



## Press Release – For Immediate Release

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

27 February 2026

### **HSUHK launches Junzi Corporation Project to promote business ethics**

The Hang Seng University of Hong Kong (HSUHK) has announced that applications are now open for the 15th Junzi Corporation Project. This flagship initiative invites Hong Kong-based companies to participate in promoting business ethics and social responsibility. Inspired by the “Junzi” character and its five virtues: Ren (Benevolence), Yi (Righteousness), Li (Propriety), Zhi (Wisdom), and Xin (Trustworthiness) – the Project continues to serve as an ethical compass for organisations in pursuing sustainable growth and building long-term trust with stakeholders.

Since 2011, HSUHK has conducted the annual Junzi Corporation Survey and presented the Junzi Corporation Awards to recognise enterprises that uphold high ethical standards while achieving profitable and sustainable operations. Celebrating its 15th year, the Project has garnered strong support from enterprises of various sizes and steadily expanded its influence. This year, it is supported by esteemed partners including the Chief Happiness Officer Association, Federation of Hong Kong Industries, Hong Kong Business Ethics Development Centre, Cyberport and the Hong Kong General Chamber of Commerce, all working together to promote ethical business practices.

In addition to the existing “Junzi Corporation Award” and “Junzi Corporation Award (Small and Medium Enterprise)”, two new award categories have been introduced to honour organisations that generate social impact and serve the community through value-driven efforts, namely the “Social Enterprise” and “Charitable Organisation” categories.

To coincide with the 15th Junzi Corporation Project, the organising committee will host the “Forum on Responsible AI and Cybersecurity” on 5 March 2026. The event will explore how ethical principles can guide the development of emerging technologies and will feature themed presentations, a panel discussion, a live AI showcase tour and networking opportunities. Interested participants are encouraged to register through the designated online registration link.

Click [here](#) for more details about the 15th Junzi Corporation Project and “Forum on Responsible AI and Cybersecurity”.

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Photos:

Photo 1: Applications are now open for the 15th Junzi Corporation Project. This flagship initiative invites Hong Kong-based companies to take part in promoting business ethics and social responsibility



Photo 2: Since 2011, HSUHK has conducted the annual Junzi Corporation Survey. Picture shows the Junzi Corporation Awards Presentation Ceremony from last year.



**Organiser:** THE HANG SENG UNIVERSITY OF HONG KONG

**Venue Partner:** RICOH imagine. change.

### Forum : Responsible AI and Cybersecurity

Presented by The 15<sup>th</sup> Junzi Corporation Project, The Hang Seng University of Hong Kong

**5<sup>th</sup> March, 2026 (Thursday)**  
2:30pm - 5:45pm  
Cantonese  
RicoH Hong Kong Ltd  
22/F, One Kowloon, 1 Wang Yuen Street, Kowloon Bay, Kowloon

**About the Forum**  
As artificial intelligence becomes the heartbeat of modern business and a catalyst for human progress, it also challenges our values, resilience, and trust. The Responsible AI and Cybersecurity Forum explores how we can shape the transformative future with wisdom and integrity – embedding responsibility into every innovation, engineering cybersecurity by design to protect with agility, and ensuring progress never compromises digital trust. Inspired by the Five Junzi Virtues, the forum bridges traditional ethics and modern innovation, guiding AI toward a future where technology not only drives success but uplifts humanity with honor, purpose, and lasting impact.

**Part 1: Forum - Responsible AI and Cybersecurity**  
**Speaker:**  
**Vincent Leung**  
Head of Process Specialist  
RicoH Hong Kong Limited  
**Horace Ma**  
Head of Public Affairs - Cybersecurity  
Hong Kong Internet Corporation Limited  
**Delon Wong**  
Director of Information Technology  
The Hang Seng University of Hong Kong  
**Moderator:**  
**Ricky Lam**  
Associate Dean, Corporate and Business Engagement  
School of Business, The Hang Seng University of Hong Kong

**Part 2: AI Live Showcase Tour**  
**Step into the AI Smart Workplace of RicoH**  
Experience how AI accelerates workflows, enables smart collaboration, and transforms team management for a thriving business.

**Seats are limited, register now!**  
Application Deadline: 2<sup>nd</sup> March 2026  
Free Admission

Apply for The 15<sup>th</sup> Junzi Corporation Awards

<https://junzi.hsu.edu.hk/> | 3963 5267 / 3963 5651 | [junzi-award@hsu.edu.hk](mailto:junzi-award@hsu.edu.hk)

Photo 3: To coincide with the 15th Junzi Corporation Project, the organising committee will host the “Forum on Responsible AI and Cybersecurity” on 5 March 2026.

Photos Download: [Link](#)

### 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 six Schools (Business, Communication, Decision Sciences, Humanities and Social Science, Translation and Foreign Languages, and Transdisciplinary Studies), and over 7,000 full-time undergraduate and postgraduate students. With its unique “Liberal + Professional” education model, HSUHK nurtures 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 prioritises stellar undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, a unique residential college system that combines living and learning, interactive small-class teaching, close student-teacher relationships, impactful research, and excellent student development and support services.

HSUHK has earned various international recognitions. In the AppliedHE’s ALL ASIA Private University Ranking 2026, it secured 7th place in the Greater China region. HSUHK ranked 22nd in Social Sciences and Humanities and 33rd in Economics and Finance among China’s top universities in the Research.com Top Universities and Top Scientists Rankings 2025. The MSc in Global Supply Chain Management programme achieved 84th place globally in the QS International Trade Rankings 2025. Additionally, HSUHK’s School of Business obtained AACSB International accreditation in 2023, a mark of excellence held by only 6% of the world’s leading business schools. HSUHK was also ranked



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

among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.