

Alumni NEWS

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恒誌



Entrepreneurial expeditions of two alumni

兩位校友的創業實踐之旅



“Uniquely Common” Concert: a new chapter in harmony
「不一樣的平凡」音樂會：共譜新篇章



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

CASE Award for “Eco-Pledge Campaign”
綠源「恒」動獲教育資源拓展協會頒發獎項



From ordinary to extraordinary

Uniquely Common Concert inspires a new chapter
從平凡到非凡 of transformative growth

不一樣的平凡音樂會
鼓動飛躍新篇章

In 2025, The Hang Seng University of Hong Kong (HSUHK) marked a significant milestone with the celebration of its 45th Anniversary. On 18 September, HSUHK's second "Uniquely Common" Concert once again brought together University members and friends from all walks of life. Held at Hong Kong City Hall, the concert both commemorated the anniversary and raised funds for the "Strategic Campus Development Fund", which is helping the University write a new development chapter.



恒生大學於2025年迎來創校45周年的重要里程碑，匯聚大學大家庭成員及各界友好，於9月18日假香港大會堂再度呈獻「不一樣的平凡」音樂會，以誌校慶之喜，並為「校園策略發展基金」籌募經費，攜手為大學譜寫新的樂章。



Generations in harmony for a brighter future

The concert featured an impressive lineup, reflecting strong support for the University from all sections of society. Dr Christine Choi Yuk-lin, Secretary for Education, invited to serve as an officiating guest, led a simple and dignified ceremony to inaugurate the concert along with the officiating team. The evening kicked off with a performance by the HSUHK Sinfonietta and the Hong Kong iMusic Orchestra, in a performance that demonstrated artistic interaction at its best. Following this, performances were delivered in turn by several distinguished guests, including Dr the Hon Moses Cheng, Council Chairman of HSUHK; Dr Stephen Suen, Chairman of Marga Group; Mr Edwin Cheung, Chairman of ITC Properties Group Limited as well as the Advisor and Music Director of the concert; Mr Arnaldo Ho, Director of L'AVENUE International Holdings Limited; and Dr Alex Chui, HSUHK Fundraising and Donation Committee Member and Adjunct Professor. Dr Cheng also joined Mr Edward Cheng, Independent Non-executive Chairman of Hang Seng Bank, and Dr Anthony Chow, former Chairman of The Hong Kong Jockey Club, to sing some classic oldies.



Drumming up to welcome a vibrant future

The pinnacle of the evening was undoubtedly the dynamic drum performance, delivered by the "Uniquely Common" team of President Professor Simon Ho; Dr Patrick Poon and Dr Francis Yuen, Co-Chairmen of the Concert Advisory Committee; Dr Roy Chung, Committee Member; alumnus Dr Jacky Cheung; together with faculty, students and alumni. This powerful ensemble, dressed in traditional costumes, put on a riveting show, using their exhilarating drumbeats to convey best wishes for the University's continued success and forward progress.



跨代獻奏 共譜未來美好樂章

音樂會陣容鼎盛，彰顯各界對大學的鼎力支持。教育局局長蔡若蓮博士應邀擔任主禮嘉賓，連同主禮團主持簡單而隆重的儀式，為音樂會揭幕。率先登場的是香港恒生大學小交響樂團與香港創意管弦樂團的匯演，展示藝術交流的成果。接下來，多位重量級嘉賓輪流獻藝，包括恒生大學校務委員會主席鄭慕智博士、勝道集團主席孫漢明博士、擔任是次音樂會顧問及音樂總監的德祥地產集團有限公司主席張漢傑先生、尚嘉國際控股有限公司董事何猷亨先生，以及恒生大學籌募及捐款委員會成員及大學客席教授徐傳順博士。鄭博士更聯同恒生銀行獨立非執行董事長鄭維新先生及香港賽馬會前主席周永健博士一同獻唱經典金曲。

擊鼓鳴志 鼓舞人心共迎未來

整晚的高潮莫過於「不一樣的平凡」表演組合的嶄新鼓樂演出。這個由校長何順文教授、音樂會顧問委員會聯席主席潘樂昌博士及袁天凡博士、音樂會顧問委員會委員鍾志平博士、校友張華強博士，以及師生和校友組成的組合，聲勢浩大。他們穿起民族服裝，以明快激昂的鼓聲祝願大學一鼓作氣，勇往直前。

A stage uniting students, faculty and alumni

The concert also provided opportunities for engagement between the generations as well as artistic and cultural exchanges among HSUHK members. Highlights included a singing and dancing act by Dr Rochelle Yang from the School of Humanities and Social Sciences alongside alumna Ms Sarah Xiao, as well as a choral performance by faculty and students. The grand finale saw all the performers assemble on stage together, to honour the enduring bond among HSUHK members over the past 45 years and bring the concert to a triumphant close.



情誼綿長 師生校友同台共演

音樂會也成了恒生大學大家庭跨代合作和文化藝術交流的舞台。當中有人文社會科學學院楊宜瑄博士與肖曼貞校友攜手獻上歌唱及舞蹈表演，也有由師生組成的合唱團表演。來到尾聲，所有演出者齊集台上，唱頌眾人45年來不變的情誼，為音樂會謝幕。

Writing a new chapter together

Since its establishment in 1980 as the Hang Seng School of Commerce, the University has seen significant growth and development. After evolving into Hang Seng Management College in 2010, it was eventually renamed The Hang Seng University of Hong Kong in 2018. President Professor Simon Ho noted that one goal of the concert was to raise funds for the "Strategic Campus Development Fund", primarily earmarked for renovating the nearly half-century-old M Building and expanding other development projects, in line with the increasing student population and plans to introduce new and innovative programmes in the future. Another goal of this large-scale event was to strengthen the University's connections with alumni and consolidate its alumni base.

結伴前行 奏出不一樣的未來

從1980年恒生商學書院成立一路走來，至2010年改組為恒生管理學院，再於2018年正名為香港恒生大學，本校的發展需求與日俱增。何順文校長表示，今次音樂會目的是為「校園策略發展基金」籌款，主要用於修葺近半世紀歷史的M座大樓及拓展其他發展項目，以配合學生人數持續上升和日後開辦更多創新課程的需要。同時，大學亦希望透過是次大型音樂會加強聯繫校友，凝聚更多校友力量。



Support from all corners for a remarkable endeavour

As a private, self-financed university, HSUHK has always relied on generous donations. The concert was a resounding success, thanks to the principal supporters, including alumnus Dr Jacky Cheung, CMG International Charity Fund Ltd, Lee Shau Kee Foundation, Dr Patrick Poon, TK Holdings, Dr Francis Yuen and his wife, Dr Rose Lee, along with numerous institutional and individual benefactors, as well as faculty, students, alumni, and friends from various sectors.



