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

HSUHK Establishes Hong Kong's First Cloud Innovation School

恒生大學創設香港首所雲創學院



▲ HSUHK announces the establishment of Hong Kong's first Cloud Innovation School (CIS) with the support of Amazon Web Services (AWS). (From left) Dr Daniel Mo, Head of CIS; Mr Robert Wang, Managing Director, AWS Hong Kong and Taiwan; and President Simon Ho. 恒生大學獲 AWS 支持，創設全港首個雲創學院。左起：雲創學院主任巫耀榮博士、AWS 香港暨台灣總經理王定愷先生與何順文校長。

The Hang Seng University of Hong Kong (HSUHK) has announced it will be the first university in Hong Kong to establish a Cloud Innovation School (CIS), with the support of Amazon Web Services (AWS), to foster further development of startup communities and prepare technology-savvy talent for the job market. CIS will focus on four areas, Cloud Computing Training and Education; Cloud Course Development; Academic Research; and Employment and Entrepreneurship Development, as it provides HSUHK students with comprehensive and practical training in cloud computing, artificial intelligence (AI) and data analytics, by using AWS's cloud courses and resources, as well as HSUHK's cross-disciplinary expertise.

Professor Simon S M Ho, President of HSUHK, said that CIS would promote the development of the University's teaching and learning, subject development, research and innovation and entrepreneurship. "By establishing the first Cloud Innovation School in Hong Kong, our students will be able to utilise AWS's cloud technology and educational resources, and learn to work with world-leading cloud technology. With our small-class teaching model and excellent faculty members, we strongly believe that the Cloud Innovation School will greatly enhance the effectiveness of our teaching, further equip our students for the future, and prepare them to embrace more opportunities" said President Ho.

Mr Robert Wang, Managing Director of AWS Hong Kong and Taiwan, said "We are honoured to work with HSUHK to bring the CIS model to Hong Kong. This collaboration marks a milestone for AWS in promoting cloud education in Hong Kong, and we hope that it can provide more practical cloud skills training for students in different professional fields."

The University has appointed Dr Daniel Mo Yiu-wing, Associate Professor at the Department of Supply Chain and Information Management, as the Head of CIS. Dr Mo expects students from different disciplines to use the AWS platform and equip themselves with the knowledge of AI and machine learning through interdisciplinary learning, which in turn, will help them develop a global perspective and thereby promote the innovation culture of the University and Hong Kong.

香港恒生大學獲 Amazon Web Service (AWS) 支持，創設香港首所雲創學院。雲創學院以培育雲端創科人才為目標，透過 AWS 提供的雲端課程、雲端服務資源和恒生大學的師資及跨學科優勢，從雲端運算培訓和教學、雲端課程開發、學術科研及就業創業發展四大方面，為學生提供全面及實用的雲端、人工智能與數據分析等技能培訓。

恒生大學校長何順文教授表示，雲創學院將進一步推動恒生大學在教與學、學科開發、研究和鼓勵創新創業方面的發展。何校長說：「透過創立香港首間雲創學院，學生可利用 AWS 的雲端服務和教育資源，學習首屈一指的雲端科技和應用場景。雲創學院配合恒生大學的小班教學及優秀師資，將大大提升教學效果，為學生裝備未來、迎接機遇做好準備。」

AWS 香港暨台灣總經理王定愷表示：「AWS 很榮幸能夠與香港恒生大學合作，將雲創學院的合作模式帶到香港。這次合作是 AWS 在香港推動雲端教育普及的一個里程碑，希望此次的合作能為香港不同專業領域的學生提供更多實用的雲端技能培訓，為他們提供創業和職業發展機會。」

大學已委任供應鏈及資訊管理學系副教授巫耀榮博士出任雲創學院主任。巫博士期望修讀不同學科的學生都可活用 AWS 平台，以跨學科形式認識人工智能及機械學習的知識，幫助他們發展全球視野，並藉此推動大學與香港的創新文化。

CIS will enhance the effectiveness of teaching and further equip students for the future.
雲創學院將提升教學效果，為學生裝備未來做好準備。



Focus of HSUHK CIS

恒生大學雲創學院重點方向

Cloud Computing Training and Education 雲端運算培訓和教學

HSUHK students will be able to enroll in more than 600 digital skills courses provided by AWS. Additionally, AWS will provide the AWS Cloud Essentials Course, which is highly recognised by the industry, free of charge, to HSUHK's fintech students. The HSUHK's School of Business will conduct research and teach fintech data collection knowledge through a banking data platform developed by an AWS Partner as part of its BBA in Financial Analysis and Financial Technology programme. These efforts aim to comprehensively improve the practical knowledge and skills of HSUHK students in fintech, allowing them to apply the knowledge and cloud technology learned in the classroom to real-world applications.

HSUHK has joined the AWS Academy programme designed specifically for higher education institutions. As a member institution, HSUHK has several professors who are AWS-certified educators, which authorises them to use AWS Academy's courses and resources to teach students.

恒生大學學生可修讀 AWS 超過 600 門數碼技能課程，而金融科技專業的並可免費修讀業界高度認可的 AWS 雲端基礎課程。恒生大學商學院金融分析及金融科技工商管理（榮譽）學士課程透過 AWS 合作夥伴開發的銀行數據平台，進行金融科技數據收集研究及教學，使學生可將課堂上學到的金融科技知識及雲端技術，於企業及市場應用。

恒生大學已加入了 AWS 專為高等教育機構設計的 AWS Academy 計劃，作為成員機構。大學有多名教授已成為 AWS 全球認可的 AWS 雲端教育者，他們可使用 AWS Academy 豐富課程和資源作教學用途。

Academic Research 學術科研

AWS will provide cloud resources and technical support to HSUHK's academic and research teams to help them achieve research results faster and more accurately. Several faculty members from School of Decision Sciences have also developed demonstrations of their research results in blockchain and AI on the AWS Cloud, leveraging their research results for teaching purposes.

AWS 將為恒生大學學術及科研團隊提供豐富的雲端資源及技術支持，幫助他們更快及更準確地取得科研成果。多位決策科學學院的教研人員亦在 AWS 雲端平台上展示區塊鏈和人工智能的科研成果，作教學之用，達致教研合一。

Cloud Course Development 雲端課程開發

HSUHK has collaborated with AWS to design a new subject for the Master of Science in Data Science and Artificial Intelligence programme. The subject will be jointly taught by three departments of the School of Decision Sciences: Computer Science; Mathematics, Statistics and Insurance; and Supply Chain and Information Management. The subject will incorporate AWS's world-leading cloud courses and teaching resources to provide students with professional training in machine learning and AI, enabling them to use data science and AI techniques to solve practical problems, and will include topics such as cloud basics, distributed systems and cloud computing, and big data management. HSUHK and AWS also plan to collaborate on designing a cloud computing foundation credit subject specifically for undergraduate students across the University.

恒生大學與 AWS 合作設計「數據科學及人工智能理學碩士課程」的其中一個全新科目。該科目將由決策科學學院的三個學系聯合教授，包括計算機科學、數學、統計和保險學，以及供應鏈及資訊管理學。科目將融入 AWS 全球領先的雲端課程和教學資源，為學生提供機器學習和人工智能方面的專業教學，訓練他們運用數據科學和人工智能的技術解決實際問題，內容包括雲端基礎知識、分佈式系統與雲端計算、大數據管理等。恒生大學與 AWS 亦計劃合作設計專為全校本科生而設的雲端計算基礎學分科目。

Employment & Entrepreneurship Development 就業及創業發展

HSUHK will utilise its extensive industry network to facilitate the matching of talent with different enterprises, while AWS will continue to support HSUHK's various entrepreneurship and innovation competitions through its AWS Activate programme, which provides students with technology training, judging support and sponsorship for prizes. AWS will also offer customised innovation courses leveraging existing resources from the Amazon Culture of Innovation courses to meet the needs of different departments.

