naming Ceremony 「香港中華廠商聯合會學海廊」命名典禮

On 4 December 2017, a naming ceremony of CMA Knowledge Base Discussion Rooms (four Library Discussion Rooms A005 to A008) was officiated by Dr Li Sau Hung, Eddy, President of the Chinese Manufacturers' Association of Hong Kong (CMA); Ms Chan Suk Ling, Shirley, First Vice-President of CMA; Dr Patrick Poon, HSMC Governor and Chairman of HSMC – Foundation Management Committee and Fundraising and Donation Committee; and President Simon Ho. The Discussion Rooms, located on the ground floor of HSMC Library at S H Ho Academic Building, are fully equipped with computer facilities. They serve as an ideal venue for small group learning and discussion.

In his address, Dr Li said CMA strives to fulfil its corporate social responsibility by providing support to local higher education institutions. He added that CMA offers a variety of scholarships and internships with a view to enhancing employment opportunities for young people, thus fostering the prosperity of Hong Kong in the long run.

「香港中華廠商聯合會學海廊」命名典禮於2017年12月4日舉行，由香港中華廠商聯合會（廠商會）會長李秀恒博士、第一副會長陳淑玲女士、恒管校董暨恒管－基金管理委員會主席兼籌募及捐款委員會主席潘榮昌博士，以及何順文校長主持。「香港中華廠商聯合會學海廊」位於何善衡教學大樓地下圖書館研討室（A005至A008），配備完善電腦設施，可供師生進行小組學習及討論。

「學海廊」的名稱取材自明朝《鳴鳳記·鄒林遊學》中「道山學海功非淺，孔思周情文可傳」句，寓意恒管學生在研討室透過學習與討論，充實學問。李博士致詞時表示，廠商會積極推動本地高等院校校發展，以履行企業社會責任。他指出廠商會亦提供不同形式的獎學金及實習計劃，務求增加學生就業機會，促進社會長遠繁榮。



(From left) President Simon Ho, Dr Patrick Poon, Dr Eddy Li and Ms Shirley Chan.
(左起) 何順文校長、潘榮昌博士、李秀恒博士及陳淑玲女士。



CMA supports academic development of HSMC students.
香港中華廠商聯合會支持恒管學生的學術發展。

“Along with the President”: Hiking and Kite-flying 「與校長同行」：遠足及放風箏

A hiking and kite-flying activity was held on a chilly morning on 3 February 2018 under the “Along with the President” series. President Simon Ho, together with 12 students and four colleagues from the President's Office and the PE Unit of Student Affairs Office, gathered at Diamond Hill MTR Station and set off to Tai Au Mun on Clear Water Bay Road. During their journey, the team members viewed an ancient rock carving which is a declared monument estimated to be carved by the early inhabitants about 3,000 years ago. Upon arrival at Tai Hang Tun, a very popular kite-flying site, they enjoyed kite-flying despite the cold weather. The outing completed with a simple lunch at an outdoor tuck shop at Tai Au Mun.

何順文校長、12位同學及四位校長室和學生事務處體育部同事於2018年2月3日參加「與校長同行」系列的遠足及放風箏活動。當日天氣寒冷，隊伍在鑽石山鐵路站出發，一起前往位於清水灣路的大坳門。他們途中觀賞一處古老石刻。據說石刻由約3,000年前的先民所刻鑿，現為法定古蹟。隊員到達放風箏的熱門地點大坑墩後，無懼嚴寒天氣，享受放風箏的樂趣。大隊在大坳門露天小食亭享用午膳後，結束旅程。



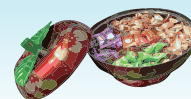
At the entrance of Lung Ha Wan Country Trail
到達龍蝦灣郊遊徑入口



Viewing an ancient rock carving
觀賞古老石刻



Kite-flying at Tai Hang Tun
在大坑墩放風箏



Film Talk “Cinema of Occultism” 「神秘學與電影」電影講座



Mr Bryan Chang shared his views on occultism.
張偉雄先生分享對神秘學的看法。

Arts at HSMC invited Hong Kong Film Critics Society to present a film talk on “Cinema of Occultism” on 16 November 2017. It was part of the “Cinema of Occultism” programme organised by the Film Programmes Office of the Leisure and Cultural Services Department. The programme aimed to inspire local tertiary institution students to explore occultism via movies.

