

# Erudition 博學

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

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## HSMC Renamed The Hang Seng University of Hong Kong 恒管獲批正名為香港恒生大學




Interview with Ms Cheang Wai Wan, Louisa  
Chairman, Board of Governors  
The Hang Seng University of Hong Kong  
香港恒生大學校董會主席鄭慧敏女士專訪




E-Commerce Ethics Forum cum Junzi Corporation Survey 2018  
Results Announcement  
「電子商業倫理論壇」暨 2018 君子企業調查結果公佈



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

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## HSMC Renamed The Hang Seng University of Hong Kong 恒管獲批正名為香港恒生大學



A name plaque of HSUHK was unveiled by (from left) Mr Dicky Yuen, Alumni Association Chairman; Dr and Mrs Tzu-Leung Ho, representatives of the first founding family; President Simon Ho; Ms Louisa Cheang, Chairman of Board of Governors; Mr Thomas Liang, representative of the second founding family; Provost Gilbert Fong and Mr C K Li, Students' Union President.

為恒大新校徽揭幕，(左起)校友會主席袁益靈先生、創辦人家族代表何子樑醫生伉儷、何順文校長、校董會主席鄭慧敏女士、另一創辦人家族代表梁祥彪先生、方梓勳常務副校長及學生會會長李翔鵠先生。

Approved by the Chief Executive in Council, Hang Seng Management College (HSMC) was renamed The Hang Seng University of Hong Kong (HSUHK) on 30 October 2018. HSUHK held its University Name Launching Ceremony on 8 November 2018, which was attended by several hundred guests, students, academic and administrative staff members, and alumni.

In her address, Ms Louisa Cheang, Chairman of the Board of Governors said, "The landmark achievement of acquiring university status is due to the tireless efforts of many of you here today, as well

恒生管理學院(恒管)於2018年10月30日獲行政長官會同行政會議批准正名為香港恒生大學(恒大)。恒大於2018年11月8日舉行正名啟動儀式。數百恒大嘉賓、學生、教職員和校友出席典禮，齊齊見證歷史一刻。

校董會主席鄭慧敏女士致詞時表示：「恒管得以正名為『香港恒生大學』是



Hurrah, we've made it!  
嘻！正名成功！



## Feature – HSMC Renamed The Hang Seng University of Hong Kong



Ms Louisa Cheang, Chairman of the Board of Governors, delivered a speech.  
校董會主席鄭慧敏女士致詞。



At a media briefing held on 31 October 2018, Dr Moses Cheng, Council Chairman (left) and President Simon Ho answered questions from the media.  
於2018年10月31日舉行的傳媒簡佈會上，校務委員會主席鄭慕智博士（左）及何順文校長回答提問。



President Simon Ho gave an address.  
何順文校長致詞。

as crucial support from the HKSAR Government, particularly the Education Bureau. On behalf of the Board of Governors, I wish to express sincere thanks to President Simon Ho and the management team, the Council, faculty members and staff, students, alumni and donors, as well as countless other supporters and friends over the years who have helped this institution uphold the values of the founders and reach new heights. Our mission to become a leading private liberal-arts-oriented university in the region reflects our long-term objective – to help young people to reach their potential as future leaders and socially responsible citizens.”

President Simon S M Ho remarked, “I am so delighted to witness such an important historic moment of HSUHK with all of you today. Acquiring the university title has been the common dream of the HSMC family. After eight years of hard work, we finally made it. Apart from saying a wholehearted thank you to the HKSAR Government for their support and recognition, to Board Governors and Council Members of HSMC for their leadership, and to students and colleagues for their concerted efforts, we are also indebted to the founders of our predecessor Hang Seng School of Commerce (HSSC), including the late Dr Ho Sin Hang and the late Dr Lee Quo Wei for their broad vision, strong conviction, and selfless contributions to the founding of HSSC 38 years ago. I believe that our attainment of the university title will bring new impetus to the development of higher education in Hong Kong.”

對大家多年來付出的肯定。感謝香港特區政府，特別是教育局的支持。我亦代表校董會，感謝何順文校長及管理團隊、校務委員、教職員、學生、校友及捐贈者一直以來為恒管的發展作出貢獻。我們會繼續努力實現願景——成為區內具領導地位的博雅型私立大學，培育更多對社會有承擔的青年領袖。」

何順文校長表示：「能正名成為香港恒生大學，一直是恒管大家庭的共同願望。經過八年努力，如今願望成真，除了感謝各持份者的支持，包括香港特區政府的協助與認同，還有校董和校務委員會的領導、師生和職員的努力。對於恒大及恒管前身恒生商學書院（恒商）的創辦人，包括已故何善衡博士及利國偉博士等，於38年前憑藉他們對民間辦學的信念和遠大眼光，無私地捐資成立恒商，我們深表謝意。相信恒管的正名能為香港高等教育的發展帶來新動力。」



## Fabulous Development in Last Four Decades 邁步發展 跨越40年

HSUHK's roots stretch back 38 years to the establishment of HSSC in 1980, with funding from the S H Ho Foundation, the Ho Tim Charitable Foundation, Dah Chong Hong Limited, several Hang Seng Bank founding directors and Hang Seng Bank Limited. From 1980 to 2009, HSSC was a pioneering and leading provider of post-secondary programmes in business and related areas.

In response to the Chief Executive's Policy Address in 2009 which highlighted the growing significance of quality private universities in Hong Kong, HSSC, in 2010, was re-structured into HSMC, a non-profit private university-level institution registered under the Post Secondary Colleges Ordinance (Cap 320) to offer bachelor's and above degree programmes in diversified disciplines.

On 30 October 2018, HSMC was granted approval by the Government of the Hong Kong Special Administrative Region to change its title to "The Hang Seng University of Hong Kong".

恒大的歷史可追溯至38年前，由何善衡慈善基金會、何添慈善基金會、大昌貿易行、若干恒生銀行創辦人及恒生銀行，於1980年慷慨捐資成立恒商。從1980年至2009年，恒商的文憑與副學士學位課程在學界及商界甚具口碑，成績斐然。

香港行政長官於2009年的施政報告指出，優良的私立大學在香港日趨重要。有見及此，恒商於2010年改組成為恒管，根據《專上學院條例》(第320章)，註冊成為非牟利私立專上學院，提供多元化本科及以上學位課程。

2018年10月30日，恒管獲香港特區政府批准正名為「香港恒生大學」。

Inauguration Ceremony of HSMC in 2011  
2011年恒管成立典禮



(2nd from left) Dr Lee Quo Wei, The Governor Sir Murray MacLehose and Dr Ho Sin Hang officiated at the Foundation Stone Laying Ceremony of HSSC in 1979.  
(左二起) 利國偉博士、港督麥理浩爵士及何善衡博士在1979年主持恒商的奠基儀式。



Campus site past and present  
校園今昔





## Together with HSUHK, Scale New Heights 與恒大同行 再攀高峰

**Ms Cheang Wai Wan, Louisa**  
**Chairman**  
**Board of Governors**  
**The Hang Seng University of Hong Kong**  
香港恒生大學  
校董會主席  
鄭慧敏女士

HSUHK received its university title on 30 October 2018. At this time of rejoicing, the University is honoured to have an interview with Ms Cheang Wai Wan, Louisa, Chairman of the Board of Governors who shared with us her views and aspirations concerning HSUHK.

Ms Cheang is Vice-Chairman and Chief Executive of Hang Seng Bank, Chairman of Hang Seng Bank (China) and various subsidiaries in the Hang Seng Group, Chairman of the Hang Seng Index Advisory Committee of Hang Seng Indexes and a Member of the Board of Trustees of the Ho Leung Ho Lee Foundation. She is also a Group General Manager of HSBC and a Director of The Hongkong and Shanghai Banking Corporation.

Ms Cheang joined HSBC in 1999 and has worked in a wide range of Personal Financial Services and Marketing positions. She was appointed Head of Personal Financial Services, Hong Kong at HSBC in 2007; Regional Director of Personal Financial Services, Asia Pacific in 2009; and Regional Head of Retail Banking and Wealth Management, Asia Pacific in 2010. Ms Cheang became Group Head of Retail Banking in 2014 before being appointed as Vice-Chairman and Chief Executive of Hang Seng Bank in 2017.

Ms Cheang graduated from The University of Hong Kong with a Bachelor of Social Sciences degree. She is also a Chapter Honoree of the Beta Gamma Sigma Chapter at The University of Hong Kong.

### What are your impressions of HSUHK – its people, culture and facilities?

**Ms Cheang:** Since taking up my appointment as Chairman of the Board of Governors, I have been impressed by HSUHK's dynamic approach to nurturing its students on both academic and personal development fronts. The "Liberal + Professional" education model to provide an all-round education, small-class teaching, extracurricular mentoring and the strong relationship between teachers and students give HSUHK a unique character. HSUHK's focus on "whole person" development also reflects the objectives and core values of the founders of Hang Seng School of Commerce, the predecessor of HSUHK.

On my recent visit to the University, I was impressed by the range and quality of its facilities, such as the Auditorium, SCOM TV Studio, Financial Trading Laboratory and Sports Hall and Swimming Pool. At the Residential Colleges, I met a number of students and gained a good insight into their daily life at the residences.

I am also pleased that the University has incorporated environmental considerations in its campus facilities.