Over HK\$13 million was raised for the "Strategic Campus Development Fund," a testament to the collective efforts of all involved. The University held an appreciation reception on 30 January 2026 to express gratitude for the support.

八方唱和 眾志成城共襄善舉

作為私立自資大學，恒生大學一直有賴熱心人士的捐助。是次音樂會圓滿舉行，主要策動者包括校友張華強博士、安基國際慈善基金有限公司、李兆基基金、潘樂昌博士、東江控股、袁天凡博士及李慧敏博士伉儷，以及一眾機構和個人支持者，以及師生、校友和各界友好，為「校園策略發展基金」籌款逾1,300萬港元，是眾志成城的美滿成果。大學於2026年1月30日舉行感謝茶聚，答謝各方的支持。

A heartwarming prelude and alumni reunion

Another effort to unite the HSUHK alumni community was an alumni dinner held on the evening before the concert, titled "A Unique Prelude" and hosted by the Advancement and Alumni Affairs Office in partnership with The Hang Seng University of Hong Kong Alumni Association. The event proved an excellent opportunity for alumni of different generations and professional backgrounds to reconnect and expand their networks. Attendees were warmly greeted to the dinner by Dr Josiah Chan, Vice-President (Organisational Development), who expressed the University's sincere appreciation for their unwavering support.



溫馨序曲 校友聚首共敘情誼

為凝聚校友的力量，發展及校友事務處特地與恒生大學校友會攜手，以「A Unique Prelude」為題於音樂會前夕舉辦校友聚餐，讓不同年代和專業領域的校友共敘情誼，拓展網絡。當晚副校長（機構發展）陳天恩博士更親臨與校友交流，並代表大學向大家一直以來的愛護與支持表達謝意。





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**From vision to aspiration:
entrepreneurial
expeditions of two alumni**

從信念起步 以初心啟航
兩位校友的**創**業實踐之旅

In our former incarnations as Hang Seng School of Commerce (HSSC) and Hang Seng Management College (HSMC), and as The Hang Seng University of Hong Kong (HSUHK) today, we have constantly been helping students find their calling, and empowering them to seize opportunities and embark on new pursuits with confidence. Over the years, we have seen many alumni shine in various fields, and others turn their dreams into reality by venturing into entrepreneurship. Two of these latter are Alvin Hui, co-founder of specialty coffee brand sensory ZERO, and Allison Chan, co-founder of retail social enterprise GreenPrice. The pair studied at HSSC and HSMC respectively.

從「恒商」起步，經「恒管」發展至今，恒生大學一直引領學生確立方向，把握機會踏出第一步。多年來，不少校友於不同領域發光發亮，也有人踏上創業之路，讓理想一步步落地成真。其中包括「恒商」年代的精品咖啡品牌sensory ZERO聯合創辦人許孝榮（Alvin），以及來自「恒管」年代的零售社企GreenPrice共同創辦人陳凌旭（Allison）。

Alvin Hui

許孝榮

Hang Seng School of Commerce graduate
恒生商學書院畢業生

Starting from zero: coffee dream takes off 從零開始 咖啡夢起航

Many coffee enthusiasts will be familiar with the emerging brand sensory ZERO. The name echoes the brand's origin and philosophy: it began from 'zero' as a small corner coffee shop, and aims to offer customers a comprehensive range of 'sensory' experiences. Over the past decade, the once-small shop has evolved into a catering group with restaurants across the territory, and multiple brands under its umbrella. Alvin is one of the founders, and is certified as a CQI (International Coffee Quality Institute) Q Grader, a senior national tea taster, and an International Kikisake-shi (Sake Service Institute sommelier). He is also the first non-Japanese speaker to have earned the qualification of rice flavour evaluator. The thriving business of today is rooted in Alvin's studies at HSSC, where the seeds of entrepreneurship quietly began to sprout.

咖啡愛好者對近年崛起的「sensory ZERO」定不感到陌生，名稱正好道出了其源起和理念：一家由「零」開始的細小角落咖啡店，為顧客帶來全方位的「感官」體驗。十多年來，昔日的小店已成長為分店遍佈港九、旗下擁有多個品牌的餐飲集團。作為創辦人之一，Alvin具備國際咖啡質量研究所CQI Q Grader咖啡品質鑑定師、國家高級評茶員、國際咧酒師的資格，更是首位非日語人士獲得米食味鑑定士資格。事業發展順遂，原來創業的種子，早在恒商年代已悄然萌芽。



Mentorship opens new business horizons

Alvin recalls with humour how his poor memory as a child limited him to attending a secondary school with relatively low university admission rates. To improve his educational prospects, he decided to enrol at HSSC for his matriculation studies. The two Presidents of the School both encouraged him to explore his interests while emphasising the importance of academic training, and their advice prompted him to listen to his inner voice and clarify his aspirations. His days at the School were marked by extensive reading and deep contemplation; it was a time when Alvin laid some vital foundations for making important decisions when reaching life's crossroads.

良師指引 開啟商學視野

Alvin笑言自己自小記憶力不佳，只能升讀大學入學率偏低的中學，因此在預科選擇入讀恒商以爭取更大升學空間。兩任院長分別鼓勵他依興趣探索和着重學術訓練，令他開始思考真正志向。他在恒商時期閱讀最多、思考最深，這些養分也成為日後面對人生交叉點時作出抉擇的重要基礎。



A journey from Siu Lek Yuen to entrepreneurial stage

Alvin initially chose business studies simply because it required less memorisation. However, engaging lectures from inspiring teachers saw Alvin gradually captivated by the subject, and he even achieved first place in his year for both economics and accounting. He later majored in finance and minored in social behaviour at university. Today, as he runs his company, the lessons learned in the classrooms of Siu Lek Yuen continue to be invaluable ones.

One particularly vivid memory is associated with Ms Elisa Au, his accounting teacher. During the first class, she wrote “Accounting is an Art” on the board, a phrase which altered Alvin’s preconceived notions about the subject. Later, he named his parent company Sensory Artisan and adopted “Sensory is an Art” as the brand slogan. Alvin also collaborated with a former classmate who ranked second in accounting—now the company’s Chief Financial Officer—to help the brand overcome the challenges posed by the pandemic.

