

*Press Release
For Immediate Release*

17 August 2026

HSUHK and Regal Hotels Group sign MoU to advance holistic student living and talent development

The Hang Seng University of Hong Kong (HSUHK) and Regal Hotels Group have signed a Memorandum of Understanding (MoU) to collaborate across four key areas: Student Living Experiences and Community Engagement, Whole Person Development and Youth Empowerment, Sustainability and Collective Wellbeing, and Knowledge Exchange, Industry Expertise and Entrepreneur Programme. By combining academic excellence with industry expertise, the partnership will deliver diverse learning experiences that bridge classroom, daily life and workplace, nurturing talent with professional competence, social responsibility, and innovative thinking.

University-industry synergy

Rooted in Hong Kong, HSUHK is committed to nurturing well-rounded talent with a strong sense of social responsibility. Regal Hotels Group, one of the largest hotel groups in the city, has been deeply engaged in the hotel and hospitality industry for over 47 years, with extensive operational experience, comprehensive facilities, and a broad industry network. Through resource sharing, knowledge exchange and practical projects, the partners will bridge campus and industry, expanding opportunities for deeper student growth.

Professor Simon Ho, President of HSUHK, said: “University education should extend beyond the classroom. Diverse experiences help students understand society, unlock their potential and prepare for the future. This collaboration creates more industry engagement opportunities and quality accommodation options, supporting our internationalisation drive and helping non-local students integrate into campus life and Hong Kong society.”

Ms Poman Lo, Vice Chairman and Managing Director of Regal Hotels Group, said: “Regal Hotels Group has been deeply committed to the hospitality industry for over 47 years, accumulating rich operational experience, comprehensive facilities, and a wide industry network. We have always believed that these resources should not only serve commercial purposes, but should also benefit the next generation. Through this

collaboration, we hope to provide students with more opportunities to engage with the industry, explore their potential, and contribute to society, helping them build future-ready capabilities and vision."

Four collaboration pillars supporting students' holistic growth

Based at Regal Riverside Hotel in Sha Tin, the partnership focuses on:

1. Student living experiences and community engagement

Using ASPIRE HOUSE and community projects to foster cross-cultural exchange, social participation and community connection among local and non-local students, creating a diverse and inclusive living environment.

2. Whole person development and youth empowerment

Through experiential learning, mentorship, internships and industry exchanges, enhancing students' professional competence, leadership, workplace competitiveness and resilience.

3. Sustainability and collective wellbeing

Promoting environmental protection, social responsibility, and wellness education, integrating sustainable development into campus life, accommodation, and everyday living.

4. Knowledge exchange, industry expertise and entrepreneur programme

Centred on "Entrepreneurship for Goodness" and "AI for Goodness", using forums, lectures, applied research, consultancy projects and innovation challenges to build digital literacy, innovative thinking and responsible AI application.

"HSUHK × ASPIRE HOUSE" — Extending classroom learning

Located at Regal Riverside Hotel near the HSUHK campus, the "HSUHK × ASPIRE HOUSE" student residence features dedicated floors for HSUHK students. Guided by the philosophy of "extending classroom learning", it transforms accommodation into a platform for learning, exchange, and personal growth.

Regal Hotels Group and HSUHK will jointly organise executive talks, thematic sharing sessions, soft skills training, and local immersive experience activities, enabling students to gain industry insights in daily life, broaden cross-cultural perspectives, and deepen their understanding of wellness, community engagement, and sustainable

living.

AI-empowered — Driving entrepreneurship for goodness

Both parties will launch the **AI-powered “Entrepreneurship for Goodness” Programme**, helping students master AI and digital tools to address real-world needs in hospitality and society. Through applied research, consultancy projects, and innovation challenges, students will develop socially valuable solutions with an entrepreneurial mindset — guided by ethics and responsibility — harnessing AI for sustainable development and creating lasting social impact.

Building a future-oriented youth development platform together

HSUHK and Regal Hotels Group believe this collaboration goes beyond the signing of an MoU — it represents a long-term commitment from both parties to invest in the future of young people. By integrating education, accommodation and industry practice, they will offer learning opportunities that are more closely aligned with society’s needs, nurturing future leaders with professional competence, an innovative spirit, and a social mission while continuing to pioneer new models of university-industry collaboration for Hong Kong and beyond.

Please download press photos via the following link: <https://bit.ly/45Ap8VI>

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About Regal Hotels International Group

Regal Hotels International (00078) is a member of the Century City Group (00355) which is a conglomerate publicly listed on the Hong Kong Stock Exchange. Regal Hotels International is one of the largest hotel operators in Hong Kong and manages a fine collection of hotels including:

Hong Kong –

1. Regal Airport Hotel
2. Regal Hongkong Hotel
3. Regal Kowloon Hotel
4. Regal Riverside Hotel
5. Regala Skycity Hotel
6. iclub Fortress Hill Hotel
7. iclub Mong Kok Hotel
8. iclub Sheung Wan Hotel
9. iclub AMTD Sheung Wan Hotel
10. iclub To Kwa Wan Hotel
11. iclub Wan Chai Hotel

Dezhou, Shandong Province –

12. Regal Kangbo Hotel

Regal Hotels International also owns the Campus La Mola, located in Barcelona of Spain.

About ASPIRE HOUSE

ASPIRE HOUSE is the student accommodation brand under Regal Hotels Group, with five locations across Hong Kong, Kowloon, and the New Territories, including Regal Riverside Hotel in Sha Tin, and four iclub Hotels located in Mong Kok, To Kwa Wan, Sheung Wan, and Fortress Hill respectively. All locations are situated at transport hubs in close proximity to major universities, providing students with convenient access to campuses, the city, and leisure destinations. The brand is dedicated to providing students in Hong Kong with a safe, comfortable, and well-equipped living environment.

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 China. HSUHK ranked 24th in Social Sciences and Humanities and 23rd in both Business and Management and Economics and Finance among China's top universities in the Research.com Top Universities and Top Scientists Rankings 2026. 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 among the top 200 worldwide on "Quality Education" and "Decent Work and Economic Growth" in the Times Higher Education University Impact Rankings 2021.