

# 中大 / CUHK / 通訊 NEWSLETTER



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Photo by Cheung Waiok@Hiro Graphics





左起：中大未來城市研究所的吳恩融教授、梁怡教授、任超教授、徐勇博士  
From left: Prof. Edward Ng, Prof. Leung Yee, Prof. Ren Chao, and Dr. Xu Yong of the Institute of Future Cities at CUHK

## 融合多源數據 譜寫宜居的未來

城市普遍邁向高密度發展。聯合國指出，現時全球過半人口居於城市，估計到了2050年，城市人口將佔全球三分之二。能源需求急升、建築密集是大規模城市化的特色，隨之而來的是更迫切的熱島效應和霧霾等問題，搜集城市形態和功能的數據，尋求可持續的解決方案是當務之急。中大與西安交通大學的研究團隊研發出嶄新的數據蒐集及融合方法，有效整合多源數據，製作二維甚至三維城市數據地圖，讓政府和學術界掌握更全面及精準的數據，制訂周全、長遠的城市規劃和發展政策。

### 三維數據涵蓋範圍更廣

研究團隊成員包括中大未來城市研究所所長梁怡教授、研究員任超教授和研究員徐勇博士，以及西安交通大學的馬凡博士及孟德宇教授。徐博士表示：「我們研發的新技術採用數據融合和影像處理方式，可結合來自美國太空總署、歐洲太空總署、Google Earth Engine等衛星影像，製作二維甚至三維城市數據地圖。」任教授說：「這些資料能精準反映城市地表覆蓋與形態資訊，用於氣象、氣候變化、能源評估等預測模型，應對城市熱島效應、空氣污染等環境問題，亦有助提升收集城市形態資料的效率與準確度，省卻大量制訂城市氣候規劃所需的人力，對規劃智慧城市、訂立公共衛生措施和應對氣候變化有莫大幫助。」

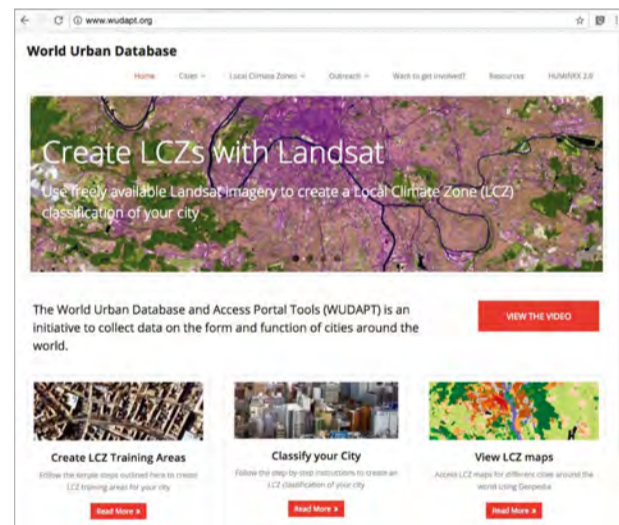
未來城市研究所副所長吳恩融教授補充：「以往二維圖像只能提供天氣預測及空氣污染，但三維數據範圍更大，能反映建築物高度、用途、窗戶大小、能源消耗量、人口密度、空氣通風狀況等，準確度達七成，相比起八成準確度的二維數據來說，三維數據的準確度實屬理想。為了讓城市數據庫的資料更全面，我們希望將三維技術套用至其他地方，特別是發展中國家。」

新技術採集的二維及三維數據已廣泛應用於本地以至國際的城市發展項目，包括《香港2030+》、「粵港澳大灣區」，以及歐盟委員會轄下的地球觀測組織和世界氣象組織等，協助建設宜居的高密度城市，未來將參與中國牽頭的「數字一帶一路」國際科學計劃，為沿線二十個國家共八十個城市製作城市資料數據庫，以及開展相關應用研究。同時，團隊亦將參與由世界銀行與聯合國支持的「拉美國家健康城市評估項目」，提供有關城市數據庫及氣候規劃評估的培訓。任教授說：「一般人對『一帶一路』沿線城市，以及對偏遠落後的地區認識不多，設立資料數據庫有助外界認識這些地區，協助推動相關城市的可持續發展。」

研究團隊在2017年數據融合大賽中，從全球超過八百支參賽隊伍中躋身四強。比賽由電機及電子工程師學會與地球科學與遙感學會主辦，旨在促進多源遙感數據的融合與分析方法的進展。2017年度大賽主題是以不同城市環境的土地用途分類，製作城市氣候區劃圖 (Local Climate Zone Map)。團隊提出的分類算法具應用價值，準確度高，獲國際評審團的肯定。他們將於本年7月赴美國領獎，並會在國際遙感大會上介紹其研究方法及成果。