Finding new directions: a path guided by interest

After graduation, Alvin entered the financial industry. At the time, the dot-com boom was in full swing, and Alvin’s computer knowledge opened the door to numerous job opportunities that paid highly. Despite this, he constantly felt out of place and kept changing jobs. It wasn’t until his first job application setback after the 9/11 incident that he began to re-evaluate his interests and his direction, and started considering how to turn his passion for tea and coffee into a career. He decided to apply for a hotel procurement position, and moved into this new field successfully on the back of his strong computer skills. “Back then, very few university graduates worked in entry-level procurement positions. I used Excel to accomplish a week’s work in a single day, which often left me with some free moments to interact with the chefs in the kitchen.” Although his starting salary was far lower than before, he quickly distinguished himself in the catering industry, and took on management roles in several reputable enterprises. There he gained insights into store setup and operations, as well as market expansion, essential knowledge for building his own brand in the future.

Hong Kong brand goes global

After 18 years in the catering industry, Alvin wanted to establish a brand that would represent Hong Kong and, together with his longtime friend Dixon Ip, he entered the specialty coffee market by founding sensory ZERO. Although faced with numerous challenges—including the COVID-19 pandemic, post-pandemic reopening, and price wars from mainland brands—Alvin and his team boldly weathered the storm. They expanded their product lines and developed multiple dining brands featuring Chinese, Hong Kong, and Thai cuisines, providing a range of services and gradually advancing toward their vision of “Hong Kong brand goes global”. When discussing the prerequisites for starting a business, he summed up: “Know what you like, know what you’re good at, and know what the market needs.”



知識導航 從小瀝源到創業舞台

當初選修商科只因記誦較少，然而良師生動的講解逐漸讓Alvin發現箇中樂趣，經濟學和會計更考獲全級第一。他後來在大學主修金融，副修社會行為學，到今天營運公司，當年在小瀝源課室中所學依然大派用場。

另一段深刻回憶來自會計科區翠華老師。她在第一堂課時揮筆寫下「Accounting is an Art」，改變了Alvin對會計的刻板印象。後來他以「Sensory Artisan」命名母公司，並以「Sensory is an Art」作為品牌口號，更與昔日在會計科考第二的同窗（現任財務總監）共同帶領品牌跨過疫情難關。

改道尋夢 興趣引路的新方向

畢業後，Alvin投身金融界。當時正值科網熱潮，他擅長電腦，工作機會可謂紛至沓來，待遇亦非常優厚，卻始終覺得不適合，不停轉換工作。直到「九一一事件」後首次求職失利，促使他重新審視興趣與方向，開始探索將個人興趣——茶和咖啡——發展成事業。憑着紮實的運算底子，他在申請酒店採購職位時脫穎而出，成功轉換跑道。「那時候幾乎沒有大學生做基層採購。我運用Excel作輔助，一天就完成一星期的工作，常有空閒到廚房和廚師打交道。」雖然起薪點遠遜從前，但他在餐飲業界迅速嶄露頭角，先後在多間知名企業出任管理層，累積開店、營運、拓展市場等經驗，成為日後創立品牌的重要基石。

香港品牌 向國際出發

在餐飲業界深耕18年後，Alvin希望建立屬於香港的品牌，與多年好友 Dixon Ip 投身精品咖啡市場，創立 sensory ZERO。面對新冠疫情、疫後開關、內地品牌減價戰等重重挑戰，Alvin與團隊乘風破浪，開拓周邊產品，並陸續發展中式、港式、泰式等多個餐飲品牌，提供多元化服務，逐步拓展業務版圖，向「香港品牌，國際出發」的願景邁進。談到創業的先決條件，他總結道：「要知道自己喜歡甚麼、擅長甚麼，也要知道市場需求甚麼。」

Allison Chan Ling-yuk 陳凌旭

Bachelor of Business Administration
(Honours) in Supply Chain Management
供應鏈管理工商管理（榮譽）學士

A pure heart nurtures green ideals 赤子之心 成就綠色理念

Unlike Alvin's entrepreneurial trajectory, Allison's story began on campus. After graduating from HSMC, she and her partners founded GreenPrice to promote and resell "surplus" or near "best-before-date" food, creating a sustainable business model for often overlooked everyday waste. The idea originated from a simple research project as part of her graduation coursework, which unexpectedly became the starting point for a decade-long business exploration venture. In 2023, Allison and several co-founders were named in the social impact category of Forbes' *30 Under 30 Asia* list, recognising her entrepreneurial spirit and dedication.

與Alvin的創業軌跡不同，Allison的故事由校園開始。恒管畢業後，她與夥伴創立GreenPrice，推廣及轉售「過剩」或臨近「最佳食用日期」的食品，將被忽視的日常浪費化為可持續商業模式。這個念頭源於她在畢業項目中的一項簡單研究與實踐，卻意外成為十年創意旅程的起點。2023年，Allison更與幾位共同創辦人入選福布斯社會企業界別「亞洲30位30歲以下」精英榜，為她的初心與堅持寫下亮眼註腳。



From classroom to mission

While living in a student dormitory, Allison noticed there was a regular surplus of food at semester-end and after the Lunar New Year. "Back then, online shopping hadn't yet become popular, and my classmates frequently stocked up at the supermarket in Kwong Yuen Estate. Additionally, after the Lunar New Year, our families often gave us gifts from relatives and friends to bring back to the dormitory." As a student majoring in supply chain management, Allison pondered how to handle these items from a supply-demand perspective. She created a social media platform for distributing leftover food to fellow students in need—the first step of her entrepreneurial journey.

源於習作 校園點子成使命

在學時入住學生宿舍，Allison發現學期末或農曆新年後總會出現大量過剩食物。「當年網購尚未盛行，同學習慣到廣源邨的超市大量入貨；再加上新春後家人常把親友送來的賀禮給我們帶回宿舍。」修讀供應鏈管理課程的她從供求角度思考如何處理這些物資，在社交媒體開設平台將食品轉送予有需要的室友，可說是日後創業的源起。

Reflecting on this experience, Allison is especially grateful for the freedom her tutor afforded her: “Even though the topic didn’t fully align with supply chain management, my tutor let me explore freely and helped fine-tune my direction, probably because she thought the concept was a valuable one.” Since founding GreenPrice, Allison has stayed in touch with her tutor, who has in turn continued to follow the company’s development.