恒大於2018年10月30日正名大學，欣喜之餘，恒大很榮幸訪問校董會主席鄭慧敏女士，分享她對恒大的一些看法和期望。

鄭女士現為恒生銀行副董事長兼行政總裁、恒生（中國）及恒生集團多間附屬公司的董事長，亦為恒生指數有限公司的恒生指數顧問委員會主席、何梁何利基金信託委員會委員、滙豐控股有限公司集團總經理，以及香港上海滙豐銀行有限公司董事。

鄭女士於1999年加入滙豐集團，曾擔任多個與個人理財服務及市場推廣相關的職位。她於2007年獲委任為香港個人理財服務主管，2009年獲委任為亞太區個人理財服務董事，2010年獲委任為亞太區零售銀行及財富管理業務主管。2014年出任滙豐集團環球零售銀行業務主管，並於2017年獲委任為恒生銀行副董事長兼行政總裁。

鄭女士持有香港大學社會科學學士學位，並獲Beta Gamma Sigma 香港大學分會頒授終身榮譽會員。

### 鄭主席，對於恒大的師生、文化和設施，您的印象如何？

鄭女士：自從擔任校董會主席以來，看見恒大以靈活的方式培育學生的學術和個人發展，令我印象深刻。恒大憑著「博雅 + 專業」的教育模式，提供全方位教育、小班授課、課外輔導，讓師生建立緊密關係，這些元素構成恒大的特色。恒大以「全人」發展為焦點，秉承其創校機構 – 恒生商學書院創辦人所推動的目標和核心價值。

最近前往恒大參觀，校內設施例如演藝廳、電視錄影廠、金融交易實驗室、體育館、游泳池等，讓我留下深刻印象。走訪住宿書院時更有機會與學生交談，了解他們日常的校園生活。

恒大的校園設施納入了環保元素，令人欣喜。



### What impact will acquiring university status have on HSUHK? What expectations do you have for the University?

**Ms Cheang:** Gaining university status is a major milestone and will open up new opportunities for HSUHK in terms of developing its faculty and degree programmes. The achievement should be a source of great pride for past and present students, faculty and other staff members, as well as for the University's donors and supporters. HSUHK's new status will give it greater visibility and prestige on the higher education landscape, which will likely enhance its ability to attract high-calibre students and teaching staff.

Gaining university status will raise expectations and HSUHK must therefore strive to continue raising the bar on all fronts. This will require the concerted efforts by all of us. I encourage everyone to share their ideas on how the University can continue to innovate and further enhance its reputation and capabilities.

### What are the key priorities and directions for the University over the next several years? Will there be any change in HSUHK's role as far as higher education is concerned?

**Ms Cheang:** As HSUHK settles into its new position in Hong Kong's educational system, its primary focus will be on delivering all-round educational excellence and helping young people achieve their full potential as future leaders and socially aware citizens.

The initiatives established under HSUHK's 5-Year Strategic Plan 2018-2023 include the establishment of an Art and Design academic unit and the launch of the "One Student, One Internship" scheme. The University will also explore opportunities to expand its range of degree programmes and increase its involvement in research and other knowledge-based initiatives that have a positive impact on social development. Such actions will help HSUHK move forward in its mission to become a leading private liberal-arts-oriented university in the region.

### Are there any messages you would like to share with the staff, students and alumni of HSUHK?

**Ms Cheang:** I would like to express my sincere appreciation to all past and present members of the HSUHK community for their admirable efforts to develop the University over the years. HSUHK's achievements are an excellent example of what can be accomplished by working together as a team and being strongly committed to continuous improvement.

I encourage everyone to keep demonstrating the "Hang Seng spirit" by finding new ways to achieve personal growth, enhance the reputation and capabilities of HSUHK, and make positive contributions to the Hong Kong community.



Ms Louisa Cheang had a glimpse of students' daily life at Residential Colleges of HSUHK.  
鄭慧敏女士了解恒大住宿書院宿生的日常生活概況。



Ms Louisa Cheang officiated at the first graduation ceremony held by HSUHK after receiving the university title.  
恒大獲得大學正名後，首次舉行畢業典禮，鄭慧敏女士主持儀式。

### 您認為大學正名對恒大有什麼影響？您對恒大有什麼期望？

鄭女士：正名大學是重要的里程碑，讓恒大在教學和課程發展上有新機遇。對於畢業生和在讀的學生、教學人員、職員，以至大學的捐贈者和支持者來說，這是令人自豪的成就。恒大這個發展，亦有助提升大學在高等教育界的聲望，吸引高素質的學生及教學人員加入。

大學身份也令人對恒大抱有更高的期望；因此，恒大必須在各方面提升水平，這有賴大家同心同德。至於恒大如何繼續創新並提升名望和發展能力，希望大家可以不吝賜教，繼續提出建議和想法。

### 未來數年，恒大有哪些主要優先處理的事情和發展方向？就高等教育而言，恒大的角色會否改變？

鄭女士：恒大踏上了香港教育系統的新台階，將會繼續以全方位優質教育為主，致力協助年輕人發揮潛能，成為未來的領袖及關心社會的公民。

恒大的五年「2018-2023 策略發展計劃」眾多發展項目當中，包括設立藝術及設計院系和推出「一學生一實習」計劃。此外，恒大也會探討開辦新學位課程及參與更多研究和以知識為本的項目，期望為社會的發展帶來積極的作用。這樣有助恒大實踐使命，成為區內具領導地位並以博雅教育為主導的私立大學。

### 還有沒有其他跟教職員、學生和校友分享的訊息？

鄭女士：衷心感謝以往和現在恒大的師生、教職員和好友，他們多年來致力推動恒大的發展，值得嘉許。恒大豐碩的成果就是團隊同心協力、堅守持續改善方針的出色例證。

我鼓勵大家繼續秉持「恒大精神」，發掘新方法以促進個人發展，提升恒大的聲譽和發展能力，為香港社會作出積極的貢獻。

## Be Prepared for the Unknown Future 為未知的將來作好準備

### Ms Poon Shuet Yee, Shirley

Alumnus of Hang Seng School of Commerce  
Head of Administration, Marketing & Sales Division of  
Television Broadcasts Limited



Ms Shirley Poon with her classmate on the Graduation Day of HSSC  
潘雪怡女士於恒商畢業禮與同學留影。

Ms Poon Shuet Yee, Shirley, a graduate of Hang Seng School of Commerce (HSSC) in 1988, shared with us an extremely content-rich story of her study and career. "I had no idea what HSSC was, just a name recommended by my aunt who was a secondary school teacher. I put my

trust in her," said Ms Poon about her first encounter with HSSC. Competing with many Form 7 students, she managed to secure a place at the Diploma in Business Studies programme.

Her school life at HSSC was both fun-filled and enjoyable. "Legal study was my favourite while the teacher was wonderful. I was not hard-working at that time but took the shortcut by seeking tips from classmates who studied hard and prepared early enough. However, I scored higher marks than them in tests. They said it was unfair!" laughed Ms Poon. She told us a secret that after winning in a singing contest at HSSC, she had attended an audition at a record company. Life might be totally different if this audition story went on. Who knows.

Ms Poon's career path is colourful, too. She joined a bank after graduating from HSSC, like many fellow graduates. Working for the International Banking Division of Hang Seng Bank gave her the opportunity to get reach to the outside world. In the years that followed, she continued to explore new directions and pursued her career in different fast-paced and emerging industries including television broadcasting, cosmetics and advertising. Her career development is a fabulous dream for many. Ms Poon admitted that she received support and encouragement all along, "My boss at Television Broadcasts Limited (TVB), who was the General Manager, taught me a lot at work and encouraged me to take further studies. Many years later while taking my three-year MBA programme, I had at one point considered to quit. My classmates supported me to go on. All these people I met are some of the angels in my life. I am really grateful to them." Ms Poon had been working in the Middle-East. That was another wonderful experience filled with cultural exchanges, "The world is very big and there is always the unknown for us to explore."

To have rewarding personal development, Ms Poon believes that getting prepared is the key. "Everyone's development plan and timeline are different. There's no point to compare with the others but we can always learn from their success stories. It's me who can make a difference to my life. So, I would equip myself to embrace opportunities when they arise. All in all, it's never too late to do something."

潘雪怡女士的求學及職場故事多采多姿，這位恒生商學書院(恒商)1988年畢業生回想跟恒商結緣的經過：「我的姑姐任職中學教師，她向我推介恒商，當時我毫不認識這家學校，只是相信她。」雖然競爭對手是眾多中七學生，她成功爭一席位，入讀商學文憑課程。

### 潘雪怡女士

恒生商學書院校友

電視廣播有限公司市場及營業部行政主管

潘女士的恒商校園生活極富趣味又輕鬆愜意，且聽她娓娓道來：「由於老師教導有方，法律是最喜愛的科目。那時我不太用功，卻懂得走捷徑，向勤力讀書又準備充足的同學討『貼士』。結果我的測驗分數竟然較他們高，他們大呼不值！」訪問期間她透露了一個小秘密。話說勝出恒商歌唱比賽後，她曾到唱片公司試音。假如試音後故事繼續發展下去，天曉得人生會否有另一番景象。

潘女士的職業發展亦多采多姿。恒商畢業後，她跟大部分同校畢業生一樣，加入銀行工作。在恒生銀行國外同業部工作，讓她有機會接觸外面的世界。往後的日子，她持續探索新方向，並於電視廣播、化妝品、廣告等步伐迅速和嶄新行業工作。她的事業發展里程令人夢寐以求，而潘女士也認為職業路上不乏支持和鼓勵：「任職電視廣播有限公司時，上司是總經理，他的教導讓我獲益良多，更鼓勵我繼續進修。多年後我修讀三年制工商管理碩士課程，期間一度打算放棄，卻是同學們鼓勵我堅持下去。他們都是我生命中遇到的天使，感激不已。」潘女士曾經前赴中東工作，那段日子體驗了奇妙的文化交流。她說：「世界很大，總有未知的事情有待探索。」

潘女士相信若要獲得豐盛的個人發展，關鍵在於充份準備。「每個人的發展計劃及時間表不盡相同，無需比較；但可參考別人的成功故事，從中取經。要締造不一樣的人生，全憑自己。所以，我會作好準備，擁抱機遇。總而言之，『有心唔怕遲』。」



A new-joiner of Hang Seng Bank  
恒生銀行的生力軍



At the Annual Dinner of TVB  
攝於電視廣播有限公司週年晚會





## Move Forward with Entrepreneurial DNA 帶著創業家 DNA 邁步向前

### Mr Sit Ka Ming, Terry

Bachelor of Business Administration (Honours)  
Hang Seng Management College  
Project Manager, Master Monk Promotion



In his sharing, Mr Sit Ka Ming, Terry, a graduate of the Bachelor of Business Administration (Honours) (BBA) Programme in 2015, impressed us with his entrepreneurial DNA. He recalled, "At secondary school, there wasn't any business subjects but I had participated in an entrepreneurship workshop which might have sown the seeds of setting up my own business. Though there was no subsequent plan in this connection, the choice of a BBA programme seemed to be natural."

