

主辦



# HONG KONG DIGITAL FINANCE AWARDS 2024

## 香港數字金融大獎

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雲端與流動運算專業人士協會  
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# Foreword

The rapid development of global technology has given rise to new generation information technologies such as big data, cloud computing, artificial intelligence, the Internet of Things, and blockchain. These technologies have also driven profound transformations in traditional industries and accelerated the evolution of the digital economy. Among them, digital finance has emerged as a leading industry at the forefront of digitization, penetrating into commerce, investment, and daily life. Countries around the world are actively promoting the development of digital finance:

- In 2022, the People's Bank of China issued the "FinTech Development Plan (2022-2025)", which outlined the vision for the development of financial technology during the 14th Five Year Plan period and provided a clear overall approach for the digital transformation of finance.
- The China Banking and Insurance Regulatory Commission also released the "Guiding Opinions on the Digital Transformation of the Banking and Insurance Industry", with the goal of achieving significant results in the digital transformation of the banking and insurance industry by 2025.
- The Central Financial Work Conference held in 2023 proposed five key areas, including technology finance, green finance, inclusive finance, pension finance, and digital finance, and put forward new requirements for the high-quality development of digital finance.

Building on its successful initiatives to promote the popularization and commercialization of financial technology, Metro Finance has recognized the opportunity and took the lead in establishing the "Hong Kong Digital Finance Awards 2024". This initiative aims to encourage financial institutions to further their researches and investments in information technology, seize the financial opportunities brought by digital technology, promote high-quality development of finance, and inject innovative energy into the financial industry of Hong Kong, the Greater Bay Area, and the whole country!

# Objective

Hong Kong, as an international financial center, has been dedicated to promoting the continuous development of the digital finance sector. To further establish itself as a global hub for Fintech, it is imperative to actively attract talent from both Hong Kong and the mainland, enhance technical expertise, and explore international markets comprehensively.

With the objective of supporting the popularization and commercialization of digital finance, fostering innovation, and enhancing industry competitiveness, Metro Finance is organizing the "Hong Kong Digital Finance Awards 2024." This event brings together professionals from various sectors to form a judging panel that recognizes the contributions of major institutions in promoting the development and popularization of Fintech. The awards aim to lead Hong Kong into a new era of Fintech by encouraging collaborative development and joint ventures.

## Digital Finance

### Digital Banking

This includes online banking, mobile banking, electronic transactions, and more. It enables banking activities such as fund transfers, deposits, loans, and other services to be conducted through the internet and mobile devices.

### Digital Payments

This includes the use of electronic currencies, mobile payments, online payments, and more.

### Web 3.0

Retail investors in Hong Kong entering the virtual asset market, digital Hong Kong dollar and digital Renminbi, as well as stablecoins.

### Online Financial Services

Financial services such as online insurance and online funds.

### FinTech

Utilizing innovative technologies and data analytics to improve financial services and business processes. Especially for outsourcing service providers, who often play a critical role in the industry.



# Award Categories

The Hong Kong Digital Finance Awards 2024 is composed of the following eight main categories and each main category will be categorized into different industry:



《 Hong Kong Digital Finance Awards 2024 》



## Benefits to Participating Organizations

01

Participating brands/institutions can demonstrate their innovative brand image and raise their brand awareness

02

Showcase your products/services innovative function, diversity and quality to your potential customers and let them have a better understanding of your products or services

03

Gain recognition from the industry and experts and reach consumers at different levels

04

The recognition can foster award winning companies to expand their market share and enhance their competitiveness

05

The awards is a platform in which stakeholders from different fields could exchange ideas for marketing strategy formulation

# The professional judging panel and selection criteria

The judging panel: (in no particular order)

Chairperson of the judging panel



**Prof. Witman HUNG, JP**  
Executive Chairman of Chinese Big Data Society



**Prof. K.C. CHAN, GBS, JP**  
Adjunct Professor and Senior Advisor to the Dean at HKUST Business School



**Mr Chordio CHAN**  
Chief Executive Officer of Treasury Markets Association



**Mr Ignatius CHAN Tze-ching**  
Career Banker



**The Honourable Duncan CHIU**  
Legislative Council Member  
Technology & Innovation Constituency



**Dr Billy MAK**  
Associate Professor, Department of Accountancy, Economics and Finance  
Hong Kong Baptist University

"The professional judging panel of the "Hong Kong Digital Finance Awards 2024" will consider the following core focus areas to evaluate the participating institutions across multiple categories, including team, technology, product, market, and financing:



## Judging Method

The judging panel will evaluate the participating institutions based on the submitted reports and selection criteria to select the award-winning companies of the year.