### 世界城市數據庫 規劃理想市區環境

獲獎項目為世界城市數據庫 (WUDAPT) 計劃的一部分。這個免費、公開的數據庫把城市分割成不同區域，透過簡單、統一的氣候區劃分類，在地圖上顯示該區的建築形態和土地用途，建立市區氣候區劃圖。世界城市數據庫已為全球一百二十個城市製作地圖，包括五十七個中國城市和部分一帶一路城市。中大是WUDAPT的亞洲代表，以任超教授為首，負責統籌區內城市氣候區劃圖的製作及拓展資料庫的應用，為用戶提供氣候與天氣模型、能源平衡研究和規劃實施的基礎城市資訊。



世界城市數據庫 World Urban Database  
www.wudapt.org

吳恩融教授說：「這是我們首次建立的完整數據庫，能協助有關可持續發展的研究和推廣。數據庫尤其對於香港和內地的房屋供應規劃、可持續及均衡發展、發展智慧城市，以及潔淨環境方面的需求，有很大裨益。」現時有幾個國際合作項目均積極探討在中國可持續城市發展方面使用WUDAPT資料的可行性，例如京津冀地區的生態城市表現評估及規劃、長江三角洲區域的氣候變化及氣候災害應對機制研究，以及在珠江三角洲地區的城市熱島效應和極端高溫研究。

### 共建宜居之城

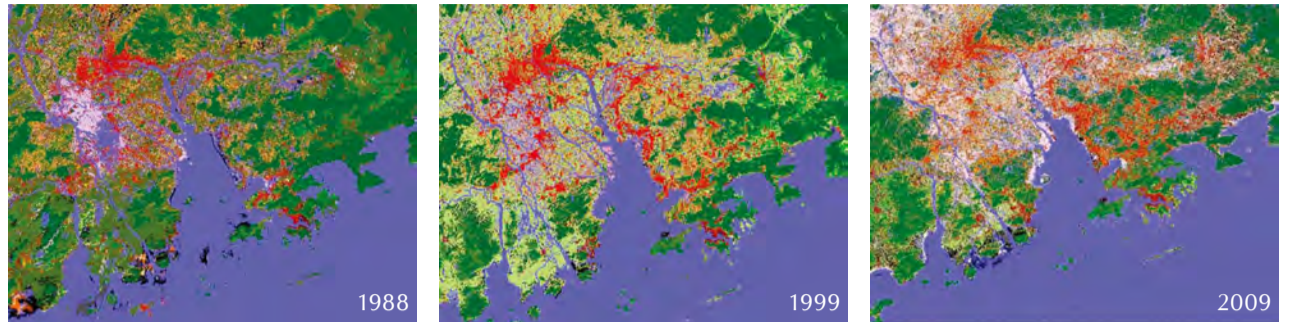
《香港2030+》的公眾諮詢於4月結束，不少市民期望能落實可提升宜居度和生活空間的具體措施。企劃宜居的未來城市，正需要大量數據的支持。中大將繼續提升多源數據蒐集與融合技術，豐富城市數據庫資料，為香港以至全球未來的可持續發展掀新章。

## Crowdsourced Data Fusion for a Liveable Future

High-density city living is a global trend. According to the United Nations, more than half of the global population are urban dwellers, and the figure will reach two-thirds by 2050. Large-scale urbanization will result in soaring energy demand and denser buildings, followed by problems like urban heat island and smog. To build a sustainable future, data acquisition on urban forms and functions is urgently needed for solutions and adaptation strategies. Researchers at CUHK and Xi'an Jiaotong University have devised an innovative data acquisition and fusion method—proved effective for integrating crowdsourced data—to produce 2D or even 3D urban maps. With more encompassing and accurate data, the government and academia are enabled to devise comprehensive and long-term urban planning and development policies.

### More Sophisticated 3D Data

The research team is composed of Prof. **Leung Yee**, director of the Institute of Future Cities at CUHK, and the Institute's researchers Prof. **Ren Chao** and Dr. **Xu Yong**, together with Dr. **Ma Fan** and Prof. **Meng Deyu** of Xi'an Jiaotong University. Dr. Xu said, 'The new mapping technology, which combines data fusion and image processing, enables integration with satellite images from sources like National Aeronautics and Space Administration, European Space Agency and Google Earth Engine to produce 2D or even 3D digital urban maps.' Professor Ren said, 'The accurate information can translate the cities' land surface and urban morphological data into meteorological, climate change, energy assessment and other forecasting models to tackle environmental issues including urban heat island and air pollution. Unlike the traditional labour-intensive method, the efficient and accurate new urban morphological data acquisition will offer a tremendous



珠江三角洲的市區氣候圖·揭示二十年來的城市發展

The Pearl River Delta region's local climate zone maps unveil the urban development over two decades

help to the planning of smart cities, public health policies and climate change measures.'