恒生大學將利用豐富的業界網絡，促成人才與不同企業的產業化配對。AWS 亦將持續通過其初創計劃 AWS Activate 支持恒生大學開辦的多項創業及創新比賽，為學生提供創新培訓、評審支持和獎品贊助等資源。AWS 亦將推行量身訂造的創新課程，為恒生大學提供雲端技術人才培訓及亞馬遜創新文化工作坊。

Healing Hearts with Cinema Therapy 憑電影治癒人心——探究電影治療

Interview with Dr Sobel Chan Ka-lok

Senior Lecturer, School of Communication

傳播學院高級講師陳家樂博士專訪



“Most people are not willing to admit that they suffer from mental illness. The benefit of cinema therapy is to release emotions indirectly through watching movie and get treatment”, said Dr Sobel Chan. Urban residents often suffer from high pressure, and for them, movies are not only a form of entertainment but are also therapeutic. Dr Chan has extensive experience working in film production and is also a well-known ‘cinema therapy’ researcher.

Dr Chan explained that cinema therapy is a form of art therapy, carried out by analysing patients’ preferences and symptoms; and thus choosing relevant movies for them to watch. “In cinema therapy, a movie is not entertainment, but a prescription. A lot of foreign clinical experiments have confirmed the effectiveness of cinema therapy.” He took the movie *Good Will Hunting* as an example, in which the lead character suffers from post-traumatic stress disorder, and after meeting psychological counselor, recovers and had a wonderful life. “When patients watch relatable characters in films who go through difficulties and overcome them, they understand that they are not alone in their journey and this further boosts their recovery.” Dr Chan’s role is to recommend relevant films to therapists based on patients’ conditions, and explains how selected movies will help.

Dr Chan’s interest in cinema therapy began due to an interesting incident, “More than 10 years ago, I visited a hospital, where a stranger started chatting with me and told me that he had watched a healing movie about an elderly person suffering from dementia. At the end of the film, the elderly man’s son helps his father remember things by playing music.” Interestingly, the film that the stranger was referring to was *Praying Heros*, directed by Dr Chan himself. This led to Dr Chan beginning his journey with cinema therapy, hoping to raise the public’s care and awareness about people with dementia and their family members. He also wrote the first book in Hong Kong on the topic of cinema therapy. His lecture to HSUHK student residents also received an overwhelmingly positive response.

「大部分人都不願意直接坦承自己有情緒病，電影治療的好處是透過觀影間接抒發情緒，得到治療。」都市人生活壓力大，電影除了提供消遣娛樂，亦有治療作用。陳家樂博士過去在電影製作方面擁有豐富專業工作經驗，他對「電影治療」亦素有研究。

陳博士解釋道，電影治療屬於藝術治療之一，透過分析病人的喜好、病徵對症下藥，找出合適的電影給病人觀看。「在電影治療的角度，電影並非娛樂，而是一道處方。外國很多臨床實驗已證實電影治療有效用。」他以電影《驕陽似我》為例，男主角患上創傷後壓力症，其後在心理諮詢師治療下康復，開展精彩人生。

「當病人發現同病相憐的電影角色能夠克服困難，就會將自身問題投射並移情到角色上，產生共鳴，感覺自己並不孤單，從而為康復之路注入強心針。」至於熟悉電影的陳博士在治療中的角色，就是在眾多電影中，根據病人的病情為電影治療師推介合適、正面的電影，並向病人解說。

陳博士表示，對電影治療產生興趣源自於多年前一件趣事。「十多年前，我到醫院探病，坐在我身旁的陌生人與我攀談，分享他看了一齣『很療愈』的電影，內容講述一名長者患有認知障礙症，但最後長者的兒子透過彈奏音樂喚醒了父親的記憶。原來那名陌生人的家人也患上認知障礙症，因此他覺得該電影很療愈和有共鳴。」有趣的是，這部電影《耆英先鋒隊》正是由陳博士執導，於是他開始研究電影治療，推廣電影治療和教育工作，希望藉此引起大眾關心認知障礙症的病人及其家屬。他又撰寫了全港首本介紹和分析「電影治療」的書籍，並在恒生大學為住宿書院學生舉行「電影治療」講座，反應熱烈。

Before joining HSUHK, Dr Chan had already established a connection with the University. He taught journalism and communication courses early in 2012, and provided professional consultation for launching new programmes. He used to work in film schools in other universities and taught relatively traditional film courses. At HSUHK, he readjusted his teaching methods, saying “We are now training students to make films mainly for new media. The mode and requirements are completely different from traditional film shooting, no matter the film length or the resources used. It's training for another innovative skillset.”

When designing assignments for students, he always tries to set high standards and expects students to reach their full potential and meet professional-level requirements. He often encourages students to participate in competitions to gain experience, and hopes to inspire students' passion for creation and production.

加入恒生大學之前，陳博士與恒生大學已甚有淵源，早於 2012 年教授過新聞及傳播課程，又為開辦新課程提供專業諮詢等。他以前曾在其他大學的電影學院工作，教授相對傳統的電影訓練，來到恒生大學他就需要調節教學方法。「我們現在訓練學生拍片，主力用於新媒體，模式和要求與拍攝傳統電影已完全不同，包括片長、人力資源等，是另一種嶄新技能的訓練。」

他設計功課時，會嘗試定較高的標準，期望學生充分發揮他們的潛能，盡力達至專業級的要求。他又經常鼓勵學生參加比賽，汲取經驗，冀啟發學生對創作及製作的熱誠。



▲ Dr Chan's published work on films and television production. 陳博士出版不少有關電影和電視製作的著作。



▲ In addition to academic publications, Dr Chan also engages in creative-based research. Recently, his movie, *We Are Hong Kongers*, won Best Director, Best Original Screenplay and Second Place at The Best Short Movie in London Film Festival. The movie also won Best Original Screenplay at the New York Film Festival, Honorable Mention — Drama at the Hollywood Gold Awards, and Best Short Movie at a Busan Award.

除了學術著作外，陳博士亦從事創作為基礎的研究。最近憑《不是異鄉人》短片，榮獲「倫敦電影獎」最佳導演、最佳原創劇本、最佳短片銀獎；「紐約電影獎」最佳原創劇本；「荷里活金獎」榮譽獎；以及「金山新浪短片節」最佳短片電影。



▲ Dr Chan sits on judging panel at the New Media Literacy Short Film Competition in 2019. 陳博士於 2019 年擔任新媒體素養短片拍攝比賽的評審。



▲ HSUHK receives AACSB international accreditation.
恒生大學獲 AACSB 國際認證。

HSUHK Business School Obtains AACSB International Accreditation 恒生大學商學院取得 AACSB 國際認證

The School of Business (SBUS) of HSUHK recently obtained the AACSB International (AACSB) accreditation. HSUHK is the first self-financed university in Hong Kong to earn this international and professional accreditation which recognises HSUHK's outstanding development in business education.

The AACSB review committee recognised SBUS for demonstrating a focus on excellence in all areas, including teaching, research, curriculum development, and student learning. The committee also acknowledged HSUHK's commitment in earning its accreditation, which reflected the University's dedication towards students, alumni, the larger business community, and the overall higher education sector.

President Simon S M Ho was delighted to see SBUS receive the international accreditation, noting that obtaining accreditation as the first-ever self-financed university in Hong Kong is full recognition of the quality of our teaching programmes and research. Professor Bradley Barnes, Dean of SBUS, was thrilled with the accreditation, as it showed the well-deserved recognition for outstanding teaching quality at SBUS.

Founded in 1916, AACSB is the longest-serving and largest business education network. AACSB brings together leaders from diverse communities in both academia and business to set the highest quality standards in business education. Less than 6% of the world's schools offering business and management degree programmes hold AACSB accreditation.