## Awards

The judging panel will evaluate the reports submitted by the shortlisted institutions and select the award-winning companies in each category based on comprehensive scoring.

# Eligibility and Application

All companies with their businesses and operations involved in the Hong Kong's financial technology chain, including B2B, B2C, online or mobile, are eligible to participate.

- I. Application on or before 22 March 2024
- II. Applicants must submit report on or before 22 March 2024;
- III. The report format should be in PowerPoint/PDF format (Max. 6-8 pages, company and business introduction is excluded from the page count) and cover the above-mentioned five judging criteria illustrating how the financial technology development initiatives leverage on the following (eligible period from January 2023 to February 2024)
  - A. A.I.
  - B. Blockchain
  - C. Cyber Security and Clouding
  - D. Big Data Usage
  - E. 5G

And achieve the following two major goals:

- A. Increase corporate value
- B. Enhance customer/user experience

## IV. Report Content Framework :

### Company's business strategy and operation in terms of Digital Finance

- A. What is your market position? What pain points in the financial field your company want to solve?
- B. Describe your main FinTech solutions and illustrate which and how the key technologies have applied.
- C. Showcase for Data-Driven Business.
- D. What are the innovations and breakthroughs in technology and data application? What is the technology development outlook?
- E. How to distinguish your business model and strategy from major competitors?
- F. What are the unsolved problems and development bottlenecks in your field?

### Views on FinTech industry and company's future development

- A. What are your views on development trend of Digital Finance?
- B. What innovative technologies do you think could be adopted in the future?

### Views on the capital market

- A. How is the situation about financing or valuation? Any fund-raising or IPO plan?
- B. If you need support from investment institutions, which equity investment institution would you choose to work with?

## Timeline



### **Award Presentation Ceremony cum Hong Kong Digital Finance Forum (Details to be confirmed)**

The award presentation ceremony will be held on 3 May 2024 to celebrate the award-winning companies together with the industry peers. The Hong Kong Fintech Development Forum will also be held where guest speakers will discuss the development of FinTech in Hong Kong.

Date : 3 May 2024 ( Friday )

Venue : HKCEC S421

Time: 2 pm – 5:30 pm ( TBC )

### **Promotional activities and campaigns for the award-winning companies (starting after the awards ceremony in May 2024):**

Through Metro Finance, Metro Finance's website, mobile apps, Facebook, LinkedIn, YouTube, and local renowned newspapers, the achievements and contributions of the award-winning companies in digital finance development will be promoted in Hong Kong and the Greater Bay Area.



# Event Promotion



## Call-for-Entry Promo

30-second call-for-entry promo on Metro Finance, calling for application



## Event Promo

30-second event promo on Metro Finance to promote the Award Presentation Ceremony and Forum including the officiating guest.



## Post-event Promotion

To recognize the institutions awarded in the “Hong Kong Digital Finance Awards 2024,” promotional activities and campaigns will commence after the awards ceremony in May 2024. The achievements and contributions of the awarded institutions in digital finance will be promoted through Metro Finance, Metro Finance’s website and mobile apps, Metro Finance+ website, as well as various social media platforms including Facebook, LinkedIn, YouTube, WeChat, Weibo, and local renowned newspapers.



## Online Promotion

Metro Finance will set up a campaign site for the event

Web banner on Metro Radio website <http://metroradio.com.hk>

Posts on Metro Finance’s social media channels including Weibo, WeChat, Facebook fan page and LinkedIn featuring award information, judging panel, awards presentation highlights and etc.

Hong Kong Fintech Impetus Awards 2023 - Website



Hong Kong Fintech Impetus Awards 2023 – Winner List



Full Page Print Ad



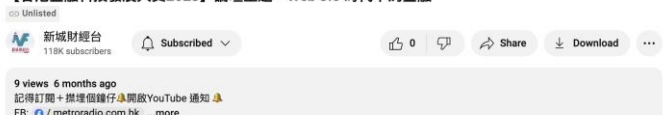
Hong Kong Fintech Impetus Awards 2023 – Event Day Highlights



Highlight video of the Ceremony



【香港金融科技發展大獎2023】論壇主題：Web 3.0 時代下的金融





**Corporate interview of the award-winning companies on Metro Finance+**



**Facebook Post**



**Weibo Post**



**WeChat Post**



**LinkedIn Post**



**《創智傳城》Promotion**



**Online congratulatory banner**



## Financial Institution Category

# Metro Finance 《Hong Kong Digital Finance Awards 2024》 Participation and Promotion Agreement

We AGREE to participate in the promotion campaign of “Hong Kong Digital Finance Awards 2024” and pay a promotion fee of **HK\$ 118,000** if we become one of the award winners.

