



For Immediate Release

To: Assignment Editor/Editor of Local News, Education and Business Sections

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**HSUHK and Qianhai financial institutions sign MoU to
establish cross-border talent cultivation and certification system**

The Global Family Office and Wealth Management Hub of the Knowledge Exchange Institute (IKE) at the Hang Seng University of Hong Kong (HSUHK); the Qianhai Financial Industry Association; Qianhai Financial Holdings; Kerry Properties (Shenzhen) Limited; and Shenzhen Qianhai Service Group; Century Securities Company Limited signed an MoU at Qianhai Kerry Centre this week to establish a cross-border financial talent cultivation and certification system. The joint efforts will further synergise the development of financial industries in Shenzhen and Hong Kong.

The collaboration aims to strengthen Qianhai's financial ecosystem and promote sustainable development, including cross-border financial talent training, research projects, talent incubation, and resource sharing. The event was attended by nearly a hundred participants from higher education institutions, business associations, financial institutions, and enterprises in Shenzhen and Hong Kong.

Professor Simon S M Ho, President of HSUHK, is encouraged by this collaboration and described it as an important milestone. He expressed “HSUHK combines theory and practice, and maintains close connections with the cross-border industry. As the executing unit, the Global Family Office and Wealth Management Hub under IKE has chosen to enter Qianhai. The Hub hopes to fully leverage the advantages of professionalism at HSUHK to cooperate with financial professionals in Qianhai, promoting knowledge exchange and innovation, and exploring emerging trends in the industry. Qianhai’s financial ecosystem will provide students with unique learning opportunities and help them establish valuable networks. We firmly believe that by cultivating cross-border talent, we can enhance the competitiveness of our students in an interconnected world.”

Mr Liu Gui-lin, Deputy Director of the Qianhai Authority, introduced the opportunity as the forefront of Shenzhen’s reform and opening-up. Qianhai follows General Secretary Xi Jinping's steer on ‘relying on Hong Kong, serving the Mainland and opening up to the world’, and supports Hong Kong's integration into the overall national development. Qianhai has developed into a “new land of opportunities” for promoting deep integration between Shenzhen and Hong Kong. The cooperation between Qianhai and HSUHK serves as a beneficial exploration of the “research and development in Hong Kong, transformation in the Mainland, and listing in Hong Kong”. He hopes that HSUHK strengthens its



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comprehensive cooperation with Qianhai enterprises and associations, and makes good use of the unique advantages of the Qianhai-Shenzhen-Hong Kong cooperation, to provide more opportunities and space for Hong Kong residents' and enterprises' development in the GBA, and serve as an essential link between China and the world.

The MoU was signed by Dr John Leung, Associate Vice-President (Knowledge Exchange) and Director of Institute of Knowledge Exchange; Dr Teresa So, Adjunct Professor at HSUHK and Co-Director of the Global Family Office and Wealth Management Hub; Mr Zhang Ping, General Manager of Qianhai Financial Holdings Company Limited; Mr Chen Wei, Chairman of Shenzhen Qianhai Service Group; and Mr Li Jian-feng, President of the Qianhai Financial Industry Association. Mr Liu Gui-lin and Professor Simon Ho witnessed the signing.

The unveiling ceremony of Global Family Office and Wealth Management Hub, HSUHK-Qianhai Financial Holdings Company Limited Off-campus Training Base, Qianhai Cross-border Financial Training Centre was held during the event. The Global Family Office and Wealth Management Hub under IKE has officially entered Qianhai. Through providing abundant educational resources, research opportunities, and industry exchanges, it aims to cultivate professionals in family office management with an international perspective, professional skills, and innovative thinking.

A symposium was also held at the event. It was hosted by Mr Dixon Wong, Deputy Director of the Global Family Office and Wealth Management Hub, with Ms Karina Wong, EY Greater China Business Tax Services Leader, Ms Bowie Fung, Founding Partner at CFB Lawyers, and Ms Lancy Cao, Partner-Greater Bay Area at U&I Group as guest speakers. The guest speakers shared their views and insights on "New Opportunities in Cross-border Finance Development", and discussed topics such as cross-border finance and talent demand.