The Institute's associate director Prof. **Edward Ng** added, '2D images offer data for weather forecast and air pollution, but 3D data cover more details: building height, usage, window size, energy consumption, population density, ventilation, etc. Compared to the 80% accuracy rate of the 2D maps, the 70% accuracy rate of the new technology is a satisfactory one. To build a more sophisticated urban database, we intend to apply the 3D technology to other places, especially the developing countries.'

To help build liveable high-density cities, the team has been providing data support and urban climatic analysis for urban development projects locally and internationally, namely, 'Hong Kong 2030+' and 'Guangdong, Hong Kong and Macau Dawan District'. Their data have also been deployed by European Union's Group on Earth Observation and World Meteorological Organization. The team will support the Digital Belt and Road initiative and conduct its feasibility study, which aims to efficiently and comprehensively digitalize the urban forms of 20 countries and 80 cities along the Belt and Road. In the meantime, the team will also participate in the Healthy Cities Analysis Project for Latin American Countries, supported by the World Bank and United Nations, to provide training in urban database and climate-sensitive urban planning. 'As not many are familiar with the Belt and Road cities and remote regions, the database will help them understand the places and foster sustainable development in the areas,' said Professor Ren.



中大繪製的九龍三維數據圖·樓房高度按顏色標示·紅色為高樓

In the Kowloon 3D map produced by CUHK, the height of buildings is indicated by colours. The buildings in red are the tall ones.

The research team took part in the Data Fusion Contest 2017, and stood out from over 800 worldwide competitors as one of the top four awarded teams. The contest is co-organized by the Institute of Electrical and Electronic Engineers and the Geoscience and Remote Sensing Society with an aim to promote crowdsourced data fusion and city morphology analysis. The theme this year is to obtain land use classification in different urban environments—also known as 'local climate zones (LCZs) mapping'. The accuracy and applicability of the classification methods that the joint team had proposed impressed the international jury panel. The team will present its work and receive a trophy at the International Geoscience and Remote Sensing Symposium to be held in July in the US.

### WUDAPT for Ideal Urban Planning

The award-winning method is part of the free and open-sourced World Urban Database and Access Portal Tools (WUDAPT) initiative which, through simple and uniformly classified LCZs mapping, presents the large-scale urban morphological data such as architectural morphology and land use. The initiative has already mapped 120 cities worldwide, including 57 Chinese cities and some Belt and Road cities. Led by Professor Ren, CUHK is the Asian representative of the initiative, overseeing the mapping of cities' LCZs on the continent and the expansion of the database's application to provide users with information on climate and weather models, energy balance research, as well as urban planning and implementation.

'This is the first time a complete database has been established for the study and promotion of sustainable development. It answers the calls for better planning of housing supply, balanced development, smart cities and cleaner environment in both Hong Kong and mainland China,' said Prof. Edward Ng. Several on going international collaborations are exploring various applications of WUDAPT data on sustainable urban development in China, namely, the Eco-city's performance evaluation and planning for the Beijing-Tianjin-Hebei region, study on the climate change and natural hazards in the Yangzi River Delta region, and Urban Heat Island and Extreme Heat events in the Pearl River Delta region.

### Effort in Making Cities Liveable

With the closing of the 'Hong Kong 2030+' public engagement exercise in April, the issues of better liveability and a more balanced spatial development have been very much in the public consciousness. As a solid data foundation is essential to the planning of a liveable city in future, CUHK will further its effort in enhancing the crowdsourced data fusion technology to enrich the urban database locally and globally. A new chapter of sustainable development will be unveiled. 📄

# 六位社會賢達獲頒榮譽院士

## Six Distinguished Persons Conferred Honorary Fellowships

大學於5月22日舉行第十六屆榮譽院士頒授典禮，由校董會主席梁乃鵬博士主禮，頒授榮譽院士銜予以下六位與中大淵源深厚的傑出人士，以表揚他們對大學及社會的卓越貢獻。

The University held its Sixteenth Honorary Fellowship Conferment Ceremony on 22 May. Officiating at the ceremony, Dr. Norman N.P. Leung, Council Chairman, conferred honorary fellowships on the following six distinguished persons in recognition of their remarkable contributions to the University and the community.



### 朱嘉樂博士

Dr. Chu Ka-lok, Peter

熱心公益及服務社會的朱博士是第一珍寶(集團)有限公司主席兼香港第一電業有限公司總裁，並為香港公益金董事會董事，於2006年獲香港特別行政區政府頒發銅紫荊星章，同年獲頒世界傑出華人獎。朱博士一直關心及支持中大及逸夫書院的發展，不但慷慨捐款支持逸夫書院多個發展項目，更自2004年起擔任書院校董至今。



Dr. Chu is chairman of the Alpha General (Holdings) Ltd and president of the Alpha Appliances Ltd. Dedicated to charity and community service, Dr. Chu is currently a member of the Board of Directors of The Community Chest of Hong Kong. He was awarded the Bronze Bauhinia Star by the HKSAR Government and the World Outstanding Chinese Award in 2006 in recognition of his contributions to society. Dr. Chu is a staunch supporter of CUHK, especially Shaw College. Apart from making generous donations to the College in support of its development, he has served as a Trustee of the College since 2004.