<b>Award Presentation Ceremony On-siteR</b>	
1 x Trophy of “Hong Kong Digital Finance Awards 2024”	
6 x complimentary seats at “Hong Kong Digital Finance Awards 2024” Presentation Ceremony	
Press release to media (Local News & Finance sections)	
Event Press Invitation	
<b>Solo Promotion of Award-winning Company</b>	
40 x 30-sec congratulatory spots on Metro Finance (FM104)	
8-minute interview with the award-winning company will be broadcasted on the program 《創智傳城》 on Metro Finance. (Choose one of the following options)	
(1) The interview content from 《創智傳城》 will be edited into text format and published as a Native Advertisement.	
(2) The content of the article will be provided by the award-winning company	
The interview will be published on the Metro Broadcast website, Metro Finance Facebook page, and Metro Broadcast LinkedIn.	
1 x award-winning company's article will be featured in the “Corporate Interview” column of Metro Finance+.	
1 x award-winning company's online congratulatory banner (independent) in Medium Rectangular (300x250px) format will be displayed on Metro Finance’s website and Metro mobile app (SOV 10%) (1 week)	
<b>Joint Promotion</b>	
1x Joint congratulatory print ad (4CFP) will be placed in Sing Tao Daily / HKEJ (TBC) after the award presentation ceremony ( award-winning companies’ logos will be displayed)	
Winners list and award-winning companies’ logos will be displayed on the mini site of “Hong Kong Digital Finance Awards 2024” hosting on Metro Finance website for 4 weeks	
Award-winning companies’ logos will be displayed in the eDM promoting “Hong Kong Digital Finance Awards 2024” and link to the campaign mini-site	
Post-event promotion of “Hong Kong Digital Finance Awards 2024” on different social media platforms, including:	
<ul style="list-style-type: none"> <li>• 1 x Metro Broadcast Facebook</li> <li>• 1 x Metro Broadcast LinkedIn</li> <li>• 1 x Metro Broadcast WeChat</li> <li>• 1 x Metro Finance Facebook</li> <li>• 1 x Metro Finance’s Weibo</li> <li>• 1 x Metro Finance YouTube</li> </ul>	
(A link directed to the event page will be displayed on the above media platforms, showing winner list)	
<b>Other Promotion Privilege</b>	
Right to use the official award logo for promotion purpose after the event for 1 year (Only applicable to those companies who have committed this promotional package)	
The event promotion will be reported by 50 local media and 50 international media	

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## Financial Institution Category Metro Finance 《Hong Kong Digital Finance Awards 2024》 Participation and Promotion Agreement

Only applicable to organizations that agree to participate in the promotion activities.

No change of Award Category, Award Name and Company Name is allowed after promotion confirmation is submitted. The submitted particulars will be used for trophy and promotion design

Award Category: \_\_\_\_\_

Company Name: \_\_\_\_\_ \*For trophy and promotion design

Address : \_\_\_\_\_

Contact Number: \_\_\_\_\_ Email : \_\_\_\_\_

Signature :

Metro Broadcast Corporation Limited

Participating Company

\_\_\_\_\_  
Authorized signature with company chop

Date:

\_\_\_\_\_  
Authorized signature with company chop

Date:

### Remarks:

1. Usage of official award logo on any promotion collaterals by the award-winning companies must obtain prior approval from Metro Broadcast regarding the design and promotional channels. The promotional period is limited to one year from the start of the event.
2. Promotion media will be confirmed by May 2024, Metro has the absolute discretion on the content and design for all promotion and congratulatory message
3. Metro reserves the right to change the title, schedule, guests, hosts, date, time, venue, contents, presentation, etc. of the event without prior notice.
4. This agreement is subject to pre-emption due to special/ emergency events (i.e. Government radio address, special/ emergency new bulletin, breaking news, and other events national scale and interest). Re-scheduling (make good) is NOT applicable.
5. Airtime, online promotion and Facebook post are subject to availability and pre-emption, at the discretion of Metro.
6. All submitted participation and promotion agreements are non-cancelable.
7. Award-winning company has to settle the full payment of promotion fee before the event. The validity of this agreement is until 30 April 2024.
8. All promotional items must be completed by 31 December 2024, otherwise they will be considered forfeited.
9. Early Bird Discount: 20% discount will be offered to those applicants who have submitted their applications on or before 31 January 2024.