恒生大學商學院最近獲國際商學院促進協會（AACSB）頒授國際專業認證，是全港首間自資大學獲 AACSB 認證，肯定恒生大學於商科教育的卓越成就。

AACSB 評審委員會指恒生大學商學院在教學、研究、課程開發及學生學習上均表現卓越，讚揚大學對學生、校友和業界，以至高等教育的投入良多。

何順文校長對商學院獲國際認證表示欣慰，他表示作為首間自資大學獲此殊榮，充分肯定其教學及課程質素。商學院院長李海東教授對獲此殊榮感到非常鼓舞，反映商學院的優質教學備受認同。

AACSB 於 1916 年成立，為歷史最悠久、規模最大的商學教育網絡。協會匯聚學術界及業界領袖，為商學教育制定最高質量標準，現時全球只有少於 6% 開辦商管課程的院校獲得 AACSB 國際認證。

HSUHK Wins Silver Award at Geneva International Exhibition of Inventions 恒生大學於「日內瓦國際發明展」榮獲銀獎

HSUHK's innovative research project, 'EBizbot', a real-time mixed reality-based Artificial Intelligence (AI) system, won a Silver Award at the Geneva International Exhibition of Inventions 2023. The system was invented by Dr George Ho To-sum, Associate Professor of the Department of Supply Chain and Information Management, School of Decision Sciences, and was supported by the Innovation and Technology Fund of the Hong Kong Special Administrative Region. This was the first time HSUHK participated in the exhibition and showcased the University's excellence in research and innovation on the global stage.

The awarded project, 'EBizbot', is designed to optimise warehouse management, product promotion, and workflow for e-commerce companies. As customer consumption patterns shift online, e-commerce companies face the challenge of meeting the growing demand for fast logistics and real-time online consumption. 'EBizbot' solves the problem by adopting innovative technologies such as the Internet of Things (IoT), AI, and Robotic Process Automation (RPA) to optimise e-commerce across companies' operation modes. The awarded project has been commercialised, and was therefore able to demonstrate HSUHK's success in knowledge exchange for translating research and innovation outcomes into societal impact and impactful solutions.

恒生大學的創新科研項目——實時人工智能配合混合現實應用系統「EBizbot」，於「2023 日內瓦國際發明展」中榮獲銀獎。該系統由決策科學學院供應鏈及資訊管理學系副教授何道森博士發明，由香港特別行政區創新科技基金所支持。恒生大學首次參與國際發明展即奪獎，足證大學卓越的研究及創新能力，亦是對大學學者在研究和創新方面的肯定和鼓勵。

得獎項目「EBizbot」主要用於優化電子商務公司的倉庫管理、商品推廣和工作流程。在快速增長的電商領域中，顧客的消費模式從線下轉為線上，令快速物流和即時線上消費需求持續增長。「EBizbot」通過採用物聯網、人工智能和機器人流程自動化等嶄新技術來優化電商公司的運營方式，以滿足持續增長的需求。在大學支持下，「EBizbot」現已成為具社會效益及有影響力的產品，彰顯恒生大學在推動知識交流方面的成果。



▲ Dr George Ho's invention 'EBizbot' wins Silver Award at the Geneva International Exhibition of Inventions 2023.
何道森博士發明的 EBizbot 於「2023 日內瓦國際發明展」榮獲銀獎。



▲ HSUHK team introduces 'EBizbot' to visitors.
恒生大學團隊為參觀人士介紹 EBizbot。

The Regional Co-operation on Culture and Heritage Roundtable Forum 文化與文物遺產區域合作圓桌論壇

HSUHK hosted 'The Regional Co-operation on Culture and Heritage Roundtable Forum' on 29 March 2023 as a celebratory event for its 43rd anniversary, with the aim to foster regional cooperation on culture and heritage among ASEAN states and Hong Kong, as well as accelerate Hong Kong's goal to be the East-meets-West centre for international cultural exchange.

The Forum was moderated by Professor Desmond Hui Cheuk-kuen, Founding Head of Department of Art and Design, HSUHK. The Forum speakers included Mr Danny Yung, Co-Artistic Director, Zuni Icosahedron; Ms Hang Chansophea, Representative of Culture and Heritage Sector at the Ministry of Culture and Fine Arts, Cambodia; Mr Yoganthiran Manikam, Vice Consul (Tourism), Consulate General of Malaysia in the HKSAR; Mr Douglas So Cheung-tak, Chairman of the Museum Advisory Committee, and Chairman of the Antiquities Advisory Board, HKSAR, and Ms Melanie Kwok, Assistant General Manager (Sustainability), Hong Kong Heritage Conservation Foundation Limited. Together, the panellists shared their insights on how culture and heritage can foster mutual exchange and development, how to promote social, cultural and economic growth and how to propagate resilience, innovation and sustainability, alongside other topics.

President Simon S M Ho expressed HSUHK's commitment towards launching more platforms for people across the ASEAN region and the world to come together, and noted that this Roundtable Forum was only the beginning of such regional cooperation dialogues in fostering mutual communication and cooperation.

為慶祝建校 43 周年，香港恒生大學於 2023 年 3 月 29 日舉行「文化與文物遺產區域合作圓桌論壇」，以促進東盟國家與香港在文化和遺產方面的區域合作，推動香港進一步發展為國際文化交流中心。

論壇由恒生大學藝術設計系創系主任許焯權教授主持，邀得進念·二十面體聯合藝術總監榮念曾先生、柬埔寨文化及美術部文化及文物部門代表 Hang Chansophea 女士、馬來西亞駐港總領事館副領事（旅遊）Yoganthiran Manikam 先生、博物館諮詢委員會主席暨古物諮詢委員會主席蘇彰德先生，以及香港歷史文物保育建設有限公司助理可持續發展部總經理郭鎧怡女士，就文化與文物如何促進區域內的相互交流與發展、促進社會、文化、經濟增長，以及可持續發展等議題分享真知灼見。

何順文校長表示，恒生大學致力為東盟各國以至全球提供更多交流平台，是次論壇是此類區域合作對話的第一步，以促進相互合作。

HSUHK hosts 'The Regional Co-operation on Culture and Heritage Roundtable Forum' as a celebratory event for its 43rd anniversary.
恒生大學舉行「文化與文物遺產區域合作圓桌論壇」，慶祝建校 43 周年。



◀ (From left) Ms Melanie Kwok, Mr Douglas So, Mr Yoganthiran Manikam, President Simon Ho, Mr Danny Yung, Ms Hang Chansophea and Professor Desmond Hui.
(左起) 郭鎧怡女士、蘇彰德先生、Yoganthiran Manikam 先生、何順文校長、榮念曾先生、Hang Chansophea 女士和許焯權教授。

HSUHK Signs MoUs with Guangdong Universities and Affiliated School of JNU

恒生大學與廣東省大學和港澳子弟學校簽署合作備忘錄

HSUHK is proactively integrating its development in the Greater Bay Area (GBA). President Simon S M Ho led a delegation of 12 professors from HSUHK to visit GBA cities including Nansha, Guangzhou, Dongguan and Qianhai, Shenzhen in March 2023. During the trip, HSUHK signed Memorandum of Understandings (MoUs) with various universities and Affiliated School of JNU for Hong Kong and Macao Students, to promote further cooperation and development of HSUHK in the GBA, as well as strengthen regional cooperation among institutions.

香港恒生大學積極融入粵港澳大灣區發展，何順文校長在 2023 年 3 月率領 12 人訪問團前往南沙、廣州、東莞及深圳前海等大灣區城市考察及交流，並與幾所大學和港澳子弟學校簽署一系列合作備忘錄，藉此推動恒生大學在大灣區的合作發展，加強院校之間的區域協作。



▲ President Ho (3rd from left) signs a MoU with Mr Lucas Deng (centre), Chairman of Affiliated School of JNU for Hong Kong and Macao Students.
何順文校長（左三）與暨南大學港澳子弟學校理事長鄧強光先生（中）簽署合作協議。



▲ President Ho signs a MoU with the School of Economics of Guangdong University of Finance and Economics on actuarial studies and insurance industry.
何校長與廣東財經大學就粵港澳大灣區精算和保險產業學院的合作方案簽署備忘錄。



▲ HSUHK's School of Translation and Foreign Languages signs a MoU with Guangdong University of Foreign Studies (GDUFS).
恒生大學翻譯及外語學院與廣東外語外貿大學的翻譯學院簽訂合作協議。

▲ President Ho discusses 'The Myth of AI and Humanity Qualities' as well as the impact of AI on teaching and the control of human beings with students at GDUFS.
何校長與廣東外語外貿大學學生分享「人工智能迷思與人文素養」，探討人工智能對教學的影響、對人類的掌控等。

Formulation of Strategic Plan 2023-2028

制訂策略發展計劃 2023 - 2028

To continue advancing HSUHK's mission, and in anticipation of challenges and opportunities in the next five years, the University established a Strategic Planning Group in October 2022, chaired by the Council Chairman, to develop the new strategic plan for 2023-2028. Each of the six Strategic Planning Sub-groups, co-led by one Governors/Council Member and one University Management Member respectively, were formed to formulate strategic goals and initiatives for six strategic focus areas, namely Programme Development and Admissions; Research, Scholarly Works and Knowledge Exchange; Learning and Student Experience; Globalisation and Regional Development; Stakeholder Engagement and University Social Responsibility; and Resources Management and Institutional Advancement.