### 高美慶教授

Prof. Kao Mayching

高教授是中大藝術系校友、藝術史及中國藝術專家。她於1972年返回母校任教，曾兩度出任藝術系主任，並兼任文物館館長，至1999年從藝術講座教授的席位退休。在任期間，她率先推動藝術史成為專修課程，並促成藝術史哲學碩士及哲學博士課程開辦，更推動不少中港兩地的博物館、大學學者及藝術家的交流活動。高教授現仍擔任新亞書院榮譽院務委員。



Professor Kao is an alumna of the Department of Fine Arts, CUHK and an expert in art history and Chinese art. She returned to her alma mater in 1972, served twice as chairperson of the Department of Fine Arts, and served concurrently as director of the Art Museum. In 1999, she retired from the University as a chair professor. She was a pioneering leader in developing the discipline of art history as an educational specialization at CUHK, and setting up its MPhil and PhD programmes. She also initiated a series of exchanges with museums, university scholars and artists in Mainland China during her tenure. Professor Kao is currently Honorary Fellow of New Asia College, CUHK.

### 郭志樑先生

Mr. Kwok Chi-leung, Karl

郭先生現為永安國際有限公司主席，於銀行和金融業務有超過三十年管理經驗。他積極推動香港體育發展，曾多次擔任奧運會及各大型亞洲運動會的香港代表團團長和副團長，並於2011年獲香港特別行政區政府頒授榮譽勳章。郭先生早於1982年已出任崇基學校校董，更於2002年至2015年擔任崇基學校校董會主席、大學校董，為中大和崇基學院的發展提供了不少寶貴意見。



With over 30 years' experience in senior management positions in banking and finance, Mr. Kwok is chairman of Wing On Company International Limited. He has actively promoted the development of sports in Hong Kong and has served as Chef de Mission or Deputy Chef de Mission of the Hong Kong delegation at a number of Asian games and Olympic Games. Mr. Kwok was awarded the Medal of Honour by the HKSAR Government in 2011. As early as 1982, he was appointed a member of the Board of Trustees of Chung Chi College, and became chairman of the College's Board of Trustees and a Council member of CUHK from 2002 to 2015, providing much valuable advice to the University and Chung Chi College.

### 李本俊先生

Mr. Kenneth Benjamin Li

李先生為新加坡卡爾登城市酒店董事總經理。承傳祖父李達三博士服務社群的精神，李先生積極參與社會事務，並致力推動電子產品業界發展，貢獻香港經濟及社會發展。2015年，李達三博士、李本俊先生捐款成立「李達三葉耀珍伉儷李本俊獎學金」，每年頒發予品學兼優、經濟需要援助，並入讀中大及另外兩所本地大學的寧波公學及寧波第二中學畢業生。



Currently Managing Director of the Carlton City Hotel Singapore, Mr. Li has carried on the commitment to community service of his grandfather, Dr. Li Dak-sum, and actively contributed to society, as well as to industrial development which has helped boost the economic and social development of Hong Kong. In 2015, Dr. Li Dak-sum and Mr. Kenneth Benjamin Li made a magnificent donation for the establishment of the 'Li Dak Sum Yip Yio Chin Kenneth Li Scholarship', which aims to make it possible for graduates from Ning Po College and Ning Po No. 2 College, who have outstanding academic performance, good conduct and financial needs, to pursue tertiary education in CUHK and two other local institutions.

### 黃奕鑑先生

Mr. Wong Yick-kam, Michael

黃先生現為香港公開大學校董會主席及市區重建局非執行董事，擁有豐富的領導才能及管理經驗，更熱心社會服務，曾任多個政府諮詢委員會委員。黃先生畢業於新亞書院，先後取得工商管理學士及碩士學位，現為新亞書院校董，不但慷慨捐款設立本科生獎學金，更協助統籌及參與新亞書院及工商管理碩士課程的學長計劃，對中大及新亞書院貢獻良多。



Mr. Wong is Council Chairman of the Open University of Hong Kong and non-executive director of the Urban Renewal Authority. Having substantial leadership and management experience, Mr. Wong is very active in community service and has served on a number of Government advisory committees. Mr. Wong obtained his BBA and MBA degrees at CUHK and is an outstanding alumnus of New Asia College. He is currently a Trustee of New Asia College. Over the years, Mr. Wong has made important contributions to CUHK and New Asia College through generous donations for setting up scholarships for undergraduate students, and participation in the College's and the MBA Programmes's mentorship programmes.