While working on her graduation project, Allison had no clear plans for the next step. But then she came across recruitment information for an entrepreneurial training camp and competition, which sparked her interest in putting her ideas into action and seeking seed funding. At the camp, she was also able to connect with like-minded partners, who worked with her to shape the graduation project into a viable business plan.



談起這段經歷，Allison尤其感激導師給予的自由度：「雖然題材與供應鏈管理並非完全貼合，但導師仍讓我自由探索，並協助調整方向，我想是因為她認同這份理念。」GreenPrice成立後，她與導師仍保持聯絡，對方亦一直關注公司的發展。

進行畢業項目時，Allison原本未有清晰的下一步計劃，直至看見創業訓練營與比賽的招募訊息，才萌生嘗試爭取種子基金、真正實踐理念的念頭。她更在營會中認識了志同道合的夥伴，攜手把畢業習作發展為切實可行的創業計劃。



Professional knowledge to create a green supply chain

When the startup was launched, selling near-expiry food was a novel concept in Hong Kong, and the team inevitably encountered various obstacles in their efforts to engage food suppliers. Allison chuckled when reminiscing: “Suppliers often suspected that we were undercover agents from the Food and Environmental Hygiene Department.” Now and then the team would participate in food fairs to gain experience and broaden their network. Fortunately, a liquor company not only entrusted them with reselling its surplus products but also proactively introduced them to other businesses in the industry, becoming one of their key supporters during the initial phase.

With her background in supply chain management, Allison took on the procurement responsibilities within the team. Her goal was to create a “Supply Chain 2.0” and breathe new life into products that would otherwise be discarded. The knowledge she had acquired in the classroom—specifically in supply sourcing management, negotiation skills, and product terms—equipped her well to provide crucial support to the fledgling company. She remarked, “If products are subject to incoterms, it means we incur substantial transportation costs, so we have to assess whether it’s worth ‘saving’ that batch of goods. After all, we are a social enterprise and we have to be responsible for self-financing.” By combining theory with practical experience, she was able to identify the most feasible options among those available and transform her academic knowledge into operational capabilities, refining her business model all the while.

學以致用 創造綠色供應鏈

成立之初，售賣臨期食品在香港仍屬嶄新概念，團隊在向食品供應商叩門時難免處處碰壁。Allison笑言：「供應商總懷疑我們是食物環境衛生署派來的臥底。」團隊從不定期市集起步，累積經驗並擴展人脈。當時一間酒類公司不但把過剩產品交給他們轉售，更主動介紹予同行，成為初期的重要伯樂。

憑着供應鏈管理背景，Allison在團隊中肩負採購的重任，致力創造『供應鏈2.0』，讓原本面臨棄置的產品重獲生命。昔日在課堂上學到的供應來源管理、談判技巧，以至貨品條款等相關知識，都為初起步的公司提供了關鍵助力。她說：「若從海外採購，牽涉貿易條款更為複雜，有時需承擔龐大運費，那就要計算是否值得『救』那批貨。畢竟我們是社企，當中的企業部份，需以自負盈虧來營運。」她結合理論和實踐經驗，在不同選項中作出務實取捨，把學術知識轉化為實際營運能力，令營運模式漸趨成熟。



Cautious steps to carve a new route

When Allison started her entrepreneurial journey, she was the only graduate in the team. To make the best use of their funds, she chose not to take a salary and instead looked for part-time work to support herself, noting "If we had had to pay salaries back then, our funds would have run out in less than a year." Her decision meant the team was able to allocate more resources to purchasing inventory and paying rent, which enabled them to open their first physical store not long afterwards. The team moved forward cautiously, making adjustments along the way and learning from failures. Today, GreenPrice boasts 18 shops and over 200 employees, and Allison has transitioned from a procurement novice to the leader of its supply chain squad.

Looking back, she believes that for her the best time to start a business was definitely right after graduation: "I hadn't yet been tempered by the workplace and I still had my strong original passion, which gave me the courage I needed to try." Her advice to young people contemplating entrepreneurship is simple: "The most important thing is that you have a genuine vision to pursue, and you're not starting a business merely to become a boss."



初生之犢 步步為營拓新路

創業時，Allison是團隊中唯一已畢業的成員。為善用資金，她選擇不支薪並另覓兼職維生，把資源集中於買貨與租金上，才得以營運第一間實體店。「如果當時要出糧，資金不消一年便會耗盡。」團隊以審慎步伐發展，一邊試行、一邊調整，從挫折中累積經驗。時至今日，GreenPrice旗下已有18間分店、逾200名員工，而Allison亦由採購新手成長為供應鏈團隊的統帥。

回望過去，她認為選擇在畢業時創業確是最佳時機：「正因未經職場洗禮，仍然保持赤子之心，才有勇氣嘗試。」她寄語躍躍欲試的年輕一代：「最重要的是心中有真正想實現的願景，而不是為了當老闆而創業。」





“Eco-Pledge Campaign” wins CASE Award 綠源「恒」動獲教育資源拓展協會頒發獎項

HSUHK’s “Eco-Pledge Campaign” has been awarded the 2025 CASE Best of Asia-Pacific Region Award, making HSUHK the only local private university to receive this honour this year. This follows the University’s earlier success with the “FunD Virtual Run”, which won the 2022 global Silver Award (Special Events/Online Fundraisers) and the Best of Asia-Pacific Region Award in CASE’s Circle of Excellence Awards.

Launched in 2014 to promote sustainable development and support campus enhancement, the campaign celebrated its 10th anniversary in June 2024 with a special gardening event. President Professor Simon Ho, Dr Roy Chung, Founder of the Bright Future Charitable Foundation and Member of the HSUHK-Foundation Management Committee, and Dr Jacky Cheung, Council Member and alumnus, led donors, alumni, staff and students in hands-on planting activities to green the campus and strengthen community bonds.

The judging panel commended the campaign for its creative design and the unique activities that were successful in bringing together supporters and the wider University community.

