



**For Immediate Release**

To: Assignment Editor/Editor of Local News, Education

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**HSUHK to announce new direct admission scheme details on Information Day 2023**

The Hang Seng University of Hong Kong (HSUHK) Information Day 2023 will be held on 18 November 2023 (Saturday) to provide secondary school students and their parents with the latest programmes and admissions information. The wide array of activities includes talks, workshops, exhibitions, student affairs corner, admission talks and campus tours. HSUHK will also announce the latest School Recommended Direct Admission Scheme for Talented Students on that day. The Scheme aims at providing a more diversified admission channels for students with outstanding performance in various fields.

On-site applications and assessment for candidates will be available on HSUHK Information Day 2023. Eligible applicants who have participated and completed all application procedures (including the submission of online application and application fee) on Information Day may receive the University's first-round conditional offers in December 2023 onwards.

Highlighted programmes of the event include over 30 feature talks and workshops on different themes. Mr Raymond Ip, representing the Hong Kong Association of Careers Masters and Guidance Masters, will deliver a talk on the topic of "Selection Strategies of Undergraduate Programmes" at 2 pm, in which he will share the 2023 admission statistics and the analysis on programme selection. President of the University, Professor Simon S M Ho, will host the "Introduction to HSUHK and Admissions Talk" at 10:30 am. Other activities include: "Future Marketing Jobs and Employers' Expectations" hosted by Ms Vivienne Wong, Executive Director of Hong Kong Economic Times; "Hands-on Workshop on Artificial Intelligence (AI)", "Gender Stereotypes and Their Evolution in Disney Films", "TV News Production Workshop", "Conservation of Video Games in Asia" and "Navigating the World of Video Game Translation: From 2D Adventure to Virtual Reality Realms".

Details for HSUHK Information Day 2023 are available at: <https://infoday.hsu.edu.hk/>.



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

Photo:



Photo 1: HSUHK to announce latest admission information for the School Recommended Direct Admission Scheme (SRDAS) for Talented Students on Information Day 2023.

Photo for download: <https://bit.ly/3tLVSeu>

### **About The Hang Seng University of Hong Kong**

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. HSUHK is listed the 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, and the 1st in Employability as per the 2023 AppliedHE ASEAN+ private university assessment by the Singapore-based AppliedHE. It is also listed among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in Times Higher Education University Impact Rankings 2021.