His entrepreneurial mindset made him the President of the Students' Union (SU) in

2011, a year filled with challenges and opportunities. Considering that Hang Seng Management College was new to many and the operation of a tertiary institution SU should be different, he spared no efforts to establish inter-university connections for the College. "We paid visits to different tertiary institutions to learn from their experiences. That was a very fruitful journey. Not only did we get connected with counterparts, but also enabled them to know what we are." Terry started to bring social issues into campus for discussion. Such move, regarded by some as adventurous, met with opposition. "We received complaints. Some fellow students worried that it would affect the image of the young College." He managed to receive support from teachers and teammates. The hardship was overcome and a brand-new culture was cultivated.

The experience and knowledge gained at the College helped Terry in his career development. Upon graduation, he set up a promotion company together with three SU teammates. Greatly interested in marketing, Terry took a marketing elective. He pointed out, "The consumer behaviour theories were both interesting and useful, allowing me to understand the difference between customer needs and wants. I tried to put the theories into real practice, such as creating consumer needs to generate market demand." Being young and inexperienced, Terry and his associates have to redouble their efforts to gain trust from the clients. How do they overcome this hurdle? He smiled and explained, "We give our clients an 'until-we-sleep' promise, that is, they are welcomed to contact us anytime around the clock to sort things out." Their trust-worthiness is thus built among their customers. What's more? After completing every assignment, they prepare a review report for the customer. This is indeed very thoughtful.

Majored in banking and finance, Terry had joined a one-year internship programme offered by a bank. Now he also works with a bank as a customer relationship manager. Terry thinks that a positive attitude always helps. "There's a saying among the SU teammates – if each English alphabet is assigned with a numerical value from 1 to 26, the word 'attitude' adds up to 100. I believe that to achieve 100% in what I do, attitude counts."



Working closely with  
business associates  
與業務合作夥伴一起打拼

### 薛嘉明先生

恒管工商管理（榮譽）學士  
大方丈宣傳公司項目經理

分享過程中，薛嘉明先生的創業家 DNA，教人印象深刻。薛嘉明於 2015 年畢業，修讀工商管理（榮譽）學士課程。他憶述選科經過：「中學時沒有商科課程，不過，我曾經參與創業工作坊，也許創業念頭由此萌芽。當時沒有任何創業相關的後續計劃，選擇工商管理課程看來是率性而行。」

薛嘉明的創業思維亦驅使他在 2011 年成為學生會會長，就任期間充滿挑戰和機遇。鑑於當時許多人對恒管較為陌生，同時考慮到作為大專院校的學生會，應該跟之前有所不同；因此，他努力為學院跟其他大學建立聯繫。「我們拜訪各家大專院校，向它們取經。這些工作帶來豐碩成果，我們不但與學界連結起來，也讓他們認識恒管。」薛嘉明開始把社會議題帶入校園，引發討論；可是，有人認為這是冒險舉措，因而遇上反對聲音。「我們收到投訴，有些同學擔心會影響這家新進院校的聲譽。」最終，他獲得老師和學生會同仁支持，克服困難，為校園建立新文化。

從恒管獲取的經驗和知識有助他的事業發展。畢業後，薛嘉明聯同三位學生會夥伴成立宣傳公司。由於對市場推廣極感興趣，市場學成為他的選修科目。他指出：「消費者行為的理論有趣又實用，讓我懂得分辨需要和欲望。我嘗試學以致用，例如推動消費者需要，營造市場需求。」薛嘉明和合作夥伴既年輕又缺乏經驗，要取信於客戶，必須加倍努力。那麼，他們如何跨越障礙？笑意盈盈的薛嘉明解說：「我們向客戶許下『不眠不休』的承諾，全日候教，歡迎他們隨時聯絡我們，處理事情。」他們就是如此取信於客戶。那麼，還有更進一步的服務嗎？每完成一個宣傳項目，他們都會提交檢討報告，這項安排非常周到。

薛嘉明專修銀行及金融學，曾在銀行實習工作一年，現時也兼任銀行客戶經理。他認為抱持積極態度總會無往而不利。「學生會的夥伴有如斯說法——如果由 1 至 26，給予每個英文字母一個數值，『attitude』這個英文文字的字母數值總和剛好是 100。我相信要自己所做的事達到百分之百，抱持甚麼態度，最為重要。」



Taking part in student activities  
參與學生運動



## E-Commerce Ethics Forum cum Junzi Corporation Survey 2018 Results Announcement

### 「電子商業倫理論壇」暨 2018 君子企業調查結果公佈



President Simon Ho thanked Dr Bernard Chan, Under Secretary for Commerce and Economic Development (left) for attending the Forum as the officiating guest.  
何順文校長感謝商務及經濟發展局副局長陳百里博士(左)出席論壇並擔任主禮嘉賓。

HSUHK announced results of the 8th Junzi Corporation Survey and held an E-Commerce Ethics Forum on 4 December 2018. Perception of the general public towards business ethics of corporations in Hong Kong was gauged by a comprehensive and scientific survey while corporations with good business ethics were commended. At the Forum, corporate leaders and young KOLs discussed business ethics and challenges in e-commerce.

Survey, Junzi Entrepreneur Awards and business ethics education in the coming years.

恒大於2018年12月4日公佈「2018 君子企業調查」結果，並舉行「電子商業倫理論壇」。調查以嚴謹及科學化的學術調研，評選市民心目中符合商業道德價值的企業。多位企業領導人和年輕輿論領袖出席論壇，討論商業道德和電貿所面對的挑戰。

今年「恒大香港商業道德指數」為65.1分，較2017年60.7分及2016年62.2分為高。各行各業的君子分數均見上升。住宿及飲食業指數升幅較大。與往年一樣，郵政及運輸業獲得最高分數。

The HSUHK Hong Kong Business Ethics Index increased to 65.1 in 2018, the highest among the past three years (60.7 in 2017 and 62.2 in 2016). The results indicated an improvement in public perception on business ethics across all sectors. The accommodation and catering sectors saw a greater improvement while higher scores were achieved by the postal and transportation sectors, same as previous years.

商務及經濟發展局副局長陳百里博士擔任主禮嘉賓。他鼓勵本地企業透過可持續發展、符合道德標準和社會責任的方式營運，並期望香港在可持續發展和社會責任方面不斷創新，著眼於良好商業道德。

The officiating guest, Dr Chan Pak Li, Bernard, Under Secretary for Commerce and Economic Development of the HKSAR, encouraged corporations in Hong Kong to strive for business sustainability and corporate social responsibility with creativity and to focus on the long-term benefits of good business ethics.

何順文校長致詞表示，恒大所推動的「君子企業」，特色在於把中國傳統「君子」概念的「仁、義、禮、智、信」五項美德，糅合西方著重誠信公平的商業倫理學說。今屆收到超過3,000份問卷，喜見調查涵蓋範圍更廣。

In his speech, President Simon S M Ho pointed out that the assessment of "Junzi Corporations" combines the Confucian concepts of "Junzi" and "Five Virtues" with the Western business ethics. He was delighted that the scope of the survey was further expanded to include more than 3,000 completed questionnaires in 2018.

「君子企業調查2018」執行委員會聯席主席及商學研究所主任鄧子龍博士指出，君子企業調查數據主要由已受訓的恒大大學生收集，他們藉此學以致用，包括制定調查研究方法、分析數據、撰寫報告等。期望計劃未來可包含三個重要項目：「君子企業調查」、「君子企業家」獎項計劃及商業道德教育。

Dr Felix Tang, Co-Chairperson of the Executive Committee of Junzi Corporation Survey 2018 and Director of Research Institute for Business, said that survey data was collected by well-trained HSUHK students who put their learning into practice through participation in survey design, data analysis and report writing. It is hoped that the Survey may further be developed into a project that comprises three important components: Junzi Corporation



Guests and participants pictured at the Forum.  
嘉賓及參加者於「電子商業倫理論壇」合照。



## Naming Ceremony of Lee Ping Yuen Chamber

### 李秉源會議廳命名典禮

Witnessed by over 100 honourable guests, students, alumni and staff members, a naming ceremony for Lee Ping Yuen Chamber was held on 23 November 2018 to express HSUHK's deepest gratitude to Ms Lee Wai Mun, Rose for her generous donation in support of the University's strategic development, its Bachelor of Business Administration (Honours) in Corporate Governance programme, and the establishment of the Rose W M Lee Entrance Scholarship in Corporate Governance.



Pictured at the souvenir presentation ceremony, (from left) Mr Andrew Lee, Ms Mary Lee, Mr Francis Yuen, Ms Rose Lee, Dr Moses Cheng, Dr Patrick Poon and President Simon Ho. 於致送紀念品環節合照，(左起)李永安先生、李瑪利女士、袁天凡先生、李慧敏女士、鄭慕智博士、潘榮昌博士及何順文校長。

The ceremony was officiated by Ms Rose Lee, Mr Francis Yuen, Mr Andrew Lee, Ms Mary Lee, Dr Moses Cheng, Council Chairman; Dr Patrick Poon, Chairman of the Foundation Management Committee and Fundraising and Donation Committee; and President Simon S M Ho.

Ms Rose Lee has maintained a very close affiliation with the University. She was Chairman of the Board of Governors of Hang Seng Management College (HSMC, predecessor of HSUHK) from 2013 to 2018. Her leadership had laid the foundation for HSUHK's far-reaching achievements.

In her speech, Ms Lee said she was pleased to have witnessed the University's ongoing progress and widespread recognition in society because of its academic research excellence, quality of teaching

and student achievements. She strongly supported the corporate governance programme of HSUHK and looked forward to more short courses, seminars and conferences to be organised by the University, which she believed would help to promote public financial literacy and reinforce Hong Kong's standing as an international financial hub. She also hoped that the industry would offer adequate internship opportunities for HSUHK students to acquire practical experience in the field.