本校榮獲國際教育機構「教育資源拓展協會」（CASE）頒發年度「亞太區最佳項目獎」，成為本年度唯一獲此殊榮的本地私立大學機構成員，是繼2022年「紛FunD跑」籌款活動獲CASE頒發「卓越項目2022（特別活動/網上籌款）」全球銀獎和「亞太區最佳項目獎」後再度獲獎。

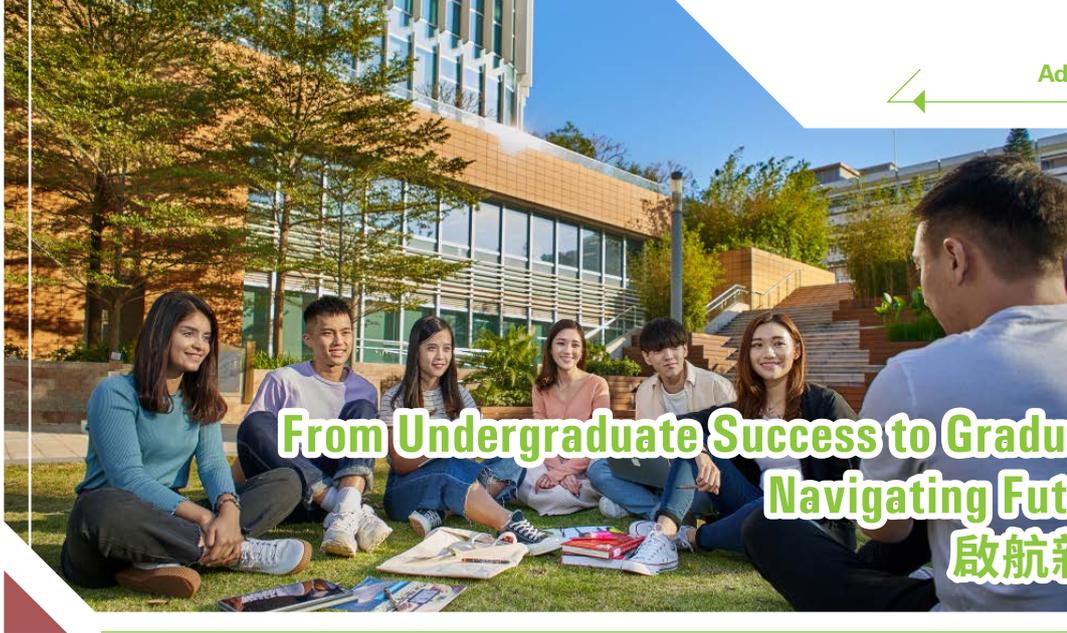
「綠源『恒』動」計劃於2014年推出，推動可持續發展，並為校園發展籌募經費。為慶祝計劃推出十周年，大學特別於2024年6月舉行別開生面的園藝活動，由何順文校長、鵬程慈善基金創辦人暨恒生大學—基金管理委員會委員鍾志平博士、校務委員會委員兼校友張華強博士，帶領「綠源『恒』動」捐款人及校友師生一同綠化校園。評審團讚揚計劃運用創意設計出別樹一幟的活動，並凝聚大學社群攜手參與。



CTF Life Classroom Appreciation and Naming Ceremony 周大福人壽教室感謝暨命名典禮

On 9 January 2026, an appreciation and naming ceremony was held to name Room A301 in the S H Ho Academic Building as the “CTF Life Classroom” in recognition of CTF Life’s support towards HSUHK. Officiating at the ceremony were several distinguished representatives from CTF Life, including Mr Ip Man-kit, Executive Director and Chief Executive Officer; Ms Eleonore Chow, Chief Executive, Agency; Ms Fanny Chan, Chief Human Resources Officer; and Ms Bear Yip, Chief Business Development Officer. They were joined by President Professor Simon Ho and Professor Jeanne Fu, Vice-President (Learning and Student Experience).

為答謝周大福人壽保險有限公司（周大福人壽）對香港恒生大學的熱心支持，大學特別將何善衡教學大樓A301教室命名為「周大福人壽教室」，並於2026年1月9日舉行感謝暨命名典禮。典禮由周大福人壽執行董事兼行政總裁葉文傑先生、首席營業總裁周詠姬女士、首席人力資源總監陳穆娜女士、首席業務發展官葉麗芳女士、校長何順文教授，以及副校長（教學及學生體驗）符可瑩教授共同主禮。



From Undergraduate Success to Graduate Excellence: Navigating Futures at HSUHK 啟航新程，恒進研創

Every learning journey continues to evolve, even after graduation. At HSUHK, a range of postgraduate opportunities is available for learners and alumni who wish to deepen their knowledge, enhance professional skills, or simply explore new interests. These programmes offer flexible pathways that support different stages of personal and career growth.

學習旅程從不止步，畢業後仍然能隨着人生階段不斷延伸，展開新方向。恒生大學提供多元的研究生進修選擇，讓校友及有志繼續進修人士得以深化知識、提升專業能力，或探索新的興趣領域，照顧不同階段的學習需要。

HSUHK comprises six Schools offering 23 postgraduate programmes, including 22 taught postgraduate programmes and one professional doctorate programme. The following new programmes will be launched in the 2026-27 academic year:

恒生大學設有六個學院，提供23個研究生課程，包括22個修課式碩士課程及一個專業博士課程。以下新課程將於2026-27學年推出：

Professional Doctorate Programme 專業博士課程

- Doctor of Decision Analytics
決策分析博士

New

As part of the HSUHK community, alumni can also **enjoy a 10% tuition fee discount** when enrolling in postgraduate studies. Whether studying part-time or pursuing full-time advancement, alumni are encouraged to explore the flexible pathways that can help shape the next chapter of their professional journey.

Taught Postgraduate Programmes 修課式碩士課程

- MBA (in Chinese) 工商管理 (中文)
- Entertainment Media Management & Communication 娛樂媒體管理與傳播
- Art Business 藝術商業文學
- Creative Humanities 創意人文文學
- Social Sustainability 社會可持續發展

New

作為恒生大學校友，報讀本校研究生課程可享**九折學費優惠**。無論選擇在職兼讀或全職進修，校友皆可按個人需要探索多元而靈活的深造途徑，推動專業發展。

Admission enquiries
入學查詢



Alumni Sharing 校友分享



TSANG Sze-chai 曾思齊

BA-CHI Programme Graduate
中文(榮譽)文學士課程畢業生

MA-CHI Programme Graduate
中文文學碩士課程畢業生



All teachers in the Department are kind and helpful. Every time I consulted them after class, they would respond with patience. With the knowledge gained from the Programme, I am empowered to face different kinds of challenges in the future.