Mr Bryan Chang, a seasoned film critic, freelance film practitioner and one of the initiators of the programme, played five excerpts from movies of different time periods, countries and genres during the talk. Based on the excerpts, Mr Chang exchanged views with the audience on science fiction, supernatural power, extra-sensory perception and religion, arousing their interest in occultism.

「文藝在恒管」於 2017 年 11 月 16 日邀請香港電影評論學會舉行「神秘學與電影」電影講座。這個節目系列由康樂及文化事務署電影節目辦事處主辦，旨在讓本地大專學生從電影探索神秘學這一門流行學說。

講座由張偉雄先生擔任嘉賓導師。張先生是資深影評人、獨立電影工作者及這個節目系列策劃人之一。他選映了五段來自不同年代、國家及題材的電影片段，通過討論及互動，跟出席者交流對於科幻、超自然力量、超感官、宗教等題材的看法，從電影開始認識神秘學。



Live Green Together 綠活・同行



A project proposal titled “Live Green Together” prepared by Evergreen College was granted a donation by the Board of Management of the Chinese Permanent Cemeteries (BMCP) 2017 Annual Thematic Donation with the theme “Life Education”.

“Live Green Together” aims at promoting life education and sustainability in the community. Since September 2017, Evergreen College has been implementing programmes under the proposal. First phase of organic farming was organised to arouse environmental awareness among the students and to achieve the goal of “education through environment”. Other forthcoming life education activities include Life Garden x Visit to Elderly Centre, eco-and-cultural tour to Lai Chi Wo in the exploration of Hakka villages, herbs cooking workshop and a campfire party for a taste of green living.

綠延書院向華人永遠墳場管理委員會（華永會）提交「綠活・同行」計劃書，申請該會 2017 年度以「生命教育」為主題，推動生命教育活動的慈善捐款，成功獲批。

「綠活・同行」計劃旨在推廣生命教育及社區可持續發展。自 2017 年 9 月起，綠延書院按照計劃，開展第一期有機耕種，希望能夠提高宿生的保育意識，實踐「永續發展」的生活方式。「綠活・同行」其他活動包括：生命花園 x 長者中心探訪、探索客家文化之荔枝窩生態文化導賞團、香草煮食工作坊以及體驗綠色生活營火會。



Ms P S Cheung, Associate Master of Evergreen College, attended the BMCP Annual Thematic Donation Presentation Ceremony. 綠延書院副院長張佩思女士出席華永會年度主題慈善捐款頒贈典禮。



HSMC Community Raced in Hong Kong Marathon

恒管師生參加馬拉松賽事

Some 80 students and staff members of HSMC took part in the Hong Kong Marathon 2018 held on 21 January 2018. Over 80% of them competed in 10-km race, 12 runners went for the semi-marathon and three challenged the full marathon race. Staff members and student helpers rendered full support. Lam Man Yi, Eugenia, a student taking Bachelor of Journalism and Communication (Honours) programme, helped design the running uniform and hoodies. The Chinese Recreation Club, Hong Kong provided space for HSMC's baggage storage booth while the Ryoden Development Charity Trust sponsored all the back-up services.

The Student Affairs Office organised a series of pre-event activities including pose running, race pack pick-up and an introductory workshop with the runners of the Open University of Hong Kong. The baggage storage booth provided storage service and supplement support while a cheering team received the runners near the finishing line. A student from the Hong Kong Polytechnic University taking Master in Physiotherapy programme was invited to offer on-field support to HSMC runners including sports massage and passive stretching.



