

博學



Erudition

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

長期服務獎頒禮 Long Service Award Presentation Ceremony



Feature 專題報道

HSUHK's First Long Service Award Presentation Ceremony 香港恒生大學第一屆長期服務獎頒獎禮



University Information 大學訊息

HSUHK Senior Management Retreat 2022 –
Corporate Branding and GBA Opportunities
恒大管理團隊集思會 2022 –
「大學品牌及大灣區機遇」



Student Development Activities 學生發展活動

HSUHK Entrepreneurship Challenge 2022
香港恒生大學企業挑戰賽 2022



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The Hang Seng University of Hong Kong Newsletter
香港恒生大學通訊

Honours Academy Visited the New Hang Seng Central Branch 榮譽學院參觀恒生銀行全新中區分行

As the fifth wave of the pandemic slowly subsided, 21 Honours Academy (HA) students from the first and second cohorts were invited to visit the newly opened Hang Seng Central Branch on Queen's Road Central on 13 June 2022. They were warmly received by the Head of Retail Distribution of Hang Seng Bank Ms Wendy Yuen, who is also one of the HA's Board members and Professional Fellows. During the visit, Ms Yuen introduced to the students and teachers the concept of setting up the new branch. She remarked that with its location in the heart of Hong Kong's central financial area, the branch can not only fully cover the financial needs of customers in the Central District, but also provide cross-border financial management and digital services that better meet the needs of customers.

By paying a visit to the two-storey flagship branch, our HA students experienced first-hand how digital banking can be fully embodied in both on-site and online specialist banking services. Besides, the Hang Seng Bank also specially arranged a sharing session for HA students and teachers after business hours. It was hosted by Mr Derek Chow, Head of Branch Innovation and Technology, who recounted Hang Seng Bank's transformation journey from its traditional banking operation to the current digital embracement with a personal touch.

On top of the demonstration of the latest authentication method, mobile cash withdrawal and mobile cheque deposit on the Hang Seng mobile application, the Bank's 'go green' effort, such as the implementation of a paperless environment, was another highlight in this visit for our HA students, who came to understand the Bank's endeavours in terms of Environmental, Social and Corporate Governance (ESG), and its vision for a 'carbon-neutral future'.

隨着第五波疫情趨緩和，21名榮譽學院第一和第二屆學生，獲邀於2022年6月13日參觀恒生銀行位於皇后大道中的全新中區分行，得到恒生銀行分行網絡業務主管兼榮譽學院院務委員會成員及專業院使袁妙齡女士親切招待。在參觀活動中，袁女士向師生介紹新分行的設立理念。她表示，分行位處香港核心商業區的心臟地帶，不僅更能全面覆蓋中區客戶的理財需要，亦能提供更切合客戶需求的跨境理財和數碼服務。

通過參觀樓高兩層的旗艦分行，榮譽學院學生親身體驗了數碼銀行如何充分體現在實體和線上專業銀行服務之中。此外，恒生銀行亦特意在營業時間後為師生安排分享會，由恒生銀行分行網絡創新及科技部主管周志豪先生細述恒生銀行從營運傳統銀行業務，到今天將數碼科技融入個人化客戶服務的轉「型」之旅。

除了在流動應用程式示範最新的驗證方法、流動提款及流動支票存款外，恒生銀行的「綠色環保」工作，例如實現無紙化環境，亦是榮譽學院學生是次參觀的另一亮點，讓學生了解到恒生銀行在環境、社會和企業管治 (ESG) 方面的努力，以及對達致「碳中和」未來的展望。



▲ HA students and teachers take a photo with the staff of the Hang Seng Central Branch and the heads of Hang Seng Bank.
榮譽學院師生與恒生銀行中區分行職員及恒生銀行主管合照留念。



▲ Ms Wendy Yuen introduces to HA students the features of the new Hang Seng Central Branch.
袁妙齡女士向榮譽學院同學介紹恒生銀行中區分行的特點。