恒大於2018年11月23日舉行「李秉源會議廳」命名典禮，感謝李慧敏女士慷慨捐贈，支持恒大的策略發展，推動企業管治工商管理（榮譽）學士課程以及成立「李慧敏企業管治工商管理（榮譽）學士入學獎學金」。

在百多位嘉賓、師生與校友見證下，李慧敏女士、袁天凡先生、李永安先生、李瑪利女士、校務委員會主席鄭慕智博士、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和何順文校長一同主持命名典禮。

李女士與恒大感情深厚，於2013年至2018年間出任恒生管理學院（恒管，即恒大前身）校董會主席，領導恒大取得長足發展，奠定穩固根基。

李女士致詞時表示，很高興見證恒大多年來積極求進，砥礪前行，無論在學術研究、教學質素，以及學生成就等，備受社會肯定。李女士亦十分支持企業管治工商管理（榮譽）學士課程，鼓勵恒大舉辦更多短期課程、講座及研討會，增進公眾的理財知識，鞏固香港國際金融中心的地位。她亦期盼業界給予更多實習機會，讓恒大學生汲取實務經驗。



Ms Rose Lee (middle) presented the Rose W M Lee Entrance Scholarship in Corporate Governance to two student scholars.

李慧敏女士（中）頒發李慧敏企業管治工商管理（榮譽）學士入學獎學金給兩位得獎學生。



## Visits to Leading Universities in Central and Southern Taiwan to Enhance Academic Collaborations

### 到訪台灣中南部領先大學 促進學術交流



HSUHK delegation with NCUE President Yen-Kuang Kuo and its management team  
恒太訪問團與國立彰化師範大學郭艷光校長及管理層成員

A delegation, led by President Simon S M Ho, visited five leading universities in central and southern Taiwan from 21 to 25 October 2018, namely National Changhua University of Education (NCUE), CTBC Business School Tainan City (CTBC), I-Shou University (ISU), National Sun Yat-sen University and Wenzao Ursuline University of Languages (WZU).

何順文校長於2018年10月21日至25日率領訪問團前往台灣中南部，拜訪五所領先大學，包括國立彰化師範大學、中信金融管理學院、義守大學、國立中山大學及文藻外語大學。

訪問團與各大學就未來發展作詳細探討，例如師生交流、創新創業教育、海外實習與服務學習、共同研究項目、課程及研討會等；此外也就企業可持續發展、文創產業、創新媒體、教授英語為第二語言以及亞洲研究等，予以討論。期間，恒太跟中信金融管理學院、義守大學及文藻外語大學簽訂合作備忘錄，確立多個範疇的合作關係，涵蓋師生交流及互訪、研究、教學及研討會，以及其他學術領域協作。

In-depth dialogues were conducted on faculty and student exchange, innovation and entrepreneurship education, overseas internship and service learning, joint research initiatives, as well as joint programmes and conferences. Areas in corporate sustainability, creative and cultural industry, creative media, teaching English language as a secondary language, and Asian studies were explored. CTBC, ISU and WZU each signed a Memorandum of Understanding (MoU) with HSUHK to formalise co-operation in various aspects including arrangement of undergraduate exchanges, faculty exchanges and visits, collaboration of research projects, conferences and seminars, as well as other academic collaborations.

President Ho was invited by NCUE and CTBC respectively to deliver a public talk on "The Sole Social Responsibility of Business: Creating Value for Stakeholders" to their faculty members and students. Professor Bradley Barnes, Dean of the School of Business, had a research sharing with some professors of ISU on "Investigating International Marketing Relationship".

何順文校長應國立彰化師範大學及中信金融管理學院邀請，以「企業的唯一社會責任：為利益相關者創造價值」為題，向師生作主題演講。商學院院長李海東教授則與義守大學的教授分享「探討國際市場關係」的研究成果。

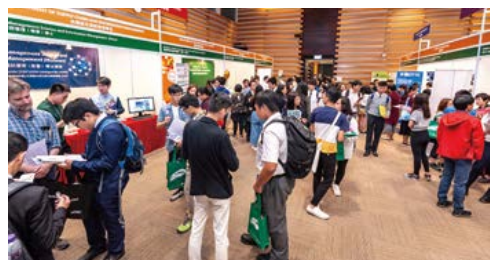


President Simon Ho (left) and ISU President Roger Chen signed a MoU.  
何順文校長（左）與義守大學陳振遠校長簽署合作備忘錄。

## HSUHK Information Day 2018

### 2018 年恒太資訊日

HSUHK held its first Information Day on 17 November 2018 after receiving the university title. Attended by more than 1,100 parents, students and teachers, this event featured programme exhibition, seminars, workshops and admission activities. Much useful information was provided to facilitate programme selection. Mr Ng Po Shing, Director of Student Guidance Centre of Hok Yau Club, delivered a talk titled "Selection Strategies of Undergraduate Programmes".



Programme exhibition  
課程展覽



Campus and Residential Colleges tours  
參觀校園及住宿書院

恒太於2018年11月17日舉行資訊日，是獲得正名大學後首個資訊日，當中包括課程展覽、講座、工作坊及入學相關活動。超過1,100名家長、學生及教師前來參觀，獲得有用的選科資訊。此外，學友社學生輔導中心總幹事吳寶城先生以「大學選科攻略」，主持專題講座。



## Naming Ceremony of Wei Lun Square

### 偉倫廣場命名典禮



Mr Thomas Liang, Dr Moses Cheng and Mrs Helen Lee (4th to 6th from left at front row), and President Simon Ho (1st from right at front row), together with members of the Lee family, guests, staff and students gathered at Wei Lun Square.

梁祥彪先生、鄭慕智博士及利國偉夫人（前排左四至左六）、何順文校長（前排右一）、利氏家族成員、來賓、教職員及學生齊集偉倫廣場。

A naming ceremony for Wei Lun Square was held on 1 November 2018 to express HSUHK's deepest appreciation of Wei Lun Foundation's generous donation to support the University's strategic development and student exchange programme.

Witnessed by over 100 honourable guests, students, alumni and staff members, the ceremony was officiated by Mrs Helen Lee, spouse of the late Dr Lee Quo Wei and Chairman of Wei Lun Foundation; Mr Thomas Liang, Chief Executive of Wei Lun Foundation; Dr Moses Cheng, HSUHK Council Chairman; Dr Patrick Poon, Chairman of the Foundation Management Committee and Fundraising and Donation Committee of HSUHK; President Simon S M Ho and other representatives of the Lee family.

Dr and Mrs Lee Quo Wei, Founders of Wei Lun Foundation, had a very close affiliation with HSUHK. In early 1970s, Dr Ho Sin Hang decided to establish a tertiary institution to nurture banking and financial talents. With Dr Lee's strenuous efforts, a piece of premium-exempt land was acquired from the government for the former Hang Seng School of Commerce (HSSC). Dr Lee very often was joined by Mrs Lee for site inspection. Over the following 15 years, Dr Lee served HSSC successively as its Vice-Chairman of the Board of Directors, Chairman of the Management Committee, and Supervisor, laying the foundation of the University's far-reaching achievements.

喜獲偉倫基金有限公司慷慨捐贈，支持其策略發展及學生交流計劃，恒大於2018年11月1日舉行「偉倫廣場」命名典禮，以表謝意。

在百多位嘉賓、師生與校友見證下，偉倫基金主席利國偉夫人利易海倫女士、偉倫基金行政總裁梁祥彪先生、恒大校務委員會主席鄭慕智博士、恒大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、何順文校長，以及利氏家族多位代表一起主持命名典禮。

偉倫基金創辦人利國偉博士伉儷與恒大淵源至深。1970年代初，何善衡博士有意興辦學院，培育財金界人才。憑著利博士的努力，成功向政府申請撥地，興建恒生商學書院（恒商）。期間，利夫人經常陪同利博士考察校址。創校之始，利博士曾任恒商校董會副主席、校務委員會主席兼校監達15年，領導書院長足發展，奠定穩固根基。



Mrs Helen Lee pictured in front of a commemorative plaque. 利國偉夫人在紀念牌匾前留影。



## Naming Ceremony of WUCIE cum Alumni Entrepreneurs Network Establishment 伍潔宜創新及創業中心命名暨校友創業家網絡成立典禮



Pictured at the ceremony.  
於典禮留影。

In appreciation of the donation from the Wu Jieh Yee Charitable Foundation to support the development of entrepreneurship and innovation at HSUHK, a naming ceremony for the Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) cum the Establishment of the Alumni Entrepreneurs Network was held on 12 October 2018, officiated by President Simon S M Ho; Mr Jason Wu, Governor of the Foundation; Mr Dicky Yuen, representative of the Network and Dr Thomas Man, Director of WUCIE.

In his welcome remark, President Ho expressed his heartiest gratitude to the Foundation for its generous support. Meanwhile, Mr Wu hoped that WUCIE could nurture entrepreneurial spirit among HSUHK students who could in turn contribute to the society. Mr Yuen expressed that the Network is a wonderful platform for alumni to share with the students their first-hand experience gained from their start-up business. Dr Man encouraged the students and the alumni to capitalise on the resources of WUCIE and participate in its activities in order to put what they have learned into practice.

恒大獲伍潔宜慈善基金會慷慨捐贈，支持學生在創新及創業領域發展，特於2018年10月12日舉行伍潔宜創新及創業中心命名暨校友創業家網絡成立典禮。主禮嘉賓包括何順文校長、基金會董事伍尚匡先生、創業家網絡代表袁益靈先生以及伍潔宜創新及創業中心主任萬穎恩博士。

何校長致歡迎詞，衷心感謝基金會慷慨捐贈。伍先生致詞時希望中心有助學生培養創業精神，為社會作出貢獻。袁先生表示校友可藉著創業家網絡平台，跟學生交流成立初創企業的經驗。萬博士鼓勵學生及校友善用中心的資源，積極參與中心舉辦的活動，學以致用。

## President Spoke at Insurance and Financial Planning Summit 校長於「保險業財策高峰會」擔任主講嘉賓

President Simon S M Ho attended the Insurance and Financial Planning Summit cum RFC Day on 9 October 2018 as keynote speaker. The event, with the theme “New Environment New Trend”, was organised jointly by the International Association of Registered Financial Consultants Hong Kong and Macau Centre Co Ltd, the General Agents and Managers Association of Hong Kong, and the Life Underwriters Association of Hong Kong. President Ho gave a talk to over 500 professionals on “Corporate Governance for Creating Stakeholder Value” with discussion held afterwards.