Helpers stood by at the baggage storage booth at 3:00 am.
工作人員凌晨三時已在大本營作好準備。

接近 80 名恒管師生於 2018 年 1 月 21 日參加「香港馬拉松 2018」。超過八成隊員參加 10 公里賽事，12 人參加半馬賽事，另三名隊員挑戰全馬賽事。恒管職員和學生積極義務支援；跑衣及紀念衛衣由修讀新聞及傳播（榮譽）學士課程同學林敏怡設計。此外，香港中華游樂會借出地方供恒管大本營之用，菱電發展慈善基金則贊助後勤支援服務。

學生事務處賽前為跑手安排一連活動，包括姿勢跑法工作坊、代領選手包以及跟香港公開大學合辦長跑入門講座。恒管大本營提供行李寄存服務及物資支援。恒管啦啦隊在終點附近為完成賽事的恒管跑手打氣。一位修讀物理治療學碩士課程的香港理工大學同學更應邀到場為跑手進行賽前熱身及伸展。



Runners took photos after finishing their races.
跑手們賽後留影。



Group photo of HSMC community.
恒管同人大合照。

College Assembly – “Love and Lore of Banyans”

學院月會 – 「愛榕說」



Professor Y V Hui briefed on the College's latest developments.
許溢宏教授簡介學院最新發展。



Professor Jim Chi Yung answered questions from the audience.
詹志勇教授解答觀眾的問題。

The fourth College Assembly in 2017/18 academic year was held on 18 January 2018. Vice-President (Academic and Research) Professor Y V Hui briefed on the latest development of HSMC. A talk titled “Love and Lore of Banyans” was hosted by Professor Jim Chi Yung, Chair Professor of Geography of the University of Hong Kong. Professor Jim introduced the characteristics of banyans from a scientific perspective and the cultural significance of banyans, enabling the audience to know more about the relationships among human, trees and the nature.

2017/18 學年第四次學院月會於 2018 年 1 月 18 日舉行。副校長（學術及研究）許溢宏教授簡介恒管最新發展。月會講座由香港大學地理學系講座教授詹志勇教授主持，詹教授從科學角度細說榕樹的特性及其文化意義，讓大家加深了解人類、樹木及大自然的關係。



Orientation and Tea Reception for Inbound Exchange Students 交換生迎新會及茶聚

An Orientation and Tea Reception for spring semester inbound exchange students was held on 11 January 2018 to welcome them. It provided an excellent opportunity for the exchange students to meet more academic staff and exchange buddies and to learn more about the activities offered by the Student Affairs Office, English Language Centre, Mosaic College and Asian Studies Programme to enrich their exchange experience. HSMC has been receiving exchange students from Canada, mainland China, Finland, France, Germany, South Korea, the Netherlands and Taiwan. This is the first time the College welcomes students from Austria.

恒管於2018年1月11日為春季學期的交換生舉辦迎新會及茶聚，讓他們與教職員及恒管友儕加深認識，了解更多由學生事務處、英語研習中心、博文書院及亞洲研究課程為他們舉辦的活動。學院首次接待來自奧地利的學生，其他學生分別來自加拿大、中國內地、芬蘭、法國、德國、南韓、荷蘭及台灣。



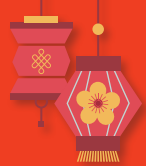
A happy get-together
開心聚會

Autumn Barbecue Night for Exchange Students 交換生秋季燒烤聚會

The Student Affairs Office joined hands with Mosaic College to organise a barbecue night on 28 November 2017 for the exchange students to mingle with fellow residents. Professor Kevin Lam, College Master; Dr S K Choy, Associate Master; tutors, residents of Mosaic College and exchange students joined the activity to get to know each other better.

學生事務處與博文書院於2017年11月28日為交換生舉辦秋季燒烤聚會，讓他們與同學多加認識。博文書院院長林自強教授、副院長蔡少佳博士、導師、宿生和交換生參與活動，進一步交流和溝通。





Three HSMC Students Awarded CMA & Donors Scholarship 三位恒管學生喜獲廠商會獎學金

In 2017, three HSMC students were awarded CMA & Donors Scholarship by the Chinese Manufacturers' Association of Hong Kong (CMA), they are: Chan Ho Cheong, Anson (BBA, Year 4), Lai Suet Ying (BJC, Year 4) and Wong Wai Han (BJC, Year 4). The scholarship is provided for HSMC students who have involved in College and community affairs actively and have financial needs. Thirteen students have been awarded since 2015.