### 楊綱凱教授

Prof. Kenneth Young

現任中大物理學榮休教授及中大(深圳)理事會成員，楊教授1973年加入中大，歷任物理系主任、理學院及研究院院長、副校長，以及敬文書院首任院長，對大學的發展以至學術研究方面均貢獻殊偉，包括帶領大學革新四年制課程。楊教授於1999年被選為美國物理學會院士，現擔任多項公職，包括香港課程發展議會主席、教育統籌委員會委員、邵逸夫獎理事會成員及評審會副主席。



Currently Emeritus Professor of Physics, CUHK and a member of the Governing Board, CUHK (Shenzhen), Professor Young joined CUHK in 1973, and has been chairman of the Department of Physics, Dean of the Faculty of Science and the Graduate School, Pro-Vice-Chancellor, and the founding Master of C.W. Chu College. He has made significant contributions to CUHK, including leadership in the preparation for the new curriculum for the 4-year academic structure. Professor Young was elected a Fellow of the American Physical Society in 1999. He also serves in many positions in public service including chairperson of the Hong Kong Curriculum Development Council and a member of the Education Commission, as well as Council member and Vice Chairman of the Board of Adjudicators for the Shaw Prize. 📷



## 中大創業日2017 CUHK Entrepreneur Day 2017

「香港中文大學校友傳承基金」於5月12及13日在校園舉辦「中大創業日」，透過創業展覽、講座及個案分享等，展示中大校友及學生最新的創業意念和成品。開幕典禮由中大副校長吳樹培先生（右八）、創新及科技局副局長鍾偉強博士（右九），以及香港貿易發展局助理總裁梁國浩先生（右七）主持。

創業日首辦至今踏入第三年，本年近七十個單位參展，業務涵蓋程式設計、穿戴裝置、電子商貿、大數據、健康護理、社會企業、教育、藝術、社交媒體、行銷及數碼娛樂等，並有多位校友和專家主持講座，分享創業心得，並首次邀請「中大創業校友會」合辦「中大創業大賽」，勝出隊伍有機會與校友投資者簽訂合作備忘錄。

'CUHK Entrepreneur Day 2017', a large scale entrepreneurship-themed event initiated by the CUHK Alumni Torch Fund, was held on 12 and 13 May on campus. There was a series of talks, seminars and discussions with alumni entrepreneurs, and an exhibition showcasing start-ups by CUHK alumni and students. The

opening ceremony was officiated by Mr. Eric Ng, Vice-President of CUHK (8th right), Dr. David Chung, Under Secretary for the Innovation and Technology Bureau (9th right), and Mr. Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council (7th right).

Entering its third year, the event featured about 70 exhibitors from the various fields, including programming,

wearable devices, e-commerce, big data, health care, social enterprise, education, art, social media, and sales and digital entertainment. There were also talks for entrepreneurs delivered by CUHK alumni and experts. The first 'CUHK Entrepreneurship Competition' was launched in collaboration with CUHK Alumni Entrepreneurs Association, in which the winning team(s) will stand a chance of signing a memorandum of understanding with alumni investors.



## 星雲大師獲頒榮譽社會科學博士證書 Master Hsing Yun Receives the Certificate of Honorary Degree



沈祖堯校長率代表團於5月16日前往台灣，頒授榮譽社會科學博士證書予星雲大師，表揚他發揚人道精神及對全球公益事務的貢獻。星雲大師是世界知名的佛教領袖和人道主義者，也是一位作家、教育家兼慈善家，致力弘揚「人間佛教」，利濟眾生。（讚辭見[www.cpr.cuhk.edu.hk/resources/press/pdf/583fadd2dca74.pdf](http://www.cpr.cuhk.edu.hk/resources/press/pdf/583fadd2dca74.pdf)）

星雲大師是中大第八十二屆頒授學位典禮的榮譽學位領受人之一，惟因他其時未能蒞港出席典禮，因此沈校長親自赴台授予證書，中大代表團亦藉此行加強中大與佛光山的文化交流。今年適逢佛光山開山五十周年，5月16日亦是《星雲大師全集》之發布日，別具意義。

In recognition of his distinguished service and contributions to humanitarian and philanthropic causes around the world, the Venerable Master Hsing Yun was formally presented with his Honorary Degree of Doctor of Social Science by

Vice-Chancellor and President Prof. Joseph J.Y. Sung who led a delegation to Taiwan on 16 May. Master Hsing Yun is a world-renowned religious leader, humanitarian, author, educator and philanthropist. He has devoted himself for decades to transforming the world through the practice of Humanistic Buddhism. (Citation at [www.cpr.cuhk.edu.hk/resources/press/pdf/583faecc00646.pdf](http://www.cpr.cuhk.edu.hk/resources/press/pdf/583faecc00646.pdf))

The delegation undertook a fruitful trip to enhance cultural exchange between CUHK and Fo Guang Shan. Professor Sung took the opportunity to present to Master Hsing Yun in person the certificate of Honorary Degree of Doctor of Social Science conferred upon in absentia at CUHK's 82nd Congregation last December. This year marks the 50th Anniversary of Fo Guang Shan and the *Collection of Master Hsing Yun* was launched on 16 May, making the occasion a specially memorable moment.