何順文校長於2018年10月9日出席「保險業財策高峰會暨 RFC Day」，擔任主講嘉賓。活動由國際認證財務顧問師協會港澳中心有限公司、香港人壽保險經理協會及香港人壽保險從業員協會舉辦，主題為「新環境 新趨勢」。何校長以「企業管治創造持份者價值」為題，向超過500位專業人士發表演說，接著進行交流討論。



President Simon Ho shared with participating professionals views on corporate governance.  
何順文校長向與會的专业人士就企業管治，闡述觀點。



## President Spoke at 15th World Summit of Chinese Entrepreneurs 校長於第十五屆「世界華商高峰會」作主題演講

On 19 October 2018, President Simon S M Ho attended the 15th World Summit of Chinese Entrepreneurs held in Macau. With the theme “New Era · New Trends”, the Summit included forums and seminars which covered entrepreneurship



and leadership. Attending the Summit as keynote speaker, President Ho shared on the topic “New Trends of Corporate Social Responsibility: Creating Value for Stakeholders” with over 3,000 global Chinese entrepreneurs who attended the summit.

何順文校長於2018年10月19日出席於澳門舉行的第十五屆「世界華商高峰會」，擔任主講嘉賓。高峰會以「新時代·新趨勢」為主題，期間的論壇及研討會涵蓋創業精神及領導力。何校長的演講題目為「企業社會責任新趨勢－為利益相關者創造價值」，與超過3,000位來自全球各地的華商領袖交流。

President Simon Ho spoke on the new trend of corporate social responsibility.

何順文校長以企業社會責任新趨勢為演講主題。

## Seminar on Mainland's Development in Coming Three Decades 中國未來30年發展路向研討會

Organised by the Centre for Greater China Studies on 11 October 2018 and supported by the Research Grants Council (UGC/IDS14/17), a seminar was hosted by Professor Hu Angang, Dean of the Institute of Contemporary China Studies and Professor of School of Public Policy and Management of Tsinghua University. In his sharing, Professor Hu pinpointed that the future development of China will focus on industrialisation, urbanisation, agricultural modernisation and digitalisation. When examining the competitive edges of the Mainland, he cited foreign investment, technological innovation and human capital as the keys.



Professor Hu Angang shared views on China's development.  
胡鞍鋼教授就中國的發展，分享觀點。

大中華研究中心於2018年10月11日舉辦研討會，以「習近平強國策：2050中國」為討論主題。活動獲研究資助局贊助(UGC/IDS14/17)。清華大學國情研究院院長暨公共管理學院教授胡鞍鋼教授擔任主講嘉賓，他指出中國的發展將以工業化、城鎮化、農業現代化和信息化為主。至於優勢，則包括外商投資、科技創新和人力資本。



## Creative Transformation of Chinese Tradition: An International Conference of Chinese Literature 中國傳統的創造性轉化：中國文學國際研討會

The Centre for Greater China Studies and the Department of Chinese co-organised the “Creative Transformation of Chinese Tradition: An International Conference of Chinese Literature” on 10 and 11 November 2018. Funded by the Research Grants Council (UGC/IDS14/17), the conference featured two keynote speeches and ten panels for more than 30 paper presentations.

Keynote speeches were delivered by two renowned Sinologists, Professor David R Knechtges, Academician of the American Academy of Arts and Sciences and Emeritus Professor of the University of Washington, Seattle; and Professor Lee Ou-fan, Leo, Academician of Academia Sinica and Sin Wai Kin Professor of Chinese Culture of the Chinese University of Hong Kong. More than 40 local and overseas scholars attended, who shared with the audience topics including classical, modern and contemporary Chinese literature, as well as Chinese history and culture.

大中華研究中心及中文系於2018年11月10日及11日合辦「中國傳統的創造性轉化：中國文學國際研討會」。研討會獲研究資助局贊助(UGC/IDS14/17)，包括兩場主題演講及10場分組論文報告及討論，論文數目超過30份。

兩位漢學大師擔任主題演講嘉賓：美國人文與科學院院士暨美國西雅圖華盛頓大學榮休教授康達維教授，以及中央研究院院士暨香港中文大學冼為堅中國文化講座教授李歐梵教授。超過40位本地和海外學者參與，題目涵蓋中國古典文學和現當代文學，以及中國歷史和文化。



Local and overseas scholars shared views at the conference.  
本地及海外學者於研討會分享觀點。

## President's Reception for Parents, Teachers and Students 相聚在恒大－校長・家長・師生交流日

The President's Reception for Parents, Teachers and Students was held on 6 October 2018 by the Student Affairs Office to enhance communications between parents and HSUHK. The Reception included a Parents' Forum on “When Our Child Becomes a University Student” and sharing by a student on how to adapt to university life.

In his address, President Simon S M Ho introduced the University's latest development and the enriching learning experiences at HSUHK. Parents also took the opportunity to talk to the academic staff for more information about HSUHK's curriculum, campus life and enrichment opportunities offered by different programmes.

學生事務處於2018年10月6日舉辦「相聚在恒大－校長・家長・師生交流日」。當日活動包括家長論壇－「當我們的子女成為大學生」以及同學分享如何適應大學校園生活。

何順文校長致詞，介紹恒大的最新發展以及豐盛的學習體驗。家長也藉此機會與教學人員傾談，加深認識恒大的課程、校園生活和不同課程所提供課堂以外的充實體驗。



President Simon Ho introduced HSUHK's latest development.  
何順文校長介紹恒大最新發展



Parents' Forum  
家長論壇



## Conference on Development of Business Journalism and Corporate Communication Education

### 財經新聞及企業傳播教育發展研討會



In-depth exchanges were made by attendees.  
與會者深入交流。

On 2 and 3 November 2018, the Centre for Greater China Studies and the School of Communication joined hands to organise the 2018 Conference on Development of Business Journalism and Corporate Communication Education in Mainland, Taiwan, Macau and Hong Kong.

With the theme “Media Revolution and Communication Education in the Digital Era”, the conference attracted renowned scholars and seasoned professionals from the cross-strait areas and academic staff of HSUHK who shared thoughts and exchange experiences. Four panel discussion sessions were held for insightful interactions, namely “New Challenges of Higher Education in Journalism”, “Post-Truth Politics and Journalism”, “Communication and Development of Corporate Communication in Greater China Area” and “New Business Model for Media and Communication Technology”.

大中華研究中心及傳播學院合辦「2018 兩岸四地財經新聞及企業傳播教育發展研討會」，於2018年11月2日及3日舉行。

研討會以「融合與創新：數碼時代的傳媒變革與傳播教育」為主題，來自兩岸四地的資深學者、業界精英及恒大教學人員參與，交流意見及經驗。四個討論環節分別為：「新聞及傳播高等教育面對的新挑戰」、「後真相視角下的政治與新聞」、「大中華地區企業傳播的發展」及「媒體新商業模式與傳播科技」，讓與會者深入討論和交流。

## HSUHK Promoted Taught Postgraduate Programmes in Mainland

### 恒大於內地介紹修課式研究生課程



(From left) Provost Gilbert Fong; Ms Liu Jin, Director of Office for Hong Kong, Macao & Taiwan Affairs, MoE; Professor Y V Hui; and Mr Wang Zhiwei, Deputy Officer of Office for Hong Kong, Macao & Taiwan Affairs, MoE.  
(左起) 方梓勳常務副校長、國家教育部港澳台事務辦公室劉錦主任、許溢宏教授及國家教育部港澳台事務辦公室王志偉副主任。

A delegation, comprising Provost Gilbert Fong; Professor Y V Hui, Vice-President (Academic and Research) and some Registry staff members, visited officials of the Ministry of Education (MoE) in Beijing in September 2018 and presented admission proposals on HSUHK's taught postgraduate (TPG) programmes. In late October 2018, approval was granted by MoE for HSUHK to recruit Mainland students for its TPG programmes.

恒大代表團於2018年9月前往北京，與國家教育部港澳台事務辦公室領導會面，就恒大修課式研究生課程招生事宜，提交建議書。代表團成員包括方梓勳常務副校長、副校長（學術及研究）許溢宏教授及教務處職員。教育部已於2018年10月底批准恒大的修課式研究生課程招收內地生。



## Provost Gilbert Fong Awarded Medal of Honour by HKSAR Government

### 方梓勳常務副校長獲香港特區政府頒授榮譽勳章

Congratulations to Professor Fong Chee Fun, Gilbert, Provost of HSUHK who received the Medal of Honour from Mrs Carrie Lam, Chief Executive of the HKSAR Government at the 2018 Honours and Awards Presentation Ceremony held on 27 October 2018. Provost Gilbert Fong is committed to promoting the development of theatrical arts and arts education in Hong Kong.

One of the pioneers of drama study in Hong Kong, Provost Fong published the territory's first proceeding "香港話劇論文集" about Hong Kong drama and founded a cross-strait four regions event, the Chinese Drama Festival. He also hosted the Arts at HSUHK which features programmes in different art forms to enrich artistic life of the HSUHK family.

恒大常務副校長方梓勳教授致力推動香港劇藝發展及藝術教育，於2018年10月27日獲行政長官林鄭月娥女士頒授2018年榮譽勳章。

方教授是開拓香港話劇研究的先驅之一，發起舉行「香港話劇研討會」，出版本港首份《香港話劇論文集》，並催生了兩岸四地「華文戲劇節」。方教授主持的「文藝在恒大」舉辦不同形式的藝術節目，讓恒大師生獲享豐盛的藝文生活。



Provost Gilbert Fong (3rd from right) pictured with Mrs Carrie Lam, Chief Executive and her husband Mr Lam Siu Por (4th and 5th from right) and other guests at the Government House.

方梓勳常務副校長（右三）與行政長官林鄭月娥伉儷（右四及右五）以及其他賓客在禮賓府合照留念。

## Hiking with President 與校長遠足遊



At Beacon Hill  
在畢架山

Under the "Along with the President" Series #9: Hiking from Lion Rock Park to So Uk, President Simon S M Ho, 16 students and three staff members from the President's Office and the PE Unit of Student Affairs Office went hiking on 24 November 2018. They set off at Lion Rock Park, entered Section 5 of MacLehose Trail and passed through Beacon Hill and Eagle's Nest Nature Trail. After arriving at President Ho's alma mater in So Uk – the Buddhist Tai Hung College, they took a memorable group photo on the College campus and concluded the trip with a simple lunch hosted by President Ho.