香港中華廠商聯合會（廠商會）設立獎學金，頒發給積極參與學院和社區事務並有經濟需要的同學。2017 年度共有三位同學獲得獎學金，分別為：陳浩鏘（工商管理四年級生）、黎雪盈（新聞及傳播四年級生）及王慧嫻（新聞及傳播四年級生）。自 2015 年起，共有 13 位恒管同學獲得獎學金。



Wong Wai Han and Anson Chan (centred) attended the CMA & Donors Scholarship presentation ceremony.
王慧嫻及陳浩鏘（中）出席廠商會獎學金頒獎典禮。

HSMC Team Second Runner-up in Maritime and Logistics Hackathon 2017 恒管隊伍於「海事與物流編程馬拉松 2017」榮獲季軍

A team formed by three HSMC students, Lam Wing Yan, Yvonne (BBA-SCM); Ng Hei Yeung, Anson (BBA) and Ng Kwan Yeung, KG (BSC-DSBI), was 2nd runner-up in the Maritime and Logistics Hackathon 2017 held from 24 to 26 November 2017, one of the many events organised in the Hong Kong Maritime Week. Over 50 student teams from postgraduate and undergraduate programmes in Asia participated in this 40-hour competition, during which a business model, application or prototype had to be built. The HSMC team, named Bulbbubbles, built an insightful discovery analysis management information system on vessel arrival and departure schedule performance during the Hackathon.

由林詠欣（供應鏈管理工商管理）、吳曦洋（工商管理）及伍均陽（數據科學及商業智能學）三名學生組成的恒管隊伍於「海事與物流編程馬拉松 2017」喜獲季軍；賽事於 2017 年 11 月 24 日至 26 日舉行，是香港海運週眾多盛事之一。超過 50 支亞洲各地研究生和本科生隊伍參與這項長達 40 小時的賽事。參賽者需於限時內建立一個商業模型、應用程式或雛型。恒管團隊構建了有關船舶到達和離開時間表性能的分析管理信息系統。

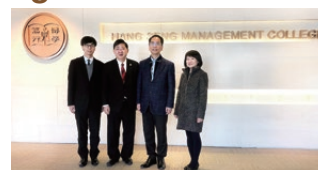


(From left) Yvonne Lam, Anson Ng and KG Ng
（左起）林詠欣、吳曦洋及伍均陽



Mr Bankee Kwan, Chairman of Celestial Asia Securities Holdings Limited 時富投資集團有限公司董事長關百豪先生

Mr Bankee Kwan, Chairman and Chief Executive Officer of Celestial Asia Securities Holdings Limited, together with his son Mr Jeffrey Kwan, Executive Director of CASH Financial Services Group Ltd, visited HSMC on 10 January 2018. They were received by President Simon Ho and Ms Alice Chan, Manager of Advancement and Alumni Affairs Office. They agreed to HSMC's educational philosophy and looked forward to future collaboration with the College.



時富投資集團有限公司董事長兼行政總裁關百豪先生偕同兒子時富金融服務集團有限公司執行董事關廷軒先生，於2018年1月10日到訪恒管。何順文校長與發展及校友事務處經理陳少英女士接待兩位嘉賓。他們認同恒管的辦學理念，並期望將來與學院合作。

Dr Ma Kai Yum, Chairman of Carrianna Group Holdings Company Limited 佳寧娜集團控股有限公司主席馬介欽博士



Dr Ma Kai Yum, Chairman of Carrianna Group Holdings Company Limited, together with the Group's Chief Executive Officer Mr Leung Pak Yan, visited HSMC on 15 December 2017. President Simon Ho shared with the guests the College's vision and mission, as well as its "Liberal + Professional" education model. He thanked the Group for its generous support to the College.