## 高錕教授學生創意獎 Professor Charles K. Kao Student Creativity Awards

「高錕教授學生創意獎2017」頒獎典禮於5月11日假伍宜孫書院舉行，由校長沈祖堯教授頒獎，並由副校長張妙清教授（前排中）致開幕辭。這兩年一度的比賽由創新科技中心主辦，旨在推動同學發揮三創精神：創新、創意、創業。比賽的主席評判梁廣錫教授（前排左四）說：「今屆競爭十分激烈，同學的得分都很接近，因此出現雙冠軍、雙亞軍等情況。」沈祖堯校長和張妙清副校長均勉勵同學要全面發揮三創精神，努力把創意化成創業項目，期望他們有機會把產品推出市場，貢獻社會。



The prize presentation ceremony of the 'Professor Charles K. Kao Student Creativity Awards 2017' (PCKKSCA) was held on 11 May at Wu Yee Sun College. The awards were presented by Prof. Joseph J.Y. Sung, Vice-Chancellor and

President. Prof. Fanny M.C. Cheung (centre, front row), Pro-Vice-Chancellor gave the opening speech at the ceremony. The PCKKSCA is a biennial campus-wide competition of technological innovation organized by the Centre for Innovation and Technology. It aims to foster the spirit of innovativeness, creativity and entrepreneurship among students. Chairman of the PCKKSCA judging panel Prof. Leung Kwong-sak (4th left, front row) said, 'There has been a keen competition, as the scores of different teams were very close. We've therefore come up with awards such as co-champions and co-first runners-up.' Professor Sung and Professor Cheung encouraged the young entrepreneurs to develop the aforementioned spirit and translate their innovativeness into startups, so as to redeem society.



## 中大統籌《刺針》臨床糖尿病委員會國際會議 CUHK Coordinates *The Lancet*—Clinical Diabetes Commission Meeting

中大香港糖尿病及肥胖症研究所所長陳重娥教授(右五)獲英國權威醫學期刊《刺針》邀請,擔任該期刊臨床糖尿病委員會聯合主席,與全球二十五位來自不同地域的國際糖尿病專家共同探討未來五年的全球糖尿病發展趨勢。



糖尿病的成因和影響於過去三十年的研究成果已積累了豐富的知識,當中許多

防控對策亦於不同受控環境下證實其高效性。刻下的挑戰在於如何將這些數據轉化為實踐,釐定防控工作

的緩急輕重,並協助中低收入國家在缺乏數據的知識差距下推動實踐和政策。

陳教授先後於去年和今年5月在香港召開委員會會議,就糖尿病四個核心主題包括疾病負擔、疾病防控、治療方案和宏觀經濟等和世界各地的委員進行討論,剖析數據,歸納研究,望於明年6月正式於《刺針》發表其研究成果。

A large body of knowledge has been amassed over the past three decades about the causes and consequences of diabetes. Many prevention strategies have been proven to be efficacious in controlled settings. The current challenge lies in translating these evidences into practices, and in identifying priorities for actions and knowledge gaps where data are lacking to guide practice and policy especially in low and middle income countries.

Professor Chan convened the Commission Meeting in Hong Kong last year and this May, working with other commissioners from around the globe on four main themes on diabetes including disease burden, prevention, treatment and economics. The Commission discussed the research direction, analyzed the data collected, and hopefully will publish their research findings on *The Lancet* by June 2018.

## 七名中大生獲頒創新科技獎學金 Seven CUHK Students Awarded Innovation and Technology Scholarship

本屆創新科技獎學金計劃共頒發獎項二十五個,中大七名理學院及醫學院學生於4月25日獲獎,人數為參與院校之冠。此獎學金計劃由香港青年協會主辦,並獲滙豐銀行贊助及香港特區政府創新科技署支持,每名得獎者可獲高達港幣十五萬元之獎學金。

計劃旨在嘉許傑出的理工科本科生,並透過海外/國內暫讀計劃、導師計劃、服務項目計劃及本地實習生計劃等不同的學習機會,鼓勵得獎人以科學及科技作為終身職業。

Seven CUHK students from the Faculties of Medicine and Science were ranked among the 25 awardees of the Innovation and Technology Scholarship presented on 25 April. The number of CUHK awardees accounts for the largest among the participating universities. The scholarship scheme is organized by the Hong Kong Federation of Youth Groups, with the sponsorship of HSBC and support of the Innovation and Technology Commission. Each awardee will be granted up to HK\$150,000.

With an aim to encourage students to develop their lifelong career in science and technology, the Scheme recognizes outstanding undergraduates in the science, medicine and engineering fields, and offers them various learning opportunities through overseas/mainland attachment, mentorship, service project and local internship programmes.