Throughout the journey, the students shared with President Ho their university lives and discussed issues such as career planning and future development of HSUHK. The participating students found the trip enjoyable and looked forward to similar activities in the future.

2018年11月24日，何順文校長、16位同學及三位校長室和學生事務處體育部職員一起遠足，這是「與校長同行」系列之九：獅子山公園至蘇屋遠足遊。大夥兒從獅子山公園出發，進入麥理浩徑第五段，途經筆架山和鷹巢山自然教育徑，最後抵達何校長的母校——位於蘇屋的佛教大雄中學。他們在校園合照留念後，由何校長作東，享用簡單午膳，旅程圓滿結束。

途中，同學跟何校長分享大學生活，並討論事業規劃及恒大未來發展等。同學都喜歡這次遠足體驗，期望日後再參與同類活動。





## Residential Colleges Joint High Table Dinner 住宿書院聯合高桌晚宴

Some 500 participants, including residents from four Residential Colleges (RC), RC Masters, Associate Masters, Resident Tutors, RC Fellows, as well as academic and administrative staff members of HSUHK took part in a joint high table dinner on 9 October 2018.

Ms Kim Lim, Co-founder of The Picha Project, was invited to give a speech. The Picha Project is a social enterprise with a sustainable food business, which helps refugees in Malaysia. She shared her experience in making changes to the community and encouraged students to uphold their beliefs which can contribute to the well-being of their families and the society.



A gather together at the joint high table dinner.  
聯合高桌晚宴，濟濟一堂。



Ms Kim Lim encouraged students to uphold positive beliefs.  
林月金女士鼓勵同學秉持積極信念。

住宿書院聯合高桌晚宴於2018年10月9日舉行，四間住宿書院的宿生、書院院長、副院長、導師、同儕及教職員約500人參與。

社會企業 The Picha Project 聯合創辦人林月金女士應邀擔任演講嘉賓。The Picha Project 經營食品業務，為身處馬來西亞的難民提供協助。林女士引述親身經驗，講解如何為社會帶來改變。她指出若信念可為家庭和社會謀福祉，希望同學能夠秉持信念。

## Student Ambassadors Programme 2018/19 Kicked Off 2018/19 學生大使計劃開展

HSUHK Student Ambassadors Programme 2018/19 kicked off with 27 students from eight different programmes selected as Student Ambassadors. They will join a series of training activities, including Personal Dimension Workshop, Team Building Training Camp, Business Etiquette Workshop, Emcee Training, etc. Through participation in various University events, positive attitude and a readiness to serve could be developed and strengthened among them.

恒大2018/19學生大使計劃已經開展，來自八個學科合共27位學生獲選成為學生大使。他們將會參加性格透視工作坊、團隊合作訓練營、商務禮儀工作坊、司儀培訓等活動。他們亦可藉著參與恒大活動，培養積極態度，作好準備，服務社群。



At a training camp tailored for Student Ambassadors  
學生大使參加為他們而設的訓練營。

### Valuable Sharing at University Assembly 大學月會嘉賓分享體驗

At the second University Assembly held on 25 October 2018 with the theme “Unknown Story of a Judge”, Mr Philip Wong, retired Magistrate, was invited to share his experiences and stories. On 8 November 2018 when the third University Assembly was held, eight students and a teacher shared their global exchange, internship and service-learning experiences under the title “Reaching Out Around the Globe”.

第二次大學月會於2018年10月25日舉行，榮休裁判官黃偉權先生應邀為嘉賓講者，以「其實法官唔易做」為題，分享擔任裁判官時所見所聞。此外，第三次大學月會於2018年11月8日舉行，題目是「體驗國際視野」，由八位學生和一位老師分享國際交流、實習及服務學習的經驗。



Mr Philip Wong (left), retired Magistrate, shared his experiences and stories.  
榮休裁判官黃偉權先生（左）分享他的經驗和故事。



Inbound exchange students shared their learning experiences.  
交流生分享他們的學習經驗。

### Careers Mentorship Programme 就業導師計劃啟動



Two graduates shared their experiences as a mentee.  
兩位畢業生分享擔任計劃學員的體驗。

Celebrating its 10th anniversary, the Careers Mentorship Programme for 2018/19 commenced on 10 November 2018. Dr Tom Fong, Vice-President (Organisational Development), delivered a welcome remark and recapped the concerted efforts in applying for a university title. At a sharing session, two mentees who graduated in 2018 recalled their precious mentoring experiences and encouraged fellow mentees to explore their potentials by joining different kinds of extra-curricular activities.

就業導師計劃踏入十週年，2018/19 年度的就業導師計劃於2018年11月10日開展。副校長（機構發展）方永豪博士致歡迎詞並分享如何上下一心爭取大學正名。兩位2018年畢業的學員憶述參與計劃的經驗，並且勉勵同學多參與課外活動，發掘自己的潛能。





## HSUHK ICAC Ambassadors Programme 恒大廉政大使計劃

Nine students were selected as HSUHK ICAC Ambassadors under the HSUHK ICAC Ambassadors Programme 2018/19. They took part in a joint-university training programme held on 3 and 4 November 2018, which included leadership and team building workshops. A visit to the headquarters of Independent Commission Against Corruption (ICAC) was arranged for them to learn more about its operation. HSUHK ICAC Ambassadors will organise a series of integrity promotion activities for fellow students.



ICAC Ambassadors of participating institutions joined the leadership training programme.  
參與院校的廉政大使參加領袖訓練計劃。

2018/19 恒大廉政大使計劃開展，九位同學獲選成為恒大廉政大使，並於2018年11月3日及4日參加為所有參與院校而設的訓練活動，當中包括領袖訓練及建立團隊的工作坊。其後廉政大使獲安排參觀廉政公署總部，了解公署的工作。恒大廉政大使將會為同學籌辦一連串活動，推廣誠信。



Worked together and aimed higher  
團隊合作，同創高峰。

## Chinachem Eco-Walk 華懋行

On 4 November 2018, some 150 HSUHK students, staff members, alumni, and their families and friends joined the Chinachem Eco-Walk at Ma On Shan Country Park. While learning more about the history of the local mining industry, they also admired the beauty of the nature. Funds raised through this charity walk were donated to the “Hong Kong Mining Heritage and Eco Tour” organised by Evangelical Lutheran Church Social Service – Hong Kong.



HSUHK team was in high spirits.  
恒大隊伍精神煥發。

「華懋行」於2018年11月4日在馬鞍山郊野公園舉行。約150名恒大學生、職員、校友以及他們的親友參與是次步行籌款活動。他們不但從中認識本地採礦業的歷史，還可盡享大自然美麗景致。所籌得善款悉數捐贈香港信義會社會服務部的「礦山生活・馬鞍山生態 x 歷史遊蹤」。



### Council Chairman Bowl 2018/19

### 2018/19 校委會主席碗比賽

The Council Chairman Bowl (the Bowl) competition, sponsored by Council Chairman Dr Moses Cheng, was first instituted in academic year 2017/18 and the championship went to Evergreen College. In 2018/19, the Bowl kicked off its first competition, the Inter-RCs Tug of War, on 3 November 2018. Each Residential College (RC) formed a team of eight with at least two female members in each team to join the competition. The RC Masters, Associate Masters, Resident Tutors and student residents were excited to cheer the teams. After rounds of exciting races, Mosaic College became the champion of the competition.

Inter-RCs Badminton Competition, the second competition of the Bowl, was held on 10 November 2018. The championship went to Wellness College while the Mosaic College and the Evergreen College were first runners-up. Amity College was the third runner-up.

校委會主席碗比賽於2017/18學年首度舉行，獲校委會主席鄭慕智博士捐助，綠延書院榮膺總冠軍。踏入2018/19學年，校委會主席碗首項賽事 – 院際拔河比賽於2018年11月3日舉行。各住宿書院派出八人隊伍參賽，當中需包括最少兩名女隊員。住宿書院院長、副院長、導師及其他宿生大力支持，到場為住宿書院代表打氣。經過多輪賽事後，博文書院獲得冠軍。

校委會主席碗第二項賽事為院際羽毛球比賽，於2018年11月10日舉行。最終由康活書院奪冠，博文書院及綠延書院同得亞軍，樂群書院得殿軍。



President Simon Ho (middle) presented the Council Chairman Bowl to the champion in academic year 2017/18 – Evergreen College at a Residential Colleges joint high table dinner.

於住宿書院聯合高桌晚宴，何順文校長（中）頒發校委會主席碗給2017/18學年總冠軍 – 綠延書院。



Local and non-local residents co-operated to win!  
本地和非本地宿生合作爭勝！



Inter-RCs Badminton Competition  
院際羽毛球比賽

### HSUHK International Carnival 2018

### 恒大「國際嘉年華 2018」

The fun-filled HSUHK International Carnival was held on 8 November 2018 for students to learn more about exchange programme, global internship opportunities and overseas engagement activities. Students who had joined overseas exchange or internship programmes shared their experiences.

恒大「國際嘉年華2018」於2018年11月8日舉行，為同學介紹各式各樣海外交流計劃、實習計劃及文化交流活動。曾經參與這些海外交流和實習計劃的學生分享箇中經驗。





## “South Country in Days of Yore – Paintings and Calligraphy” Exhibition by Zhang Xiaoyou 《南鄉舊夢》張孝友書畫展

Arts at HSUHK presented “South Country in Days of Yore – Paintings and Calligraphy” Exhibition from 11 to 23 October 2018, which was sponsored by the University’s Sin Wai Kin Chinese Culture Promotion Scheme, curated and organised in association with B Action Company Limited, and supported by Education Connect Limited.

The exhibition showcased 39 art pieces by Professor Zhang Xiaoyou. A virtual reality setup featuring the masterpiece *South Country in Days of Yore* brought to viewers an immersive experience back to the Jiangnan region in the Late Qing Dynasty. In his sharing, Professor Zhang said the exhibits were a fine

selection from his creations over decades, which are revival of the lost genre of ruler paintings through his intensive research incorporating scientific painting skills.