A draft Strategic Plan was compiled with input from the six Sub-groups. With the aim to solicit views and suggestions from the University's stakeholders, campus-wide consultation was organised between March and May 2023 with eight meetings, engaging staff, students, alumni, parents, employers, members of the Board, Council and Board/Council Committees. Close to 850 participants attended the consultation sessions and over 300 responses were received via face-to-face exchanges and online surveys.

Based on the feedback, the draft Strategic Plan will be refined to create a final Plan for release in August 2023, which will provide clear direction and priorities for the University to move ahead with in the next five years.

為進一步履行大學的使命並迎接未來五年的挑戰與機遇，恒生大學於 2022 年 10 月開展 2023 至 2028 年策略發展計劃的籌劃工作，成立一個由校務委員會主席領導的策略發展籌委小組。六個工作小組各由一名校董會／校務委員會成員及一名大學領導層帶領，負責就六個策略範疇草擬目標及行動，分別為：課程發展及收生、研究、學術項目及知識交流、教學及學生體驗、全球及區域發展、持份者參與及大學社會責任，以及資源管理及大學拓展。



▲ The University Management conducts the consultation session.
大學管理層主持諮詢會。

大學就六個工作小組的提案彙集成策略發展計劃草稿。為廣納恒生大學各持份者的意見，大學於 2023 年 3 月至 5 月舉辦八場實體或混合式諮詢會，讓教職員、學生、校友、家長、僱主、校董會和校務委員會成員及屬下委員會成員一同參與交流及討論。諮詢會有近 850 位參加者出席，於會議及網上問卷亦收到逾 300 項意見。

恒生大學將根據各方寶貴意見優化草稿，並於本年 8 月落實策略發展計劃，為大學未來五年的發展提供清晰方向和優先重點。



▲ Consultation session for students.
學生出席諮詢會。

Development of Renewable Energy for Decarbonising and Modelling Sustainable Transport and Logistics Operations in Smart Cities in the Greater Bay Area

開發減碳和可持續運輸及物流作業的再生能源，並應用於大灣區智慧城市

Dr Eugene Wong Yin-cheung

黃彥璋博士

Associate Professor, Department of Supply Chain and Information Management
供應鏈及資訊管理學系副教授



Pressing global needs for renewable energy and decarbonisation

全球對可再生能源及減碳的迫切需求

Before the 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27) in November 2022, six CEOs, including those of IKEA, Heineken, and LG Chem, shared their strategies in decarbonisation at the World Economic Forum. This signifies that companies and governments are accelerating their commitment to net-zero. With transport and logistics industries being the second-largest carbon emission sector in the world, corporations have put decarbonisation at the top of their agenda. A lot of logistics corporations have even incorporated carbon emission mitigation into staff performance appraisals.

Decarbonisation targets were set in the Climate Action Plans of Hong Kong to reduce carbon intensity by 65% to 70% by 2030, and further reduce carbon emissions by 50% before 2035 when compared to 2005 levels. Exploration of the use of renewable energy in major vehicles for transport and logistics is critical for Hong Kong to adhere to its long-term decarbonisation strategy and become a smart city with low-carbon transport and logistics.

A research project, funded under the Institutional Development Scheme (IDS) Collaborative Research Grant (CRG) of the Research Grant Council, has been carried out with the primary aim of developing solid-state storage hydrogen-powered fuel cell prototype as renewable energy for vehicles, as well as analysing the economic and environmental impacts of such vehicles operating in Hong Kong and other cities in the Greater Bay Area (GBA). Life cycle assessment and product carbon footprint on hydrogen-powered fuel cell vehicles and sustainable transport research database have also been developed as part of the project.

在 2022 年 11 月第 27 屆聯合國氣候變化框架公約締約方大會召開之前，宜家傢俬、喜力、LG 化學等六位行政總裁在世界經濟論壇上分享了減碳戰略，表明企業和政府正在加速實現淨零排放的承諾。運輸及物流業為全球第二大碳排放行業，不少企業現已將減碳列為首要議程，部分物流企業甚至將碳減排納入員工考核。

《香港氣候行動藍圖》提出在 2030 年把本港碳強度由 2005 年的水平降低 65% 至 70%，並力爭在 2035 年前把本港碳排放量從 2005 年的水平減半。在運輸及物流的主要車輛中使用可再生能源，對於香港長期減碳至為重要，有助本港成為低碳運輸及物流的智慧城市。

有見及此，我們推行了一項研究，並獲得香港研究資助局的院校發展計劃協作研究撥款。此項目旨在開發固態儲存氫能燃料電池原型，作為車輛的可再生能源，並分析此類車輛在香港與其他大灣區城市運行對經濟和環境的影響。該項目還研究氫能燃料電池汽車的生命週期評估和產品碳足跡，以及可持續交通研究數據庫。

Multi-disciplinary research across institutions

院校之間的跨學科研究

In collaborations between The Hong Kong University of Science and Technology (HKUST) and The Hong Kong Polytechnic University (PolyU), this interdisciplinary project has integrated research fields in logistics and transportation, renewable energy, chemical engineering, and environmental science. Experiments on hydrogen production were aimed at transport and logistics uses, carbon footprint and life-cycle assessment on hydrogen production processes, and modelling economic and environmental impacts of mitigating vehicle emissions through renewable energy initiatives in Hong Kong and GBA cities.

此跨學科項目由香港恒生大學和香港高等教育科技學院合作，融合了物流與運輸、可再生能源、化學工程和環境科學等研究領域。製氫實驗主要針對航運業使用、碳足跡和製氫過程的生命週期評估，以及模擬在香港和大灣區城市的可再生能源計劃下，減少車輛排放的經濟和環境影響。

The development of hydrogen fuel cells focuses on the effective and safe release of hydrogen from a solid hydrogen storage material for further producing electricity in a vehicle. Catalytic reactions and hydrogen release experiments have been carried out with the catalytic hydrolysis of Ammonia Borane (AB), considering the advancement of single atom catalysis (SACs) in various catalytic applications. In the experiments, the performances of AB hydrolysis have been analysed, with Cobalt Nanoparticles on SAC support giving a turnover frequency value of $22 \text{ mol H}_2 \text{ mol cat}^{-1} \text{ min}^{-1}$. The three equivalents of hydrogen can be released in 2.3 minutes.

In the econometric and environmental impact analysis, the impact of crucial CO₂ emission contributors on cross-border trade activities and traffic has been analysed. Sets of data about trade, vehicles, renewable energy sources, and carbon emission of cities in the GBA have been collected. These include trade flow, GDP, population, throughput, import, export, types of energy-powered vehicles, gas emission inventory. Modified hierarchical factor modelling has been adopted for exploring the structure and relationship of regressors, where economic, transport and environmental factors are included in the model tested with data in a span of 30 years. Gravity models and machine learning algorithms have been developed to forecast trade and traffic flow, as well as emission impact on the use of hydrogen and other energy source vehicles across cities in the GBA.