## 公積金計劃投資回報成績 Investment Returns of Staff Superannuation Scheme

基金 Fund	4.2017		1.5.2016–30.4.2017	
	未經審核 數據 Unaudited	指標回報 Benchmark Return	未經審核 數據 Unaudited	指標回報 Benchmark Return
增長 Growth	2.10%	1.71%	16.06%	15.96%
平衡 Balanced	1.82%	1.63%	10.85%	11.23%
穩定 Stable	1.20%	1.49%	3.70%	2.79%
香港股票 HK Equity	3.29%	1.89%	22.30%	22.27%
香港指數 HK Index-linked	2.25%	2.13%	21.19%	21.39%
A50中國指數 A50 China Tracker	-0.70%	-0.11%	5.91%	5.55%
港元銀行存款 HKD Bank Deposit	0.08%	0.01%	0.80%	0.15%
美元銀行存款* USD Bank Deposit*	0.19%	0.11%	1.47%	0.57%
澳元銀行存款* AUD Bank Deposit*	-1.73%	-1.84%	0.81%	-0.70%
歐元銀行存款* EUR Bank Deposit*	1.94%	1.95%	-4.63%	-4.52%
人民幣銀行存款* RMB Bank Deposit*	0.35%	0.15%	-2.67%	-3.78%

有關強積金數據,請參閱:

[www.cuhk.edu.hk/bursary/chi/public/payroll\\_benefits/mpf.html](http://www.cuhk.edu.hk/bursary/chi/public/payroll_benefits/mpf.html)

For MPF Scheme performance, please refer to:

[www.cuhk.edu.hk/bursary/eng/public/payroll\\_benefits/mpf.html](http://www.cuhk.edu.hk/bursary/eng/public/payroll_benefits/mpf.html)

\* 實際與指標回報已包括有關期間內之匯率變動

Both actual and benchmark returns include foreign currency exchange difference for the month

## 「防止性騷擾」網上培訓課程 'Preventing Sexual Harassment' Online Training Module

防止性騷擾委員會推出網上培訓課程,幫助學員防止和處理性騷擾個案,主要對象為擔當領導及管理角色的教職員,以及有機會成為涉及個案者的首要聯絡人。課程指出管理人員在防止和回應性騷擾事件的義務和責任,並包括大學相關政策和程序的概要。委員會已邀請大學高級管理人員參與該培訓課程,並在課程完結後提出意見以作改善。

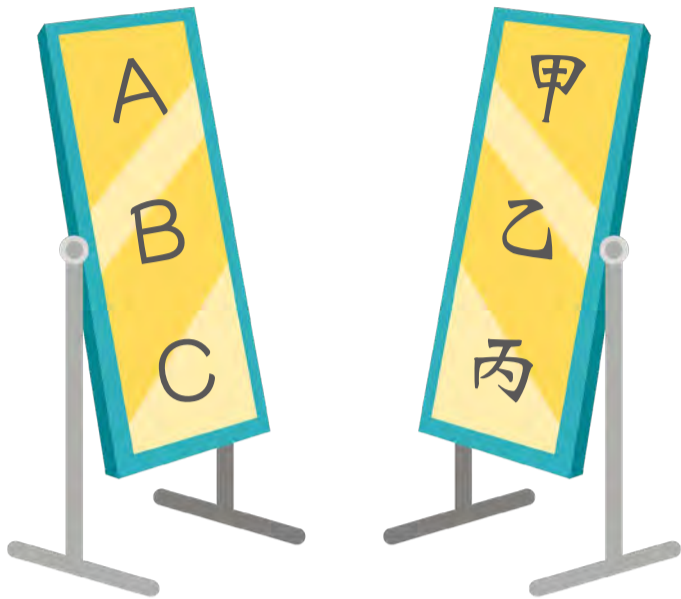


課程網址 Training website:

[policy-harass.cuhk.edu.hk/training-module/](http://policy-harass.cuhk.edu.hk/training-module/)

The Committee Against Sexual Harassment has launched an online training module on prevention and handling of sexual harassment. The target participants are staff with leadership and management roles in the University and those who may be the first point of contact for a staff or student concerned on the matters. The module highlights the obligations and responsibilities of those who are in a supervisory or managerial role in preventing and responding to situations in relation to sexual harassment. It also includes an overview of the related University's policy and procedures that are in place. Members of the University's senior management have been invited to participate in this training and to provide feedback for improvement upon completion.