系內老師都很友善且樂於助人。課後我向他們諮詢，他們總會耐心解答。在本課程獲得的知識讓我有能力面對未來各種挑戰。



ZHANG Jingjing 張晶晶

MBM Programme Graduate
商業管理碩士課程畢業生



My year of master's study at HSUHK has been one of the most significant decisions of my life. The University provided a rigorous academic framework and notably broadened my global perspective through its excellent teaching resources and international exposure. What I value most is the respect accorded to students' creativity and the encouragement of innovative thinking. This enriching learning experience is a treasure that I will carry forward into my future endeavours.

在恒生大學攻讀碩士的那一年，是我人生中最重要決定之一。學校不僅提供了嚴謹的學術訓練，更透過優質的教學資源與國際化視野，大幅拓展了我的全球視角。最令我珍惜的，是母校對學生創造力的高度重視，以及對創新思維的積極鼓勵。這段充實的學習經歷，將成為我未來發展道路上最珍貴的養分。



5 Dec
2025

A heartwarming reunion of HSSC founding alumni and teachers 恒商初代校友師生重聚晚宴

The alumni reunion dinner brought together President Professor Simon Ho, Vice-President (Organisational Development) Dr Josiah Chan, former teachers and devoted alumni from the first and second batches of graduates from HSSC, creating an atmosphere rich with warmth and nostalgia. Held in conjunction with the University's 45th anniversary, the occasion marked a meaningful milestone — one that offered participants a cherished opportunity to reconnect with old friends, rekindle treasured memories, and celebrate the enduring bonds forged during their formative years.

The reunion also became a journey through time. Alumni revisited familiar corners of the campus that had once shaped their academic paths and personal growth. At the same time, they explored the University's modern facilities, gaining fresh appreciation for the remarkable progress and transformation of their alma mater over the decades.

For many attendees, it was the first return to campus in several decades. Yet, their memories of student life remained vivid and deeply ingrained. More than just a gathering, the evening served as a reunion of shared history — a meaningful bridge between past and present — and a reaffirmation of the lifelong connection between HSUHK and its founding graduates.



恒生商學書院首兩屆畢業生與老師早前於校友重聚晚宴中聚首一堂，校長何順文教授及副校長（機構發展）陳天恩博士亦一同出席，席間洋溢著溫馨的氣氛。

適逢母校成立45周年，是次聚會別具意義。校友們重踏熟悉的校園，走訪承載無數珍貴回憶的角落，往昔一同學習和成長的片段彷彿重現眼前。同時，各人亦參觀了校園內的新設施，親身見證母校多年來的發展與蛻變，為活動增添更深層的意義。

不少校友相隔多年首次重返校園，然而當年的校園生活點滴依然記憶猶新，師生情誼與同窗之情依然歷久彌新。這場重聚晚宴不僅是一次校友師生聚會，更是一趟串連過去與現在的時光之旅，印證了校友與母校之間的永恆連繫。

3&4 Dec
2025

GradVibes with AAAO 恒願啟航 分享畢業時刻

At the Graduation Ceremony 2025, the Advancement and Alumni Affairs Office hosted *GradVibes with AAAO – Mark your graduation with us*, an event that welcomed the newest graduates into the alumni community. The booth served as a warm and accessible point of connection, symbolising the transition from student to alumnus and reinforcing the lifelong bond with HSUHK.

One of the highlights was *Caps Off, Wishes On!*, a wishing wall where graduates shared their messages and dreams for the journey ahead. These expressions reflected personal hopes and inspirations while collectively highlighting the shared journey into the alumni network.



Graduation-themed props were also available, offering graduates a light-touch way to capture memorable moments and create mementoes of the day.

AAAO extends its warmest wishes to all graduates of the Class of 2025!

發展及校友事務處特於2025年畢業典禮期間在校園設置攤位，歡迎新一屆畢業生加入恒生大學校友大家庭。透過與畢業生交流，延續與母校之間的終身連繫。

攤位設「恒願啟航」許願牆，讓畢業生留下心語與祝福，既寄託了對前程的期許，亦見證他們邁步進入校友網絡的重要時刻。現場亦提供畢業主題的拍照道具，讓畢業生告別校園時留下珍貴回憶。

本處謹向2025年全體畢業生致以最誠摯的祝福！

Expanding alumni networks together 攜手同「恒」 拓展校友網絡



With support from the AAAO's subsidy scheme, the Honours Academy, the School of Communication and the Departments of Social Science; Mathematics, Statistics and Insurance; and Supply Chain and Information Management organised their respective events to strengthen lifelong bonds among students, alumni, faculty and staff, fostering a sense of belonging and camaraderie within the HSUHK community.

在發展及校友事務處「校友活動資助計劃」的支持下，榮譽學院、傳播學院、社會科學系、數學、統計及保險學系，以及供應鏈及資訊管理學系不時舉辦校友聯誼及慶祝活動，藉此讓師生好友歡聚交流，分享成就與經驗，加深對大學的歸屬感，建立更緊密的關係。

Welcome to HSUHK family and alumni network 歡迎新生 開展「恒」程

As the new academic year begins, HSUHK warmly welcomes a vibrant cohort of new students, who automatically become "Associate Alumni" of the University.

On Welcome Day, the AAAO hosted a booth to introduce its initiatives, alumni activities, and support services to incoming students.

Through engaging interactions, Associate Alumni were encouraged to make the most of the opportunities available during their time at HSUHK and beyond, to build meaningful connections with alumni across diverse industries, and to develop a lifelong bond with the University.

發展及校友事務處於迎新日迎來一眾活力滿滿的新生，歡迎他們成為「準校友」，並向他們介紹校友服務、活動，以及部門的相關工作。

透過是次活動，我們鼓勵「準校友」把握在學期間及畢業後的各種機遇，積極參與校友活動，與來自不同界別的校友建立聯繫、拓展人脈，並進一步深化與母校的連結。

22 Aug
2025



HSUHK Team at Hong Kong Marathon 2026 千里之恒 校友師生征戰香港馬拉松

18 Jan
2026

This year, over 120 students, staff, and alumni came together as the HSUHK Team to take part in the Standard Chartered Hong Kong Marathon 2026, one of the city's most prominent annual sporting events.