氫燃料電池的發展重點，是從固體儲氫材料中有效和安全地釋放氫氣，以進一步在車輛中發電。在實驗中，團隊分析了 AB 水解的性能，SAC 載體上的鈷納米粒子給出了 $22 \text{ mol H}_2 \text{ mol cat}^{-1} \text{ min}^{-1}$ 的周轉頻率值。三當量的氫氣可以在 2.3 分鐘內釋放出來。

在計量經濟學和環境影響分析中，團隊分析了二氧化碳主要排放者對跨境貿易活動和交通的影響，並收集大灣區城市貿易、車輛、可再生能源和碳排放的數據，包括貿易流量、GDP、人口、吞吐量、進出口、能源汽車類型、氣體排放清單等。項目分析採用了改進的層次因子模型來探索「回歸變量」的結構和關係，此模型使用長達 30 年的數據作測試，涵蓋經濟、交通和環境因素。此外，團隊亦開發了重力模型和機器學習算法，以預測貿易和交通流量，以及排放對大灣區各城市氫能和其他能源車輛使用的影響。

Pursuing research with a high impact 追求貢獻社會的研究

The methodologies and results of the research have been consolidated and shared at several international conferences as well as published in renowned journals, including a high impact journal in Q1 quartile ranked in the top 5% under the category of 'Energy – Renewable Energy, Sustainability and the Environment'. Highlights from the research have been extracted and applied to teaching and learning in sustainable transport-related academic modules. Workshops and seminars have also been carried out with students, research colleagues, industry practitioners and interested public parties.

團隊已整合此項目的研究方法與結果，並在多個國際會議和知名學術期刊上發表，包括一份在能源類別下（可再生能源、可持續性和環境）排名前 5% 的高影響力學術期刊。此研究的重點已應用於可持續交通相關學術模塊的教學和學習，並舉行工作坊和研討會，供研究人員、行業代表、學生及公眾交流。



HSUHK Student Wins University Elite ESG Challenge 2023

恒大生在學界精英 ESG 挑戰 2023 掄元

Alongside two teammates from HKUST and HKU, HSUHK's Tam Ka-ki (BBA Supply Chain Management, Year 4) won the Championship title in the 7-month long Hang Seng x Value Partners University Elite ESG Challenge 2023. With their comprehensive understanding of ESG and overall outstanding performance, they stood out among 47 teams and won the top prize.

供應鏈管理工商管理學士課程四年級學生譚嘉淇，連同兩位來自科大和港大的成員，勇奪「恒生 x 惠理學界精英 ESG 挑戰 2023」冠軍。他們憑藉對 ESG 的理解、冷靜機智的頭腦，在長達七個月的挑戰中，經過重重關卡，最終從 47 支參賽隊伍中脫穎而出勇奪冠軍。



▲ Tam Ka-ki (5th from right) wins champion.
得獎學生譚嘉淇同學（右五）。

SCM Students Awarded 1st Runner-up in CILTHK Student Day 2023 Competition

供應鏈管理學生於

「香港運輸物流學會學界專題研習比賽 2023」榮獲亞軍

A five-member HSUHK team, consisting of Chloe Li Uen-shan, Wong Yuen-yau, Ip Hoi-lam, Henry Lee Hin-wing and Ng Yin-yung from BBA (Honours) in Supply Chain Management joined the CILTHK Student Day 2023 Competition, organised by The Chartered Institute of Logistics and Transport in Hong Kong. They delivered an excellent presentation with impressive analyses on the topic 'Make your suggestions to maritime industry stakeholders on how to strengthen Hong Kong post's connectivity, handling capacity together with operation cost competitiveness against other Asian ports', and were awarded 1st runner-up.

供應鏈及資訊管理學系李宛珊、黃苑柔、葉凱琳、李軒穎及吳彥融組成五人隊伍，參與由香港運輸物流學會舉行的學界專題研習比賽。他們就「如何加強香港海運業的連繫性、處理貨運能力以及營運成本競爭力」作分析與解說，最後榮獲專題研習團體賽亞軍。



▲ HSUHK winning team with supervisors Dr Eugene Wong (right) and Dr Helen Ma (left).
恒大學得獎隊伍與指導老師黃彥璋博士（右）及馬凱琳博士（左）。

HSUHK Students Awarded Around \$7 Million in Government Scholarships 恒生大學學生獲頒約 700 萬元政府獎學金

In the 2022-23 academic year, 281 HSUHK graduates and students were awarded scholarships and awards that amount to around HK\$7 million, by the Self-financing Post-secondary Scholarship Scheme (SPSS). Award categories included 'Outstanding Performance Scholarship', 'Best Progress Award', 'Talent Development Scholarship', 'Reaching Out Award' and 'Endeavour Scholarship'.

恒生大學共有 281 名同學及畢業生獲頒 2022-23 年度「自資專上獎學金計劃」獎學金或獎項，當中包括「卓越表現獎學金」、「最佳進步獎」、「才藝發展獎學金」、「外展體驗獎」及「展毅獎學金」，總金額約 700 萬港元。



◀ The SPSS Presentation Ceremony is held on 25 April 2023 to recognise the awardees' achievements, five HSUHK awardee representatives attend the Ceremony.

自資專上獎學金計劃頒獎典禮於 2023 年 4 月 25 日舉行，五名恒生大學得獎代表獲邀出席。

HSUHK Scholarship and Award Presentation Ceremony 2023 恒生大學獎學金頒獎典禮 2023

The Student Affairs Office held its annual 'Scholarship and Award Presentation Ceremony' on 4 May 2023 to recognise the outstanding academic achievements and remarkable performance of HSUHK students, as well as to show appreciation for the generous donations from benefactors.

HSUHK's scholarship opportunities have expanded into four domains, namely, entrance scholarships, academic scholarships, co-curricular scholarships, and overseas learning scholarships. In the 2022-23 academic year, over 600 HSUHK students received a total value of approximately HK\$20 million in scholarships and financial assistance schemes.

為表揚學生優異的學術成就和卓越表現，同時感謝各界捐贈人的慷慨捐獻，學生事務處於 2023 年 5 月 4 日舉行年度獎學金及獎項頒獎典禮。

恒生大學目前共提供四類獎學金，包括入學獎學金、學術獎學金、聯課活動獎學金及海外學習獎學金。本年度獎學金總額接近 2,000 萬港元，受惠的同學超過 600 人。



The 7th Business Journalism Awards of HSUHK

恒生大學「第七屆商業新聞獎」

To recognise professional journalists who have contributed to society and the industry by producing outstanding reporting in business, economic and financial issues, The School of Communication (SCOM) of HSUHK organised the 7th Business Journalism Awards. The Award Presentation Ceremony was held on 27 April 2023, which was officiated by Mr Michael Wong Wai-lun, Deputy Financial Secretary of the HKSAR Government.

With over 30 prizes, the Awards covered nine categories, including the newly added 'Greater Bay Area Business News' Award. The winning entries were selected by 60 professional judges based on news value and impact, originality and exclusivity, reportorial quality, storytelling and writing skills, analytical value, and visual impact. President Simon S M Ho and Dean of SCOM Professor Scarlet Tso Hung expressed their heartfelt gratitude to the judges and the Awards community for their time and support, and congratulated all winners for their outstanding reporting.

為表揚及鼓勵優秀的商業新聞從業員，肯定他們對社會及業界的貢獻，恒生大學傳播學院舉辦「第七屆商業新聞獎」。頒獎典禮於 2023 年 4 月 27 日舉行，邀得財政司副司長黃偉綸先生擔任主禮嘉賓。

本屆商業新聞獎設九大範疇獎項，獎項超過 30 個，其中「大灣區商業新聞獎」為新設獎項。60 位專業評審就參賽作品的新聞價值、影響力、原創性、獨特性、報道質素、報道及寫作技巧、分析能力及視覺表達等多方面評審準則，選出得獎佳作。何順文校長及傳播學院院長曹虹教授感謝評審百忙之中抽空評核作品，並衷心祝賀所有得獎者，讚揚他們表現優秀。



◀ Ms Huang Wenqi of HK01 wins 'Young Business Reporter of the Year'. 「年度新晉商業新聞記者獎」由香港 01 記者黃文琪獲得。



'Business Reporter of the Year' is awarded to Mr Lam Ka-sing of the South China Morning Post. 「年度商業新聞記者獎」由南華早報記者林嘉星獲得。



▲ Group photo of the senior management, members of Board of Governors and Council of HSUHK, award winners and sponsors. 恒生大學管理層、校董及校務委員會成員、第七屆「商業新聞獎」得獎者以及贊助商合照。

President's Greetings with Student Leaders 校長與學生領袖茶聚

The annual 'President's Greetings with Student Leaders' was held on 28 April 2023. Around 50 student leaders took part in the event. In his welcoming remarks, President Simon S M Ho congratulated the student leaders on a successful election and thanked them for their commitment to serve fellow students. The senior management encouraged students to pursue holistic development by participating in organising student activities, and shared on the attributes needed to be a leader.