佳寧娜集團控股有限公司主席馬介欽博士與集團行政總裁梁百忍先生於2017年12月15日到訪恒管。何順文校長與嘉賓分享恒管的願景和使命，以及學院的「博雅+專業」教育模式，他並感謝佳寧娜集團慷慨支持恒管發展。

Ms Yi Hua, Chief Brand Officer of Fu Shou Yuan International Group Limited 福壽園國際集團有限公司首席品牌官伊華女士

A delegation from Fu Shou Yuan International Group Limited, led by Ms Yi Hua, Chief Brand Officer visited HSMC on 12 December 2017. Professor Y V Hui, Vice-President (Academic and Research); Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication; and Mr James Chang, Associate Dean of the School of Communication introduced HSMC to the delegation while very fruitful exchanges were made.



福壽園國際集團有限公司首席品牌官伊華女士率領代表團於2017年12月12日到訪恒管。副校長(學術及研究)許溢宏教授、協理副校長(傳訊及公共事務)暨傳播學院院長曹虹教授及傳播學院副院長張志宇先生向代表團介紹恒管，雙方就不同議題互動交流。

Guangxi International Business Vocational College 廣西金融職業技術學院

A delegation from Guangxi International Business Vocational College visited HSMC on 28 December 2017. Professor Y V Hui, Vice-President (Academic and Research); Professor Bradley Barnes, Dean of the School of Business; Dr Thomas Leung, Associate Dean of the School of Business; and Dr Wang Yue, Assistant Professor of the Department of Supply Chain and Information Management exchanged views with the guests on education issues and future collaborations.



廣西金融職業技術學院代表團於2017年12月28日到訪恒管。副校長(學術及研究)許溢宏教授、商學院院長李海東教授、商學院副院長梁劍平博士聯同供應鏈及資訊管理學系助理教授王越博士與來賓就教育議題和兩校未來合作進行交流。

University of Puget Sound 普及灣大學



The School of Translation extended a warm welcome to teachers and students of the Pacific Rim Study Abroad Programme (PacRim Programme) from the University of Puget Sound of the United States on 12 December 2017. The PacRim Programme promotes the liberal educational mission of the university, and the students travelled to Asia for nine months during the year for rigorous academic work and experiential learning, with Hong Kong being one of the stops. HSMC was chosen as a destination for academic and cultural exchange.

Dr Shelby Chan, Acting Dean of the School of Translation, delivered a lecture titled "Hong Kong Identity and Youth Culture" for these guests from the State of Washington. Going through contemporary history and recent socio-political movements, Dr Chan introduced local cultures such as the local dialect Cantonese and its slang expressions, online parodies and the unique hybridity of the "Hongkongese" identity.

美國華盛頓州普及灣大學師生於2017年12月12日到訪恒管。他們參加一項名為 Pacific Rim Study Abroad Programme 的計劃，年內走訪亞洲九個月，推廣該校的博雅教育使命，同時進行學術交流和體驗式學習。香港是計劃其中一站，恒管則獲選為學術及文化交流目的地。

翻譯學院署理院長陳嘉恩博士以「香港身份認同與青年文化」為題授課，介紹香港方言廣東話、潮流用語、網絡二次創作等地道文化，並以歷史和近期的社政運動，論述香港人的獨特身份。



Shanghai University of Political Science and Law 上海政法學院



On 11 December 2017, Mr Xu Junfeng and Mr Wang Hongquan from the Student Affairs Office of the Shanghai University of Political Science and Law met with Ms Rebecca Chan, Director of Student Affairs; Dr Brossa Wong, College Registrar; Dr Linsey Chen, Assistant Professor of the Department of Accountancy and colleagues from the Student Affairs Office. Through the meeting, the guests learned more about HSMC's current approaches and practices relating to student development, student subsidy and academic integrity.

上海政法學院代表徐俊峰副書記及王洪全科長於 2017 年 12 月 11 日到訪恒管，與學生事務總監陳寶瑜女士、學院教務長黃若霞博士、會計學系助理教授陳耿釗博士及學生事務處代表會面，就恒管在培育學生、資助制度及誠信建設體系予以交流，從中了解恒管發展。

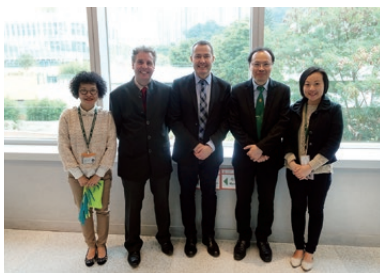
Sunwah Group 新華集團

Ms Betty Chan, Director of International Relations; and Ms Linda Liu, Corporate Communications Executive from Sunwah Group, visited HSMC on 11 December 2017. They were received by President Simon Ho who shared with the guests latest developments of the College and remarkable achievements of its students.