「文藝在恒大」呈獻《南鄉舊夢》張孝友書畫展，於2018年10月11日至23日舉行。活動獲冼為堅中華文化拓展計劃贊助，次元文化有限公司策劃和協辦，傳承教育有限公司為支持機構。

張孝友教授挑選39幅珍貴書畫作為展品，展覽另設《南鄉舊夢》虛擬實境體驗，讓觀眾仿如置身清朝末期江南水鄉山光水色之中。張教授致詞時表示展品是數十年的精品畫作，把他多年精心研究的中國古老畫種幾近淹沒的界畫藝術，結合科學繪畫技術，煥發新生命。



Guests at the opening ceremony (from left): Mr Dannie Cheung, curator, HSUHK Council Member and Founder of B Action Company Limited; President Simon Ho; Mrs Zhang Xiaoyou; Professor Zhang Xiaoyou; Mr Chan Shing Wai, Assistant Director (Heritage and Museums) of Leisure and Cultural Services Department; Dr Sin Wai Kin; Mrs Sin Wai Kin; Mr Benedict Sin and Provost Gilbert Fong.

開幕禮嘉賓（左起）：策展人、恒大校務委員會成員暨次元文化有限公司創始人張江亭先生、何順文校長、張孝友夫人、張孝友教授、康樂及文化事務署助理署長（文物及博物館）陳承緯先生、冼為堅博士伉儷、冼雅恩先生及方梓勳常務副校長。



Calligraphy demonstration by Professor Zhang Xiaoyou  
張孝友教授即席揮毫。

## “Music Atlas of Hong Kong” Lunchtime Concert 「香港音樂地圖 — 電車走過的日子」午間音樂會



Arts at HSUHK brought a lunchtime concert “Music Atlas of Hong Kong” on 14 November 2018. Windpipe Chinese Music Ensemble, a professional Chinese music troupe, together with the narrator presented a “guided tour” that took the audience along the tramway to discover the cultural characteristics of different local districts. Immersed themselves in Hong Kong’s past and present, HSUHK students, staff and the public audience enjoyed the concert which was presented by the Leisure and Cultural Services Department.

「文藝在恒大」於2018年11月14日舉行「香港音樂地圖 — 電車走過的日子」午間音樂會。專業中樂團體竹韻小集演奏，並由說書人李偉樂先生介紹電車途經地標的歷史與發展。恒大師生和公眾人士隨著悠揚樂韻穿梭時空，了解香港今昔，細味本土情懷。節目由康樂及文化事務署主辦。



### HSUHK Students Won Six Prizes in China Daily Campus Newspaper Awards 恒大學生榮獲「2018 中國日報校園學報新聞獎」六大獎項



Mr Chan Mo Po, Paul, Financial Secretary, pictured with HSUHK students and teachers.  
財政司司長陳茂波先生與恒大大師生合照。

At the award presentation ceremony held on 2 November 2018, students from the School of Communication received six prizes in the 2018 China Daily Campus Newspaper Awards programme. This year, a total of 724 entries were received from 38 universities from mainland China, Taiwan, Macau and Hong Kong under 26 award categories. The winning entries were evaluated and selected by a panel of judges consisting of journalism professors and media veterans.

傳播學院學生於2018年11月2日舉行的「2018中國日報校園學報新聞獎」頒獎禮，贏取六個獎項。今年參賽作品共724份，來自內地、台灣、澳門及香港38所大學，競逐26個獎項。兩岸四地新聞學教授及資深傳媒人組成的評判團，挑選得獎作品。

Chinese 中文組		
Award 獎項	Entry 參賽作品	Team Member 隊員
Best in News Video Reporting – 1st Runner-up 最佳新聞視頻 (中文組) 亞軍	數碼鴻溝 – 街市智能化被遺忘的長者	Huang Kun, Chou Tung, Hui Ka Kei, Lam Lok Hang, Yeung Ho Ting and Lau Ying Yeung 黃琨、鄧彤、許嘉琦、林樂恆、楊浩廷及劉英揚
Best in Tech News Reporting – 2nd Runner-up 最佳科技新聞報導 (中文組) 季軍	傳新報第二十七期 香港熱門手遊進軍內地路難行 上架費貴 審批緩慢	Yuen Ka Wing, Lau Mei Yee, Tang Yat Hei, Chiu Ka Chun, Chan Tsz Ching and Li Bo Yin 袁嘉詠、劉美儀、鄧溢禧、趙嘉駿、陳紫情及李寶賢
English 英文組		
Award 獎項	Entry 參賽作品	Team Member 隊員
Best in News Video Reporting – 1st Runner-up 最佳新聞視頻 (英文組) 亞軍	Hong Kong Baseball Longs for Playing Space	Leung Chi Yun, Au Ying Wah, Hui Wing Si, Wong Lok Tung, Chan Pui Chung and Ho Hing Wah 梁芷瑛、區映樺、許穎鏢、黃諾彤、陳沛聰及何卿華
Best in Features Video Reporting – 1st Runner-up 最佳專題視頻 (英文組) 亞軍	Alternative Formula	Mung I Shan, Yuen Nok Hei and Lee Tsz Him 蒙漪珊、袁諾曦及李梓謙
Best in News Writing – 1st Runner-up 最佳新聞寫作 (英文組) 亞軍	Enlightenment Post Issue 27 Decoding Solo Economy in China	Mung I Shan, Lee Tsz Him, Ng Tsz Ching, Kwong Yuet Ting, Tong Ka Wing, Yuen Nok Hei and Cheung Jung Yeung 蒙漪珊、李梓謙、吳子晴、鄺月婷、湯嘉穎、袁諾曦及張頌揚
Best in Feature Writing – 2nd Runner-up 最佳新聞特寫 (英文組) 季軍		

### Students Won at Hong Kong Undergraduate Financial Planners of the Year Award

#### 恒大學生於「香港傑出大學生財務策劃師比賽」成績卓越

Two teams of HSUHK students achieved remarkable results at the Hong Kong Undergraduate Financial Planners of the Year Award 2018 – championship and certificate of merits received. In addition, Chan Chin Hong, Brooklyn was awarded “Best Presenter”. Organised by the Society of Registered Financial Planners, the award programme attracted more than 300 contestants from over 80 teams this year. The participating students thanked a dedicated supervisory team formed by HSUHK teachers who provided valuable support all along.

兩支恒大學生隊伍於「香港傑出大學生財務策劃師比賽」分別奪冠及獲頒優異成績證書，而陳展康同學更獲選為最佳演說者。賽事由註冊財務策劃師協會主辦，今年超過80支隊伍參賽，參賽者超過300名。參賽同學感謝由恒大老師組成的輔助團，給予寶貴意見。



The champion team (2nd to 5th from left): Tse Kwan Tsz, Jane (BBA-Management); Chan Chin Hong, Brooklyn; Ng Shun On, Sean and Ho Kai Kong, Sean (all three taking BBA-Banking and Finance)  
冠軍隊伍成員 (左二至左五)：謝昀芷 (管理學工商管理)、陳展康、伍信安及何啟綱 (三人均修讀工商管理 – 銀行及金融學專修)



A team formed by four BBA-Banking and Finance students received Certificate of Merits (from left): Law Chi Hin, Yau Chun Yin, Yu Kwok Ho and Cheung Chung Hang  
工商管理 – 銀行及金融學專修的隊伍獲頒優異成績證書 (左起)：羅智軒、丘俊賢、余國浩及張頌恆。





## Mr Stan Tang, Chairman of Stan Group (Holdings) Limited and Founder cum CEO of The Wave

### 陞域集團主席兼 The Wave 創始人暨行政總裁鄧耀昇先生



Mr Stan Tang, Chairman of Stan Group (Holdings) Limited and Founder cum CEO of The Wave, paid a visit to HSUHK on 28 November 2018 and met with Dr Thomas Man, Director of Wu Jieh Yee Centre for Innovation and Entrepreneurship; Dr Susanna Lo, Project Consultant of the Centre; Mr Dannie Cheung, Council Member and President Simon S M Ho. Mr Tang shared his views on nurturing entrepreneurial spirit among young people.

陞域集團主席兼 The Wave 創始人暨行政總裁鄧耀昇先生於 2018 年 11 月 28 日到訪恒大，與伍潔宜創新及創業中心主任萬穎恩博士、中心項目顧問羅容芳博士、校務委員張江亭先生及何順文校長會面。鄧先生就如何讓年輕人培養創業概念，分享看法。

## Australian National University

### 澳洲國立大學

A delegation from Australian National University, including Dr Bronwen Whiting, Associate Dean (Education); Professor Giles Hirst, Director, Research School of Management; Professor Juliana Ng, Director, Research School of Accounting and Associate Professor Steve Sault, Director, Research School of Finance, Actuarial Studies and Statistics met the Co-Chairmen of the Global Exchange Committee on 20 November 2018 for updates on HSUHK, and discussed potential collaborations.



2018 年 11 月 20 日，澳洲國立大學代表包括副院長（教育）Bronwen Whiting 博士、管理系研究學院總監 Giles Hirst 教授、會計系研究學院總監 Juliana Ng 教授和金融精算及統計系研究學院總監 Steve Sault 副教授到訪恒大，與環球交流事務委員會聯席主席會面，了解恒大最新發展，並討論合作機會。

## Hertford College, Oxford University, UK

### 英國牛津大學赫特福德學院



On 20 November 2018, Mr Andrew Hemingway, Co-Director of International, Hertford College of Oxford University visited HSUHK for an update on its development. He introduced Hertford College's English Language and British Culture Programme to be held in July 2019 during a briefing session for students.

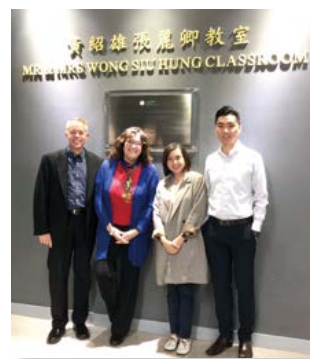
英國牛津大學赫特福德學院國際交流計劃聯合總監 Andrew Hemingway 先生於 2018 年 11 月 20 日到訪恒大，了解恒大最新發展，並於簡介會向學生介紹赫特福德學院 2019 年 7 月舉辦的英語和英國文化暑期課程。

## Walt Disney Company, USA

### 美國華特迪士尼公司

The Career Planning and Development team of Student Affairs Office developed a new collaboration with Walt Disney Company in USA on internship programme – Disney Cultural Exchange Program, giving HSUHK students the opportunity to work in different lines of business at Walt Disney World in Florida during the summer break in 2019. Two programme representatives paid a visit to HSUHK on 9 November 2018, staging an introductory presentation and carrying out selection interviews with HSUHK candidates.