一年一度的「校長與學生領袖茶聚」於 2023 年 4 月 28 日舉行，約 50 名學生領袖出席活動。何順文校長致歡迎辭時，恭賀各學生領袖順利當選，並感謝他們願意承擔服務同學的使命。隨後，大學管理層成員鼓勵同學透過參與組織學生活動尋求全人發展，並分享作為領袖應具備的素質。



Teaching Excellence Awards Sharing Seminar 卓越教學獎分享研討會

The Centre for Teaching and Learning (CTL) hosted its second 'Teaching Excellence Awards' seminar with the theme 'Transformative Teaching and Learning: from Virtual Reality to Metaverse'. The seminar was co-facilitated by Dr Eugene Wong Yin-cheung, Associate Professor from the Department of Supply Chain and Information Management, and Dr Clio Wu Jing, Assistant Professor from the School of Communication. In the seminar, Dr Wong shared the latest VR technologies and trends, and how students can benefit from immersive learning, while Dr Wu discussed how VR Technology can be beneficial for students in news reporting classes.

教與學發展中心早前舉辦卓越教學獎第二場分享研討會，主題為「教與學的演化：從虛擬現實到元宇宙」，邀請供應鏈及資訊管理學系副教授黃彥璋博士及傳播學院助理教授吳靜博士主講。在研討會上，黃博士分享元宇宙教學的發展技術和趨勢，並探討如何令學生從沉浸式體驗中學習；吳博士則分享如何將虛擬實境技術應用在新聞報道的課程和實習培訓中。



▲ (From left) Dr Clio Wu, Director of CTL Dr Ben Cheng Ka-ming and Dr Eugene Wong.
(左起) 吳靜博士、教與學發展中心主任鄭家明博士與黃彥璋博士。

SDSC Achievement Awards Presentation Ceremony

決策科學學院卓越成就頒獎典禮

The School of Decision Sciences (SDSC) held the Achievement Awards Presentation Ceremony 2021-22 to honour the best teachers and students. A total of 34 teachers received the 'School Teaching Excellence' Award, 140 students were awarded the 'Dean's List' and 190 students were awarded the 'Best Progress' Award. Students were also commended for their achievements in external academic competitions.

Professor Chan Wai-sum, Dean of SDSC, thanked teachers for their unwavering commitment and encouraged students to keep up the good work and continue taking up challenges.

決策科學學院早前舉行卓越成就頒獎典禮 2021-22，共有 34 位老師獲頒發「決策科學學院卓越教學獎」、140 位同學獲頒「院長榮譽狀」，以及 190 位同學獲頒「最佳進步獎」，同時嘉許在學界比賽中贏得獎項的同學。院長陳偉森教授感謝老師對教學的努力、投入及堅持，並勉勵學生繼續努力挑戰自己。



▲ Professor Chan Wai-sum (left) presents certificates to the awarded students.
陳偉森教授（左）頒發獎狀予得獎同學。

SBUS Collaborates with United Future Foundation on Mentorship Scheme

商學院與共融未來基金會簽訂師友同行計劃

Ms Cissy Wong-ying, the Director General of the United Future Foundation, visited the School of Business (SBUS) on 31 March 2023, and signed a collaboration agreement to provide free mentorship by nominating senior executives and business leaders as mentors to give career advice and guidance to SBUS students. The first phase of this scheme will aim to reach out to HSUHK's non-local students, including postgraduate students in Master of Business Management and Master of Science in Entrepreneurial Management, to help them adapt to living and learning in Hong Kong.

共融未來基金會總幹事王英女士於 2023 年 3 月 31 日到訪商學院，並與學院簽訂師友同行計劃。基金會將推薦高級行政人員和商業領袖擔任學生導師，提供就業輔導和個人發展上的意見。首階段對象為恒生大學非本地學生，包括修讀商業管理和創業管理碩士課程的研究生，協助他們學習和適應香港的生活。



▲ Ms Cissy Wong (3rd from left) and Dr Thomas Man Wing-yan, Associate Dean (Enterprise and Business Engagement) of SBUS (3rd from right).
王英女士（左三）及商學院副院長（企業及商界聯繫）萬穎思博士（右三）。

Professor Leo Lee: 20th Century Memo

李歐梵教授：二十世紀備忘錄

In celebration of the 10th anniversary of the Institute of Chinese Language and Culture, Professor Leo Lee Ou-fan, Doctor of Humanities of HSUHK, *honoris causa*, joined in via Zoom and discussed his personal and professional experiences with history and philosophy perspectives, through presentation themed '20th Century Memo'.

適逢中國語言及文化研習所十周年慶典，研習所邀得恒生大學榮譽人文學博士李歐梵教授擔任首場「十周年慶典名人講座系列」的主講嘉賓。李教授以「二十世紀備忘錄」為題，於線上透過歷史、哲學的角度，分享他於二十世紀的個人成長及求學經歷。



Professor Leo Lee (right) ▶
李歐梵教授（右）

John Minford Culture & Translation Series — Pu Songling and His Strange Tales from a Chinese Studio

閔福德文化與翻譯系列——蒲松齡與他的《聊齋誌異》

The School of Translation and Foreign Languages invited Professor John Minford, a prominent scholar, to revisit HSUHK and host a public lecture, on the topic of Pu Songling and His *Strange Tales from a Chinese Studio*. To help boost cultural exchange between the East and the West through the reinterpretation of Chinese literature, Professor John Minford guided participants through the life and lineage of Pu Songling, a Chinese literary giant, as well as the various themes and treatments in Pu Songling's body of work.

翻譯及外語學院早前邀得聞名遐邇的學者閔福德教授再臨恒生大學，舉行主題為「蒲松齡與他的《聊齋誌異》」公開講座。是次活動旨在重新詮釋中國文學經典，從而加強中西文化交流。在講座中，閔福德教授帶領參加者回顧中國文壇巨匠蒲松齡的生平與傳承，並分析《聊齋誌異》的各種主題與寫法，再從他的獨特視角探索作品內容。



A Dialogue with Founding Librarian 與圖書館創館館長對話

Mrs Irene Yim Ng Seen-ha, the Founding Librarian of Hang Seng School of Commerce (1980-90), was invited to share stories of the library's establishment as the University celebrated the 10th anniversary the HSUHK Library's relocation.

Mrs Yim shared that the biggest difficulty with starting the library, was procuring as many books as possible with a limited budget; she would buy paperback editions and rebind them with hard covers to ensure the books' durability. Despite the tight budgets, she insisted on purchasing important magazines and periodicals, including *Harvard Business Review* and *Financial Times*, as she believed that teachers needed to read periodicals to keep abreast of the latest information. This also helped enhance students' international perspective.

Mrs Yim also established special collections for the library, including those related to company histories and business ethics. In the 1980s, many large companies began publishing their company's history, to help readers understand Hong Kong's business development. As for business ethics collections, she believed that integrity was crucial in doing business, and therefore purchased relevant literature for the library, even attracting the ICAC to the library's collection so that they could borrow material for reference.

Back then, there were only five staff members in the library, and no security system because Mrs Yim had confidence in the students. She also recalled being concerned about book collections that could've been damaged by humidity and temperature without air-conditioning in the library. To avoid any damage, she positioned the bookshelves away from sunlight, and opened the windows to reduce any damage to the collections.

Compared to the 'small but complete' library from the University's early days, the HSUHK Library today spans across three floors, and covers an area of 40,000 square feet. Its total collection has also increased to about 80,000 in physical literature and 500,000 to 600,000 e-books, nearly 100 times larger since the library's establishment.