新華集團國際事務總監陳瑞芳女士聯同企業傳訊主任劉樂音女士於 2017 年 12 月 11 日到訪恒管。何順文校長向嘉賓介紹恒管最新發展及學生在不同領域取得的佳績。



University of Saint-Louis Brussels 布魯塞爾聖類斯大學



On 5 December 2017, Mr Philippe Moreau from the International Office of Marie Haps Faculty of Translation and Interpreting from the University of Saint-Louis Brussels, Belgium paid a visit to HSMC. After a meeting held during an overseas exposition in Kaohsiung in March 2017, Mr Moreau followed up on the discussion of collaboration with the College in Hong Kong and met with Co-Chairmen of the Academic Exchange Committee Dr Tom Fong, Vice-President (Organisational Development) and Professor Bradley Barnes, Dean of School of Business.

比利時布魯塞爾聖類斯大學國際事務 Marie Haps 翻譯與傳譯系 Philippe Moreau 先生於 2017 年 12 月 5 日到訪恒管，與身兼交流事務委員會聯席主席的副校長（機構發展）方永豪博士及商學院院長李海東教授會面。兩校代表是繼 2017 年 3 月於高雄會面後，進一步討論交流合作機會。

Pukyong National University 國立釜慶大學

A delegation from Pukyong National University, South Korea (PKNU), led by Professor Kim Young Jin, Provost of International Affairs visited HSMC on 30 November 2017. In a meeting with the Co-Chairmen of the Academic Exchange Committee Dr Tom Fong, Vice-President (Organisational Development) and Professor Bradley Barnes, Dean of School of Business, the delegation learned about HSMC's recent development. The delegation also met with PKNU's students at HSMC and HSMC students who were planning to study at PKNU in the coming semester. PKNU has been a partner of HSMC since 2013.

南韓國立釜慶大學國際交流本部部長金榮鎮教授率領代表團於 2017 年 11 月 30 日到訪恒管，與身兼交流事務委員會聯席主席的副校長（機構發展）方永豪博士及商學院院長李海東教授會面，了解學院最新發展。代表團與來自國立釜慶大學的交流生見面外，也為將於下學期到國立釜慶大學交流的恒管學生，介紹當地學習情況。恒管與國立釜慶大學自 2013 年起建立合作夥伴關係。

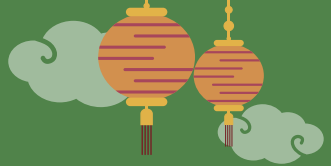


OISCA International Hong Kong 國際奧伊斯嘉香港總會

Directors and Advisers of OISCA International Hong Kong visited HSMC on 27 November 2017 and discussed with the College possible collaborations on summer camps, internships and community services. The guests were received by Ms Rebecca Chan, Director of Students Affairs; Dr Victor Chan, Assistant Professor and Mr Chan Chau, Lecturer from the Department of Social Science.

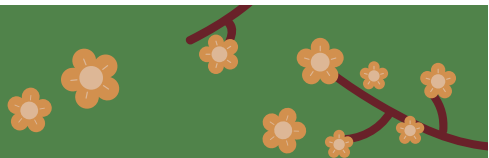
國際奧伊斯嘉香港總會代表團於 2017 年 11 月 27 日到訪恒管，與學生事務總監陳寶瑜女士、社會科學系助理教授陳志明博士及陳洲講師會面，商討學生夏令營、工作實習及社區服務交流合作機會。





We would like to extend our warmest welcome to the below new academic staff who joined the HSMC family in January 2018. 衷心歡迎以下學術人員於 2018 年 1 月加入恒管大家庭。

| Department 學系 | Academic Staff 學術人員 | Position 職位 |
|---|--------------------------------------|--|
| Department of Social Science 社會科學系 | Professor Karl James Fields 田立凱教授 | Asian Studies Visiting Scholar 亞洲研究客座學者 |
| Department of Supply Chain and Information Management 供應鏈及資訊管理學系 | Dr Ho To Sum, George 何道森博士 | Assistant Professor 助理教授 |



