

Welcome Remarks at the Inauguration Ceremony of HSUHK Student Ambassadors 2025-2026

26 February 2026

Auditorium, Lee Quo Wei Academic Building, Yuen Campus, HSUHK

Colleagues, Students, Parents and Guests,

Good evening.

Today we welcome a new cohort of Student Ambassadors who will represent Hang Seng University with pride and heart. My heartfelt congratulations on the inauguration of these Student Ambassadors (SAs) 2025-26.

Launched in 2011-12, the Student Ambassadors (SA) Programme aims to provide a platform for students to unleash their potential by serving the University and the wider community. Embracing the spirit of “To Learn and To Serve”, SAs also promote the University to the public through their exemplary service.

This year, 26 outstanding students from 16 different major programmes have been selected as SAs. The SA Programme offers a wide range of training which covers self-discovery, business etiquette, public speaking, event organisation, teamwork, leadership skills, and more. The theme of this year is “Gear”, with the slogan “Build On Trust, Serve We Must”. A system can only function efficiently when every gear or part fits seamlessly with the others. In the same way, the SA operates like a well-interconnected team, each member playing his/her essential role and moving forward together with collaboration and mutual support. “Build On Trust, Serve We Must” captures the SA team’s unique sense of purpose to serve University stakeholders with professionalism, while also building trust and positive connections in each encounter.

As SAs, you will serve at different University-wide events such as acting as masters of ceremonies, receiving guests, serving as personal escorts for VIPs at University functions, sharing HSUHK stories, leading campus tours, etc. These experiences will provide you with valuable social exposure, allowing you to interact with people from diverse backgrounds and broaden your perspectives. In the process, you will develop transferable competencies that will enrich your personal growth and professional development. By working with like-minded peers, you will also build valuable friendships that can last a lifetime.

Every role or service you take on, whether big or small, will have a meaningful impact on you and on those you serve, and help showcase the core values of the University. With a clear purpose, I trust that you will venture forward together as a team and rise to every challenge in your SA journey. May your devotion inspire your “gears” to carry on the SA legacy of service excellence.

Finally, I would like to express my appreciation to the staff team who have devoted time and energy to selecting, training and mentoring SAs. Your support ensures that our students are well prepared to take on this important role.

Once again, congratulations to the HSUHK Student Ambassadors of 2025-26. I wish you a fruitful year ahead.