Participating in the 10km, half marathon, and full marathon races, HSUHK runners demonstrated remarkable determination, perseverance, and a strong spirit of self-challenge. United by a shared commitment to pushing their limits, all participants embodied the University's values of positivity, resilience, and readiness to embrace challenges.

Beyond the race itself, the marathon also served as a meaningful occasion to reconnect alumni and strengthen intergenerational bonds within the HSUHK community. The University set up a service booth at Victoria Park, providing thoughtful support for team members, including luggage storage, energy replenishments, and post-race massage services. Senior management visited the booth to cheer on runners, while staff from the AAAO warmly welcomed participants returning from the finish line. Along the race route, the student cheer squad energised runners with cheers and applause, showcasing the unity and collective strength of the HSUHK family both on and off the course.

We extend our heartfelt congratulations to all participants and look forward to standing shoulder to shoulder with the HSUHK Team again at next year's starting line.

今年，本校超過120位校友、學生及教職員組成 HSUHK Team，參與渣打香港馬拉松2026，出戰十公里、半馬拉松及全馬拉松項目，以行動展示積極進取、敢於挑戰的恒生大學精神。

賽事不僅是香港年度盛事，更是連繫校友、凝聚跨代情誼的重要場合。大學於維多利亞公園設置攤位，為隊員提供行李寄存、能量補給和賽後按摩等貼心支援服務。同時，大學管理層親臨現場為健兒們打氣，發展及校友事務處職員熱情款接順利完賽的跑手，學生啦啦隊沿途吶喊助威，無論在賽道內外，充分體現大學上下團結一心的力量。

再次祝賀所有參賽者，期待來年繼續與大家在賽場上並肩前行！



Staff-alumni connections in motion 教職員校友齊「恒」動

The Staff-alumni Sports Gathering has entered its fourth year, bringing together alumni currently working at the University and staff engaged in alumni affairs through a series of fun and interactive sports activities. This time, participants had the opportunity to experience Taspony and Floor Shuffleboard, two emerging sports that emphasise teamwork and collaboration in a relaxing and interactive way.

The gathering was graced by the presence of Professor Simon Ho, President; Dr Josiah Chan, Vice-President (Organisational Development); Ms Elisa Chan, Director of Advancement and Alumni Affairs and Dr Eden Chow, Chairman of the Alumni Affairs Committee. Joining participants in the friendly games, they further enhanced the spirit of unity, camaraderie, and enjoyment that defined the event.



教職員校友齊「恒」動迎來第四年，特別引入了手綿球和地板沙壺兩項強調團隊合作的新興運動，讓參加者在輕鬆愉悅的氛圍中體驗運動的樂趣。現場氣氛熱鬧，校長何順文教授、副校長（機構發展）陳天恩博士、發展及校友事務總監陳雯慧女士及校友事務委員會主席周懿行博士親身支持並參與其中，充份展現大學社群的凝聚力與活力。

20 Jun
2025

Summer Sun & Fun: Alumni Pickleball Fest 夏日續Fun匹克球

Bringing alumni, families and students together through sport, the Summer Fun & Fun: Alumni Pickleball Fest offered a refreshing blend of recreation, connection and campus spirit, making it a highlight of the summer alumni calendar. The event featured two distinct experiences. The morning kicked off with "Family Pickle Fun" where alumni and their families teamed up to explore the charm of this emerging sport; while the afternoon "Game On: Pickleball & All" brought alumni and students together for lively matches.

Led by alumnus coach Daniel Cheung, the Fest went beyond sport, strengthening alumni ties and rekindling campus bonds as laughter and camaraderie filled the courts, creating memorable summer moments.



是次活動透過匹克球這項新興運動凝聚校友、家人與學生，融合休閒運動與互動交流，深化校園情誼。活動特設兩個專屬體驗，上午以「親子營」揭開序幕，為校友與家人帶來趣味遊戲的新體驗；下午的「1+1好友營」則讓校友與「準校友」同場切磋，展開一連串精彩對戰。活動由張正熙校友擔任教練，親自指導參加者，帶領大家感受匹克球的魅力。在笑聲與球聲交織之中，校友和親友共度充滿活力的一天，為炎炎夏日增添美好回憶，延續校園情誼。

16 Aug
2025

15 Oct
2025

“Love in Time, Grateful Moments Lasts” sharing session 「愛得及時·歲月留情」校友分享講座

Alumnus Mr Kenneth Leung Ka-keung, Honorary University Fellow and Founding Chairman of the HSUHK Alumni Association, led a heartfelt sharing session titled “Love in Time, Grateful Moments Lasts.” Hosted by Dr Chan Chi-kit, Associate Professor of the School of Communication, the session explored life’s

meaning and planning, drawing inspiration from Mr Leung’s career in remembrance services. The hybrid event brought together alumni and current students, alongside Dr Josiah Chan, Vice-President (Organisational Development), and Mr Dicky Yuen, Chairman of the Alumni Association. The session concluded with an engaging Q&A discussion, fostering meaningful exchanges and sincere reflections among participants.



發展及校友事務處舉辦「愛得及時·歲月留情」講座，邀請本校榮譽大學院士及校友會創會會長梁家強校友主講，分享其在禮儀服務行業的寶貴經驗，探討生命意義與人生規劃等議題。講座由傳播學院副教授陳智傑博士主持，並以線上及實體混合形式進行，吸引校友及準校友踴躍參與，副校長（機構發展）陳天恩博士及校友會會長袁益靈亦到場支持。活動設有問答環節，與會者積極提問，交流氣氛熱烈。

7 Feb
2026

Blossoming bonds: springtime alumni homecoming visit 春日校友導賞遊

Against the backdrop of early spring, the AAAO welcomed alumni from different cohorts back to HSUHK for a relaxed homecoming visit, offering a timely opportunity to reconnect with their alma mater and witness the University’s continued growth.

The guided tour led alumni through both familiar landmarks and newly developed facilities included the Martin Ka Shing Lee Innovation Lab and Multimedia Commons, where they explored modern media-creation facilities, as well as the University Library Archive Room, which showcased selected materials from past decades. This blend of history and innovation sparked lively conversations throughout the visit.

Participants also visited the Old Hall and toured the Jockey Club Residential College to gain insights into current student life, before exploring the HSUHK Foundation Gallery featuring works by Art and Design students. The day concluded with light refreshments, providing a relaxed setting for alumni to catch up, exchange memories, and share their journeys since graduation, bringing the visit to a warm and meaningful close.