Department of Economics and Finance and Student Affairs Office 經濟及金融學系與學生事務處

Banking and Finance Seminar Series 銀行及金融講座系列

China A-Share Market: Soaring 30 times in coming 20 years 預期中國 A 股未來二十年將放升三十倍

| | | |
|--|---------------------------------------|---|
| 12 March 2018 (Mon) 2018 年 3 月 12 日 (星期一) | 3:30 pm – 5:00 pm 下午 3 時 30 分至 5 時 | Alice Lam Lecture Theatre, 1/F, Academic and Administration Building (Block N), HSMC 恒管教學行政大樓 (N 座) 1 樓林李翹如演講廳 |
|--|---------------------------------------|---|

Development Prospect of the Greater Bay Area and the discussion on the Financial Cooperation of Guangdong-Hong Kong-Macau 粵港澳大灣區規劃前景及金融合作圈探討

| | | |
|--|---------------------------------------|--|
| 23 March 2018 (Fri) 2018 年 3 月 23 日 (星期五) | 3:00 pm – 4:30 pm 下午 3 時至 4 時 30 分 | Fung Yiu King Hall, 4/F, S H Ho Academic Building, HSMC 恒管何善衡教學大樓 4 樓馮堯敬堂 |
|--|---------------------------------------|--|

Latest Trend and Career Opportunities in Asset and Wealth Management 資產及財富管理行業趨勢與就業機會

| | | |
|--|--|--|
| 9 April 2018 (Mon) 2018 年 4 月 9 日 (星期一) | 3:30 pm – 4:45 pm 下午 3 時 30 分至 4 時 45 分 | Fung Yiu King Hall, 4/F, S H Ho Academic Building, HSMC 恒管何善衡教學大樓 4 樓馮堯敬堂 |
|--|--|--|

Executive Development Centre 企管發展中心

Executive Certificate Course in New Ideas on Cross Generation Management 行政人員證書課程之跨世代管理的新思維

| | | |
|--|---|---------------------|
| 15 March 2018 (Thu) 2018 年 3 月 15 日 (星期四) | 10:00 am – 5:30 pm 上午 10 時至下午 5 時 30 分 | HSMC Campus 恒管校園 |
|--|---|---------------------|

Certificate in Financial Consulting (Executive Programme) 資深財務策劃顧問證書課程

| | | |
|--|------------------------------------|---------------------|
| 26 April 2018 (Thu) 2018 年 4 月 26 日 (星期四) | 9:00 am – 6:00 pm 上午 9 時至下午 6 時 | HSMC Campus 恒管校園 |
| 27 April 2018 (Fri) 2018 年 4 月 27 日 (星期五) | 9:00 am – 6:00 pm 上午 9 時至下午 6 時 | HSMC Campus 恒管校園 |

Communications and Public Affairs Office 傳訊及公共事務處

HSMC Founders' Day 2018 – President Forum cum Founders' Day Ceremony and Reception 2018 恒生管理學校慶日 – 校長論壇 暨 校慶日儀式及茶聚

| | | |
|--|---------------------------------------|--|
| 16 March 2018 (Fri) 2018 年 3 月 16 日 (星期五) | 2:30 pm – 6:00 pm 下午 2 時 30 分至 6 時 | Auditorium, 2/F, Lee Quo Wei Academic Building, HSMC 恒管利國偉教學大樓 2 樓演藝廳 |
|--|---------------------------------------|--|

School of Translation 翻譯學院

Sin Wai Kin Distinguished Professor of Chinese Culture and Translation

John Minford on Culture and Translation Series Public Lectures – The Stone's Journey to the West: A Translator's View 洗為堅卓越教授 (中國文化與翻譯) 閔福德：文化與翻譯系列公開講座 – 紅樓夢西遊記

| | | |
|--|----------------------------------|--|
| 7, 14, 21 and 28 April 2018 (Sat) 2018 年 4 月 7、14、21 及 28 日 (星期六) | 2:00 pm – 4:00 pm 下午 2 時至 4 時 | Fung Yiu King Hall, 4/F, S H Ho Academic Building, HSMC 恒管何善衡教學大樓 4 樓馮堯敬堂 |
|--|----------------------------------|--|