學生事務處職業規劃與發展組跟美國華特迪士尼公司首度合作，引進「迪士尼文化交流計劃」，讓恒大學生參與計劃，於 2019 年暑假前往美國佛羅里達州華特迪士尼世界不同部門實習。兩位項目代表於 2018 年 11 月 9 日到訪恒大，並為恒大學生舉辦簡介會及進行即場選拔。





### The Consul General of Vietnam to Hong Kong SAR and Macau SAR 越南駐港澳總領事



Mr Tran Thanh Huan, The Consul General of Vietnam to Hong Kong SAR and Macau SAR, paid a visit to HSUHK together with Consul Mr Huynh Ngoc Hoi on 26 October 2018. They met with Provost Gilbert Fong and Dr Shelby Chan, Acting Dean of the School of Translation. Fruitful discussion on possible areas of collaboration was made. Being a translator in the past, Mr Tran was particularly interested in the advanced interpreting facilities of Fung Yiu King Hall and the Translation and Interpretation Laboratory.

越南駐港澳總領事陳清勳先生與領事黃玉會先生於2018年10月26日到訪恒大，與方梓勳常務副校長及翻譯學院署理院長陳嘉恩博士會面，探討合作計劃。總領事先生曾為翻譯員，對馮堯敬堂及傳譯實驗室的尖端傳譯設備，深感興趣。

### Lee Hysan Foundation 利希慎基金

Led by its President Ms Cecilia Ho, a delegation from the Lee Hysan Foundation set foot on HSUHK campus on 16 October 2018. After a campus tour, the guests joined a luncheon hosted by President Simon S M Ho. Opportunities for future co-operation were explored.

利希慎基金總裁何宗慈女士率領代表團於2018年10月16日到訪恒大，參觀校園後由何順文校長設宴款待。雙方探討未來合作機會。



### JAMK University of Applied Sciences, Finland 芬蘭 JAMK 應用科學大學



After a meeting with HSUHK at the 13th Annual Asia-Pacific Association for International Education Conference and Exhibition held in Singapore in March 2018, Dr Asta Wahlgren, Director of School of Business and Mr Risto Korkia-Aho, International Affairs Director from JAMK University of Applied Sciences, Finland paid a visit to HSUHK on 15 October 2018. They met with Professor Bradley Barnes, Dean of the School of Business cum Co-Chairman of the Global Exchange Committee to explore future partnership.

芬蘭 JAMK 應用科學大學與恒大代表於2018年3月在新加坡舉行的第十三屆亞太國際教育協會年會暨教育展會面後，該校的商學院總監 Asta Wahlgren 博士及國際事務總監 Risto Korkia-Aho 先生於2018年10月15日到訪恒大，與商學院院長暨環球交流事務委員會聯席主席李海東教授會面，商討未來合作機會。

### National Taipei University 國立臺北大學

Students from the Department of Foreign Languages and Applied Linguistics of National Taipei University, led by Associate Professor and Chairperson of the Department Dr Rae Lan, paid a visit to HSUHK from 15 to 20 October 2018. The students sat in various classes of the School of Translation (STRA) and toured around campus facilities and the Residential Colleges. At a lunch gathering, STRA's academic staff and students had fruitful exchanges with the guests.

國立臺北大學應用外語學系同學由副教授兼系主任藍蕾博士帶領，於2018年10月15日至20日到訪恒大。來賓於翻譯學院不同課堂旁聽，並且參觀恒大校園設施和住宿書院。與翻譯學院師生聚餐時交流互動，獲益良多。



### Alumni Association of HSMC and HSSC 恒管暨恒商校友會

On 12 October 2018, the Advancement and Alumni Affairs Office met with Mr Dicky Yuen, new Chairman of the Alumni Association of HSMC and HSSC. Discussion on inviting more engagement by the alumni community was made while more diversified future collaboration was explored.

2018年10月12日，發展及校友事務處款待恒管暨恒商校友會新主席袁益靈先生，探討如何鼓勵校友多參與校友事務，以及校友會和恒大如何加強合作。





We would like to extend our warmest welcome to the below senior executive staff who joined the HSUHK family in November 2018.

衷心歡迎以下高級行政人員於 2018 年 11 月加入，成為恒大一員。

Office 部門	Senior Executive Staff 高級行政人員	Position 職位
Office of Vice-President (Academic and Research) 副校長室 (學術及研究)	Dr Koo Chun Kwong, Tony 高鎮光博士	Head, Global Development 主管 環球發展
School of Humanities and Social Science 人文社會科學學院	Ms Lo Tak Yung, Rachel 羅德容女士	Academic Manager 教務經理
Student Affairs Office 學生事務處	Ms Lee Tak Fan, Esther 李德芬女士	Associate Director of Student Affairs 學生事務副總監



## Forthcoming Events 活動預告

### Executive Development Centre 企管發展中心

#### FinTech & Blockchain Series: Blockchain in FinTech

11 January 2019 (Fri) 2019 年 1 月 11 日 (星期五)	9:45 am – 5:30 pm 上午 9 時 45 分至下午 5 時 30 分	The Hong Kong Society of Financial Analysts Office 香港財經分析師學會辦公室
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#### 成功商業談判技巧 2019

18 January 2019 (Fri) 2019 年 1 月 18 日 (星期五)	9:30 am – 5:00 pm 上午 9 時 30 分至下午 5 時	HSUHK Campus 恒大校園
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#### FinTech & Blockchain Series: Introduction to Cryptocurrency, Token Finance and Token Economics

24 January 2019 (Thu) 2019 年 1 月 24 日 (星期四)	9:45 am – 5:30 pm 上午 9 時 45 分至下午 5 時 30 分	The Hong Kong Society of Financial Analysts Office 香港財經分析師學會辦公室
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#### FinTech & Blockchain Series: AI and Machine Learning – The Next Generation of Computing

27 February 2019 (Wed) 2019 年 2 月 27 日 (星期三)	9:45 am – 5:30 pm 上午 9 時 45 分至下午 5 時 30 分	The Hong Kong Society of Financial Analysts Office 香港財經分析師學會辦公室
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#### FinTech & Blockchain Series: FinTech and Its Application in Banking and Insurance Industries – Insurtech

8 March 2019 (Fri) 2019 年 3 月 8 日 (星期五)	9:45 am – 5:30 pm 上午 9 時 45 分至下午 5 時 30 分	The Hong Kong Society of Financial Analysts Office 香港財經分析師學會辦公室
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#### Effective Presentation Skills

15 March 2019 (Fri) 2019 年 3 月 15 日 (星期五)	10:00 am – 5:30 pm 上午 10 時至下午 5 時 30 分	HSUHK Campus 恒大校園
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#### FinTech & Blockchain Series: The New ABCD of Smart City

28 March 2019 (Thu) 2019 年 3 月 28 日 (星期四)	9:45 am – 5:30 pm 上午 9 時 45 分至下午 5 時 30 分	The Hong Kong Society of Financial Analysts Office 香港財經分析師學會辦公室
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### Communications and Public Affairs Office 傳訊及公共事務處

#### Founders' Day 2019 cum University Naming Dinner

#### 2019 恒大校慶日暨大學正名晚宴

16 March 2019 (Sat) 2019 年 3 月 16 日 (星期六)	6:30 pm 晚上 6 時 30 分	Ballroom, JW Marriott Hotel Hong Kong 香港 JW 萬豪酒店宴會廳
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Ms Louisa Cheang,  
Chairman of the  
Board of Governors,  
officiated at  
the Graduation  
Ceremony.  
校董會主席鄭慧敏  
女士擔任主禮嘉賓。



# HSUHK Graduation Ceremony 2018 恒大2018年度畢業典禮 5.12.2018

The Graduation Ceremony of HSUHK 2018 was held on 5 December 2018, the first since receiving the university title. More than 1,280 graduates were conferred bachelor's degree in different disciplines. Three teachers received the 2017/18 HSUHK Teaching Excellence Awards for their outstanding performance in teaching and dedication to continuous improvement in pedagogy. Board and Council members, distinguished guests, senior management and academic staff, as well as family and friends of graduates attended to congratulate the students on their achievements.

恒大2018年度畢業典禮於2018年12月5日舉行，超過1,280名畢業生獲頒授學士學位。三位教學人員獲頒2017/18年度「香港恒生大學卓越教學獎」，表揚他們超卓的教學表現，並讚揚他們在教學上持續追求進步所作出的貢獻。校董、校務委員、嘉賓，管理層、教學人員及畢業生的親友出席典禮，恭賀他們學業有成。



Dr Moses Cheng, Chairman of Council,  
officiated at the Graduation Ceremony.  
校務委員會主席鄭慕智博士擔任主禮嘉賓。



President Simon Ho addressed the  
graduates.  
何順文校長向畢業生致詞。



A full house of audience shared the joy with the graduates.  
滿堂嘉賓與畢業生分享喜悅。



Three academic staff members received the 2017/18 HSUHK Teaching Excellence Award: Dr Holly Chung from Department of English (left photo), Mr Brian So from School of Communication (middle photo) and Dr Felix Tang from Department of Marketing (right photo).

三位教學人員獲頒發2017/18年度「香港恒生大學卓越教學獎」：英文系鍾可盈博士（左圖）、傳播學院蘇銘恒先生（中圖）及市場學系鄧子龍博士（右圖）。



Joyful atmosphere at HSUHK campus.  
恒大校園瀟灑歡欣氣息。

Information as of 5 December 2018. *Erudition • The Hang Seng University of Hong Kong Newsletter* is published by the Communications and Public Affairs Office in every even month. If you have any materials for publication, please send your submission in both English and Chinese (not more than 250 words each) and 1-2 photos (>1MB, if any) to cpao@hsu.edu.hk via your HSUHK email account.

資料截至2018年12月5日。《博學·香港恒生大學通訊》逢雙數月由傳訊及公共事務處出版，如欲投稿，請以恒大電郵帳戶發送至cpao@hsu.edu.hk。稿件中英文內容各不超過250字並附上1-2張1MB以上的照片（如有）。