在春意回暖之時，發展及校友事務處舉辦校友導賞遊，迎接不同時代的校友回校，了解母校最新發展。

是次活動帶領校友在熟悉的地方與嶄新設施之間遊走，參觀配備頂尖媒體創作設備的李家誠創新實驗室與多媒體空間，以及在大學圖書館欣賞珍貴館藏及特藏資料。校友們分享昔日學習趣事，從回望過去到了解創新發展，沿途引發不少有趣交流。

導賞途經喚起回憶的舊宿舍一元舍堂，及賽馬會住宿書院，隨後欣賞香港恒生大學—基金展覽廊，欣賞藝術設計系學生的創作。活動以輕鬆茶敘作結，讓校友們暢談校園點滴。



Shining Moments, Soaring Together

校友·喜動



Chan Chun-lin Johnny 陳煥年
HSSC graduate 恒商畢業生

Alumnus Johnny Chan, Founder of Aura Music Studio and his wife welcome a new member to their family, with their child born in November 2025. Meanwhile, **alumna Ng Yuen-ting Mandy** who successfully launched her venture through the University's Centre for Innovation and Entrepreneurship under the "GBA Youth Start-up and Social Innovation Programme", also celebrated the arrival of her baby boy in January 2026.

AAAO extends its heartfelt congratulations to both families and wishes the children good health and joyful growth.

Aura Music Studio創辦人**陳煥年校友**與太太迎來家中新成員，孩子於2025年11月出世。而透過本校創新及創業中心的「灣區青創及社會創新計劃」成功創業的**吳婉婷校友**亦於2026年1月喜獲麟兒。

發展及校友事務處謹此致以衷心祝賀，祝願孩子們健康成長、家庭幸福美滿。



Ng Yuen-ting Mandy 吳婉婷
BBA (Hons) 工商管理(榮譽)學士



LAM Man-wei 林文偉
BBA (Hons) in Management 管理學工商管理(榮譽)學士

After years of dedicated training, the accumulation of flight hours, and mastering every aspect of the Airbus A320 family, the long-held dream of **alumnus Lam Man-wei** finally came true. He has joined easyJet – one of Europe's five largest airlines by passenger numbers – as an airline pilot.

經過多年的專注訓練、累積飛行時數，並全面掌握空中巴士A320系列的操作細節，**校友林文偉**多年來的飛行夢想終於成真，正式加入成為歐洲五大客運航空公司之一——易捷航空，成為一名航空飛行員。

We warmly invite alumni to share your joyful news and achievements through "Shining Moments, Soaring Together". Whether you are celebrating a wedding, welcoming a newborn, receiving an award, publishing a book, performing publicly, or hosting an alumni gathering – these meaningful moments deserve to be shared. We look forward to hearing your wonderful stories and strengthening the bonds within our alumni family!



誠邀校友透過《校友·喜動》分享喜訊及成就。無論是新婚、迎接新生兒、獲頒獎項、出版書籍、參與公開表演，或舉辦校友聚會等—這些重要時刻都值得與其他校友分享。期待聽到您的精彩故事，讓我們的校友社群更緊密相連！

Contact us 與我們聯絡

HSUHK Alumni Association 香港恒生大學校友會



HSUHK Alumni Association (HSUHKAA) is an independent entity led by a group of enthusiastic and devoted alumni, dedicated to fostering strong bonds among our alumni and promoting a sense of belonging. Upholding its mission to connect, support, and engage alumni, HSUHKAA encourages every member of the alumni community to be an active ambassador for the University and contribute to its long-term development.



香港恒生大學校友會 (HSUHKAA) 是由一群富有熱誠的校友組織而成的獨立團體，致力建立一個聯繫緊密的校友社群，並促進校友之間的歸屬情誼。秉持連繫及支持校友的重要使命，HSUHKAA鼓勵校友擔任大使，以各種形式支持母校，促進大學長遠發展。

歡迎加入校友會
Join HSUHKAA



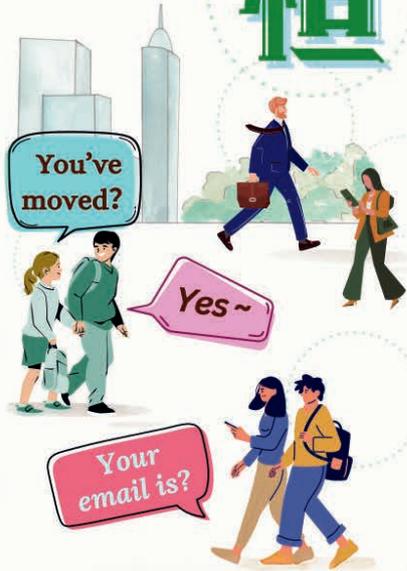


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恒情不變

- 尋校友計劃

Reconnecting HSUHK Alumni



No matter where you are,
HSUHK is always with you
Let's stay connected!

無論你身處何地，恒生大學始終與你同「恒」，
讓我們攜手延續這份「恒」久關係！

The Hang Seng University of Hong Kong has been committed to nurturing talent for society, with graduates making their mark across the globe. Over time, some alumni have lost touch due to outdated contact information.

香港恒生大學一直致力為社會培育人才，畢業生遍佈世界各地。多年來，部分校友因聯絡資料失效，令我們彼此失去聯繫。

Whether you are still in Hong Kong or have moved overseas, or if you know any graduates from Hang Seng School of Commerce, Hang Seng Management College or HSUHK, we'd love to hear from you! Simply **fill out a short form and you may receive an exclusive gift**. One small action can help strengthen our alumni network — and expand your own.

不論你現居於香港，或已移居海外，亦或認識任何來自「恒商」、「恒管」或「恒生大學」的畢業生，誠邀你填寫簡單表格與我們聯絡。**完成後更有機會獲得精美禮品！**

Feel free to share this message with your former classmates and friends. Every share is a meaningful gesture of support.

每一次分享，都是一份珍貴的支持。歡迎將訊息分享給昔日同窗好友，與母校重拾聯繫。



Should you wish to learn more about HSUHK and support its long-term development, please contact the Advancement and Alumni Affairs Office by phone at 3963 5169 or by scanning the following QR codes.

如欲進一步了解恒生大學及支持本校長遠發展，歡迎致電 3963 5169 或掃描下列二維碼與發展及校友事務處聯絡。



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HSUHK Alumni Association (Independent entity)
香港恒生大學校友會 (獨立團體)



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