Advancement and Alumni Affairs Office 發展及校友事務處

HSMC FunD Run for U 恒管紛 FunD 跑

| | | |
|--|---|---|
| 15 April 2018 (Sun) 2018 年 4 月 15 日 (星期日) | 8:15 am – 2:00 pm 上午 8 時 15 分至下午 2 時 | Hong Kong Sports Institute → Ma On Shan Promenade → HSMC 香港體育學院 → 馬鞍山海濱長廊 → 恒管 |
|--|---|---|

School of Communication 傳播學院

HSMC Business Journalism Awards 2017 Presentation Ceremony 恒管商業新聞獎 2017 頒獎典禮

| | | |
|--|-------------------|--|
| 18 April 2018 (Wed) 2018 年 4 月 18 日 (星期三) | 3:00 pm 下午 3 時 | Auditorium, 2/F, Lee Quo Wei Academic Building, HSMC 恒管利國偉教學大樓 2 樓演藝廳 |
|--|-------------------|--|



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

3KM 慈善悠遊跑

10KM 慈善挑戰賽

恒管 紛FUN D 跑

HSMC FunD RUN for U

跑得快 全球任你飛

* 男女子10公里個人全場總冠軍各獲得卡塔爾航空
來回經濟客位機票乙張，有機會升級至商務客位



2018. 4. 15 (星期日)

路線：香港體育學院 → 馬鞍山 → 沙田小瀝源恒生管理學院

10KM 慈善挑戰賽

(個人組 / 企業團體組 / 中學隊際組)

3KM 慈善悠遊跑

(個人組 / 親子組)

奔FUN嘉年華

地點：恒生管理學院
特色小食、攤位遊戲、
中醫義診、精彩表演

* 自選目的地任飛卡塔爾航空全球多達150個航點，更有機會升級至商務客位。所有獎品須受其供應商指定的使用條款、服務條款及細則及/或其他適用的條款及細則所約束。

鳴謝 | 全力支持：

大力支持：



何德心先生

黎樹枝先生



活力支持：



陳婉明女士



長弓慈善基金有限公司



戶外媒體捐助：



禮品捐助：



支持單位：



查詢電話

2117 1650

網址

<http://hsmcfundrun.com/>

齊齊
紛FUN D
報名



3rd HSMC Athletic Meet

第三屆恒管陸運會

25.1.2018



At the finishing line
衝線一刻

Organised by the Students' Union, the Athletic Society and the Student Affairs Office, the 3rd HSMC Athletic Meet was held on 25 January 2018 at Shatin Sports Ground. Some 100 participants competed in 21 events, and more than 30 students altogether finished 1,200 metres run in a new event - Fun Run. The Hong Kong University of Science and Technology, Lingnan University and the Open University of Hong Kong were invited to compete with HSMC in the Invitation Relay Competition, the highlight of the day.

第三屆恒管陸運會 2018 年 1 月 25 日於沙田運動場舉行，活動由學生會、田徑學會及學生事務處體育組合辦，接近 100 名參賽者在 21 個項目競逐獎項。Fun Run 是陸運會的新增項目，超過 30 名學生合力跑完 1,200 公尺。「邀請接力賽」是當日壓軸項目，香港科技大學、嶺南大學及香港公開大學應邀參加，與恒管隊伍一較高下。



Runners were ready
for the Fun Run.
Fun Run 跑手蓄勢待發。



Teams participating in the Invitation Relay Competition, with the Hong Kong University of Science and Technology being the champion, Lingnan University 1st runner-up and HSMC 2nd runner-up.
參加「邀請接力賽」的隊伍。香港科技大學奪冠，嶺南大學獲得亞軍，恒管季軍。



Delighted to win the prizes
得獎者喜上眉梢



Group photo of participants and working crew
參賽健兒及工作人員大合照