為慶祝恒生大學圖書館由舊館遷到新館 10 周年，圖書館邀得恒生商學書院（恒生大學前身）圖書館創館館長（1980-90 年）嚴吳嫻霞女士蒞臨校園，與師生暢談昔日設立圖書館時的趣事。

嚴太提到，創館時面對的最大困難是經費緊絀，務求以有限的經費買到最多書籍，因此會選購平裝版本，再將其重新裝訂成精裝書，令書籍更耐用。她說，雖然經費少，但她堅持採購有份量的雜誌期刊，包括《哈佛商業評論》和《金融時報》，因為她認為老師需要透過閱讀這些期刊掌握最新資訊，而學生亦須提升國際視野。

嚴太又為圖書館建立特別典藏，包括公司歷史和商業倫理。她說，1980 年代很多大公司開始撰寫公司歷史，而這些資源都是免費的，亦有助學生了解香港的商業發展。至於商業倫理，嚴太深信從商之道，誠信尤其重要，因此圖書館當時亦著力採購相關書籍，連廉政公署也特別派員到恒商借閱相關館藏參考。

嚴太說，當年圖書館只得五名職員，亦不設防盜系統，因為她對學生有信心。她又提到，當時圖書館沒有冷氣，為免典藏受到濕度及溫度影響而變壞，她把書架放到避免「西斜」的位置，並經常開窗，減低對典藏的損害。

對比當年「麻雀雖小、五臟俱全」的圖書館，恒生大學圖書館現設三層，佔地四萬多平方呎，而館藏亦已增加至分別約八萬多項實體及 50 萬至 60 萬項電子書籍，比創館時躍增近百倍。



▲ Mrs Yim (right) introduces to Dr Ho Sin-hang, a founder of Hang Seng School of Commerce, the library's collection in 1980.
嚴太（右）於 1980 年向恒商創辦人之一的何善衡博士介紹圖書館館藏。



▲ Mrs Yim (left) shares stories of the library's establishment on campus.
嚴太（左）回到恒大，與師生暢談昔日設立圖書館時的趣事。

College Assembly – Consul-General Public Lecture Series

博雅講場——總領事講座系列



Mr Marc Lamy, Deputy Consul-General of France in Hong Kong & Macau, was invited to speak at the College Assembly – HSUHK Liberal Agora on “‘L’art de vivre à la française’ (The French Way of Life)” on 13 April 2023. Mr Lamy shared insights on French culture and the ‘French way of living’, as well as exchange and work opportunities in France.

恒生大學博雅講場於 2023 年 4 月 13 日舉行月會，主題為「法國的生活藝術」，邀得法國駐港澳副總領事馬克·拉米先生分享對法國生活方式、文化、交流和工作機會的見解。

SCOM's Visits in Guangdong

傳播學院師生赴廣東交流

The School of Communication (SCOM) organised a study tour to Meizhou, Guangdong, for students to research the daily lifestyle of local Hakka people and explore Hakka culture. Additionally, the delegation conducted a three-day Jiangmen visit during which they toured a radio and television station and higher institutions for cultural exchanges.

傳播學院早前舉辦客家文化傳承與發展交流團，師生組團到訪廣東梅州，與當地各界人士深入交流，認識客家文化。另外，他們亦到訪江門市，展開為期三天的考察活動，包括參觀當地廣播電視台及大專院校。



Cultural and Experiential Activities

文化體驗活動

Liberal Arts@HSUHK: Chinese Culture Promotion Programme and 'Hide and Seek Tour' jointly organised the 'Kowloon City Cultural and Historical Tour', leading students to visit various historical sites across Kowloon City, such as the Hau Wong Temple, Sung Wong Toi, and the Kowloon Walled City Park, to learn about the history of Kowloon City and the daily life of its past residents.

博雅恒大・中國文化推廣計劃早前與「程尋香港」合辦「九龍城文化歷史遊」，帶領同學走訪九龍城的歷史古蹟，包括侯王古廟、宋王臺及九龍寨城公園，了解九龍城區的歷史及昔日居民的生活點滴。



The Institute for Chinese Language and Culture held a 'Rice Culture and Farming Experience' workshop in the agricultural fields of Pat Heung, Yuen Long. Participants experienced farming activities such as picking marigolds, weeding, and planting peanuts, in order to understand traditional farming skills.

中國語言及文化研習所中文研習中心舉辦「稻作文化體驗及農務體驗工作坊」活動，參訪元朗八鄉的農田。參加者體驗採摘金盞花、除草、播種花生等農務，藉此了解傳統的農務技能。



The Department of Chinese and The Institute for Chinese Language and Culture jointly organised a 'Literary Walk in Hong Kong Zoological and Botanical Gardens'. Ms Eva Wong, a Hong Kong author, gave the participants a tour of the zoo and botanical gardens and introduced the history of the park and the flora and fauna from a literary perspective.

中文系與中國語言及文化研習所中文研習中心合辦「香港動植物公園文學散步」，邀得香港作家黃怡女士帶領同學遊覽動植物公園，了解公園歷史，並以文學角度介紹園中動植物。

Joint-RCs High Table Dinner 2023 住宿書院聯合高桌晚宴 2023

Themed 'Stories of a Homegrown Leader: A Dynamic Time with Environmental Changes', HSUHK hosted the Joint Residential Colleges High Table Dinner on 25 April 2023, which was attended by 500 faculty and student residents, to celebrate a beloved college tradition together.

After President Simon S M Ho delivered welcome remarks, Dr Moses Cheng, Chairman of the Council, announced this year's Council Chairman Bowl Champion – Patrick S C Poon Amity College, who has won the championship for the third consecutive year.

The keynote speaker for the night, Ms Diana Cesar, Chairman of the Board of Governors, then shared her own education and work experiences in keeping with the theme.

恒生大學住宿書院聯合高桌晚宴於 2023 年 4 月 25 日舉行，主題為「Stories of a Homegrown Leader: A Dynamic Time with Environmental Change」，共 500 名師生參與。

晚宴上，何順文校長致歡迎辭，校委會主席鄭慕智博士頒發校委會主席碗總冠軍予連續三屆蟬聯的潘樂昌樂群書院。

校董會主席施穎茵女士擔任演講嘉賓，她根據主題與師生分享學習與工作之道，以及面對全球環境變遷的看法。



Smart Campus: HSUHK Innovation Project Competition 2023

恒生大學創新計劃比賽 2023——智慧校園

Organised by the Centre for Teaching and Learning, HSUHK held its eighth 'HSUHK Innovation Project Competition' in 2023. Themed 'Smart Campus', this year's competition challenged students to enhance their campus experience by integrating smart technologies with physical infrastructure for improved services, decision-making, sustainability, and more. The Pitching Competition and Awards Presentation Ceremony was held on 30 March 2023, where 12 student teams presented their ideas to the judging panel. Ultimately, Team YSC, comprising students from Journalism and Communication and BBA, won the championship with Honourable Mentions (Innovativeness).

教與學發展中心舉辦的「香港恒生大學創新計劃比賽」進入第八個年頭，今年比賽主題為「智慧校園」，鼓勵學生融合智慧技術和實體基礎設施，提升校園體驗。比賽的提案競賽及頒獎典禮於2023年3月30日圓滿結束，12隊學生隊伍向專業評審團展示創新理念。最終，冠軍和榮譽獎（創新性）由新聞及傳播和工商管理學士課程學生組成的隊伍 YSC 奪得。



Activities for Exchange Students

交換生交流活動

Exchange students learned about Chinese tea culture at the 'Chinese Tea Appreciation Workshop' with hands-on experience and brewing tea themselves.

一眾交換生參與中國品茶工作坊，在茶藝老師指導下親自泡茶，認識中國茶文化。



At the 2023 Global Café, exchange students from Mainland China, Belgium, Finland, France, Germany, the Netherlands and Spain prepared and shared authentic cuisines from their hometowns with local students.

來自中國內地、比利時、芬蘭、法國、德國、荷蘭及西班牙等地的交換生參與2023國際美食節，為本地同學精心準備家鄉特色美食，交流和認識各地文化。

Honours Academy Activities

榮譽學院活動

Western Dining Etiquette Workshop

西餐禮儀工作坊

The Honours Academy (HA) organised a western dining etiquette workshop hosted by Mr Desmond So, Founder and Chief Consultant at the East-West Institute of Applied Etiquette. Throughout the workshop, Mr So demonstrated proper dining etiquette, table manners, posture, as well as the skills of engaging in polite and appropriate conversations, to help HA students learn fine dining skills, especially in the business context.