Photos:



Photo 1: Dr John Leung, Associate Vice-President (Knowledge Exchange) and Director of Institute of Knowledge Exchange, HSUHK (Front row, second left); Dr Teresa So, Adjunct Professor at HSUHK and Co-Director of the Global Family Office and Wealth Management Hub, HSUHK (Front row, first left); Mr Zhang Ping, General Manager of Qianhai Financial Holdings Company Limited (Front row, third right); Mr Chen Wei, Chairman of Shenzhen Qianhai Service Group (Front row, second right); Mr Li Jian-feng, President of the Qianhai Financial Industry Association (Front row, first right) sign the MoU. Mr Liu Guilin, Deputy Director of the Qianhai Authority (Back row, left), and President Ho (Back row, right) witness the signing.

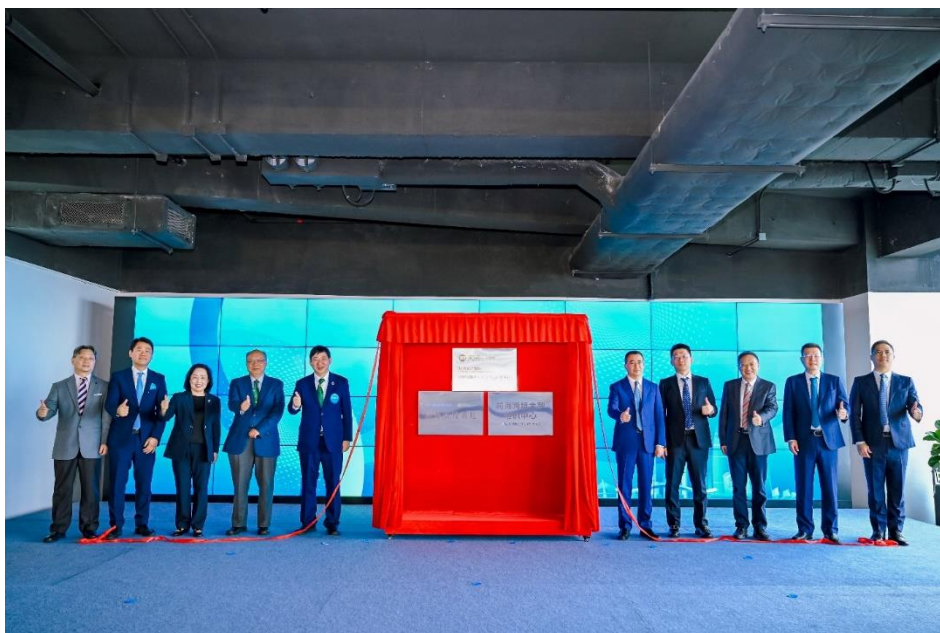


Photo 2: The unveiling ceremony of Global Family Office and Wealth Management Hub, HSUHK- Qianhai Financial Holdings Company Limited Off-campus Training Base, Qianhai Cross-border Financial Training Centre.



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Photo 3: President Ho expresses that as the executing unit, the Global Family Office and Wealth Management Hub under IKE has chosen to enter Qianhai. The Hub hopes to fully leverage the advantages of professionalism at HSUHK to cooperate with financial professionals in Qianhai, promote knowledge exchange, innovation, and explore emerging trends.



Photo 4: Mr Liu says the cooperation between Qianhai and HSUHK serves as a beneficial exploration of the research and development in Hong Kong, transformation in the mainland, and listing in Hong Kong.



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Photo 5: A delegation visits the “30 Financial Support Measures for Qianhai” exhibition and Qianhai Shenzhen-Hong Kong Youth Dream Factory.

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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 undergraduate and postgraduate students. Adopting a unique “Liberal + Professional” education model, HSUHK nurtures students with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

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