榮譽學院舉行西餐禮儀工作坊，邀請禮儀公司創辦人及首席顧問蘇頌輝先生主講，向學員示範商業環境的正確餐桌禮儀、坐姿，以及如何作出恰當交談。



Visit to HKEX

參觀港交所

On 27 April 2023, HA students were invited by Mr Wilfred Yiu, HA's Professional Fellow, to visit the Hong Kong Exchanges and Clearing Limited (HKEX), where Mr Yiu is the Co-Chief Operating Officer and Head of Equities. During the visit, Mr Yiu briefed HA students on the historical development of HKEX and its role as a 'super connector' in the global financial market.

榮譽學院學員於 2023 年 4 月 27 日獲學院專業院使、港交所聯席營運總監及股本證券主管姚嘉仁先生之邀參觀港交所，由姚先生簡介港交所歷年發展，以及作為環球金融市場的「超級聯繫人」的角色。





◀ Presidents and representatives of self-financing institutions visit HSUHK on 4 April 2023 and discuss the development of higher education institutions.
自資專上院校校長及代表於2023年4月4日到訪恒生大學，商討及交流專上院校的最新發展。

▶ Ms Saroj Quinn, Assistant Dean of College of Professional and Global Education, San Francisco State University (SFSU), visits HSUHK and conducts a briefing session on summer programmes at SFSU, giving students an opportunity to study there and improve their English proficiency.
美國三藩市州立大學代表 Saroj Quinn 女士早前到訪校園，簡介該校2023年的暑期課程，為恒生大學同學提供海外學習及提高英語能力的寶貴機會。



◀ Mr Liam Howarth and Mr Dovydas Binkauskas, representatives of Leeds Beckett University, meet Professor Jeanne Fu Ho-ying, Acting Vice-President (Learning and Student Experience) for exchange and collaboration discussions.
英國利茲貝克大學代表 Liam Howarth 先生及 Dovydas Binkauskas 先生與署理副校長（教學及學生體驗）符可瑩教授（中）會面，商討交流合作。

Mr Louis Ho, Mrs Judy Ho and Ms Elaine Ho, Directors of Ho & Fung Charitable Foundation Limited, pay a visit to the HSUHK Jockey Club Residential Colleges and Fung Yiu King Evergreen College. They are briefed on HSUHK's recent developments by the senior management.

何馮慈善基金有限公司董事何志偉先生、何馮艷仿女士及何綺玲女士到訪香港恒生大學賽馬會住宿書院及馮堯敬綠延書院，由大學管理層成員介紹大學的最新發展。



Mr Tin Hing-sin, Chairman of the Board of the Tin Ka Ping Foundation, Mr Tin Wing-sin and Dr Yuen Pong-yiu, Professor Roy Chung Chi-ping, Members of the Advisory Board, and Mr David Day, Chief Executive, visit HSUHK and learn about the construction of the new Creative Humanities Hub.

田家炳基金會董事局主席田慶先先生、董事局委員田榮先先生及阮邦耀校長、諮議會委員鍾志平教授、總幹事戴大為先生到訪恒生大學，了解新教學大樓創意人文館的興建情況。

Mr Eddie Chan and Mr Jackson Chan, Co-founder and Executive Director of KOS International Limited, visit HSUHK and meeting with the senior management team.

高奧士國際控股有限公司創辦人及執行董事陳家安及陳家成先生到訪校園，與大學管理會面。





▲ Dr Cathy Wei, Managing Director, Chief Executive Officer and Chairman of the Board, and Mr Alex Chow, Chief Financial Officer of InnoEd Group Limited (mother company of Guangxi University of Foreign Languages) visit HSUHK in April 2023. They meet President Simon S M Ho, Professor Gilbert Fong Chee-fun, Dean of School of Translation and Foreign Languages, and Professor Bradley Barnes, Dean of School of Business, and explored the possibility of deepening collaborations by launching study tours and exchange programmes for students, as well as offering a dual degree programme.

廣西外國語學院（廣西外院）母公司新高迪集團執行董事、董事會主席兼首席執行官韋茜博士和首席財務官周家和先生在 2023 年 4 月到訪恒生大學，與何順文校長、翻譯及外語學院院長方梓勳教授和商學院院長李海東教授商討兩校深化交流及合作的機會，例如舉辦學生交流團、學生交換計劃及合辦雙學位課程等。

Personnel Updates

人事快訊

Newly Joined Senior Administrative Staff 新加入高級行政人員

School / Department / Office 學院 / 學系 / 部門	Senior Administrative Staff 高級行政人員	Position 職位
Global Affairs Office 環球事務處	Dr Ken Yau Tze-ken 丘梓勤博士	Head of Global Affairs
Office of Vice-President (Organisational Development) 副校長（機構發展）辦公室	Ms Yolanda Ng Yu-ching 吳予晴女士	Project Manager 項目經理

Academic Staff with New Appointment 教學人員新任命

School / Department / Office 學院 / 學系 / 部門	Academic Staff 學術人員	Position 職位
Computer Science 計算機科學系	Professor Fan Jianxi 樊建席教授	Research Professor 研究教授

Stronger Support Base for HSUHK

誠邀支持捐獻恒生大學

Recent years have seen HSUHK progress in leaps and bounds on both the teaching and research fronts. To maintain its growth momentum, HSUHK is looking to enlist the support and help of reliable and generous benefactors. In the light of HSUHK's self-financing nature, their generosity is sure to go a long way towards laying a solid foundation for its future development.

Donation can be made by cheque payable to 'The Hang Seng University of Hong Kong – Foundation'. With your kind help, HSUHK will get the solidarity it needs to grow faster, do better and make a difference.

香港恒生大學近年在教學與研究兩方面發展迅速，成績有目共睹。為確保今後持續發展的動力，大學積極聯絡各界有心人支持本校長遠發展，為未來更上層樓打下穩固基礎。

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The Hang Seng University of Hong Kong — Foundation Secretariat

Advancement and Alumni Affairs Office

「香港恒生大學 — 基金」秘書處

發展及校友事務處

Tel 電話：3963 5169 Fax 傳真：3963 5276

Email 電郵：foundation@hsu.edu.hk Website 網址：aaao.hsu.edu.hk

Connect with Alma Mater – Help Strengthen a Close-knit Alumni Community

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To keep the HSUHK (including HSSC and HSMC) alumni community abreast of HSUHK's latest news and developments and to strengthen close-knit relationships within the community, we invite our alumni to support the alumni community by updating your personal information and helping other unregistered alumni get reconnected with their Alma Mater. Don't forget to check out the latest HSUHK and alumni events, as well as a wide array of exclusive alumni benefits and privileges on the website: <https://aaao.hsu.edu.hk/en/alumni-affairs>.

為讓香港恒生大學（包括恒商與恒管）校友社群能夠緊貼母校的最新資訊及發展，以及建構緊密網絡，我們誠邀校友更新您的個人資料，並協助其他未登記的校友重新聯繫母校，支持校友社群。請瀏覽 <https://aaao.hsu.edu.hk/en/alumni-affairs>，以時刻緊貼大學及校友活動資訊，以及校友專屬優惠。



<https://bit.ly/3bL8Sp3>

Please scan the QR code to fill in the online form to update your information, or pass the QR code to any unregistered alumni in your network. A souvenir will be offered as a token of appreciation for those enrolling for the first time or keeping us updated.

請掃描二維碼填寫網上表格以更新您的資料，或與您認識而未登記的校友分享此二維碼。為答謝各位支持，首次登記或更新資料的校友將獲贈精美紀念品一份。

Enquiries 查詢

Tel 電話：3963 5169

Email 電郵：alumni@hsu.edu.hk

Information as of 23 May 2023. *Erudition (The Hang Seng University of Hong Kong Newsletter)* is published by the Communications and Public Affairs Office every odd month. If you have any materials for publication, please send your submission in both English and Chinese (about 200 words each) and 1-2 photos (>1MB, if any) to cpao@hsu.edu.hk via your HSUHK email account.

資料截至 2023 年 5 月 23 日。《博學》(香港恒生大學通訊) 逢單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。稿件中英文內容各約 200 字並附上 1-2 張 1MB 以上的照片 (如有)。

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