## 懶翻譯，爛翻譯



這年頭，沒有一點英文根基，差點就不懂中文。這話看似犯駁，但用來形容二十一世紀初香港的語言環境，真是沒有比這更好的了。明白這意思嗎？沒有比這更好的，就是「Can't be better」。

香港素以華洋雜處的「亞洲國際都會」自居，凡事若非兩文三語，也必得中英雙語。不少人說自己是用英語思考的，大家日常也很習慣雜用一些英語短句，例如人家問你覺得這次聚會的安排怎樣，一句「Can't be better」是多麼言簡意賅，大方得體。要是用中文，真不知怎麼表達才好。

漸漸，我們都相信中文這語言真是不夠嚴密，不足以精確表達思想。我們忘記了本就有「無與倫比」這個現成的說法，如果嫌它太文雅（這在今時今日可是死罪），也還有「最好不過」。

5月15日，教資會宣布，以試驗形式推出一項一億五千萬元的競逐研究資助計劃。該會的新聞稿題目是「教資會推出研究影響基金」。不少報章翌日都以顯著篇幅報道。《蘋果日報》亦步亦趨，標題「教資會撥1.5億元設研究影響基金」。這兒出現了歧義。究竟推出或設立的是甚麼？如果是研究，那是基金受到研究影響了嗎？

當然，如果英文夠好，又略識沿襲英國的高等院校撥款機制，這條題目是不難解讀的。掂量一下：研究是research，影響是impact，基金是fund，教資會的英文稿正是「UGC launches Research Impact Fund」，一望而知是推出了以此為名的基金。

所謂research impact，據英國研究委員會總會（Research Councils UK）界定，是優秀的研究對學術或者社經層面的貢獻。在該總會2013年的「研究卓越架構」（Research Excellence Framework的港台翻譯）裏，「影響」佔評鑑的百分之二十，準則是廣及和重要的程度。香港近年也愈加強調研究的社會影響，政府便要求教資會於一年內完成檢討研究經費的分配方法，加入研究影響、知識及科技轉移成效等評審準則。

然而，一般市民不會有此認知。他們只能靠拼湊標題裏「研究影響基金」六字，弄出個所以然。部分報章嘗試在擬題時下點工夫，略加解釋，例如《明報》的「教資會1.5億助有社會影響研究」；《東方日報》的「教資會1.5億元設『研究影響基金』」，加上引號突出基金名稱；《文匯報》的「教資會1.5億資助大學研究升呢」，棄規範漢語而用上了稍嫌過氣的港式潮語，不論風格，總也算是盡了點責任。

儘管各盡人事，「研究影響基金」已成定譯。歧義很多時候是懶翻譯的產品，對着一個英文名詞，就如打開百子櫃按方執藥，省便快捷。英文有ABC，中文即有甲乙丙，可不工整？殊不知英文的詞性一目了然，而中文詞語很多時既可名也可動，嫌「提升研究影響力基金」累贅，不夠英文原文簡潔，硬是要逐字對譯，就容易出現歧義。

委員會名稱也是翻譯的死結，切忌硬譯。「降低食物中鹽和糖委員會」是「Committee on Reduction of Salt and Sugar in Food」，比起「降低鹽和糖在食物中委員會」，當然不算硬譯，但還未合格。第一，沒有顧及聯想，一般人看見「食物中」三字，當會聯想「毒」為第四字，在搜尋器輸入前三字，第一個跳出來的詞組也定是「食物中毒」。讀者需看到或讀到「鹽和糖」才稍有所悟，但「降低食物中鹽和糖」其實語焉不詳，需加一「的」字意思才清楚。第二，「降低/食物中/鹽和糖/委員會」，唸起來節奏驚扭，結構上仍可能出現歧義——「鹽和糖」究竟應依附「食物中」還是修飾「委員會」。如果定名為「促降食物鹽糖含量委員會」，委員會的職責便望文知義，節奏也自然。

翻譯並不是找配對，爛翻譯通常就是懶翻譯。

有「營」蘋果  
The Inviting Fruit

「一日一蘋果，醫生遠離我。」這句諺語大家耳熟能詳，據說源出於一句威爾斯彭布羅克郡的諺語，意思是「睡前一蘋果，醫生賺不到麵包錢」，而1866年2月出版的*Notes and Queries*，是最早記載這句話的文獻。

經過一百五十年，這諺語早已傳遍世界各地。人們也深信吃蘋果雖不至於不用看病，起碼對身體有益，而不少醫學研究也證實此說。蘋果廣被認為是健康食物代表，無怪乎香港中文大學營養研究中心在設計標誌時即聯想到它。

營養研究中心成立於1997年，藉各項本地研究提高醫護人員和市民注重營養的意識，並把研究結果轉化至日常生活所用，如管理體重、提供營養建議預防慢性疾病。中心在2013年編寫了全港首個體重管理電子應用程式「健營日誌」，供市民免費下載使用。

營養研究中心的標誌是職員的集體創作，定下以蘋果為概念後，再想到以中心的英文名稱縮寫「C·N·S」湊成蘋果外型，並添上一片葉子。「C」用了紅色，也就是蘋果的顏色，「N」及「S」則分別為綠色及橙色，色彩繽紛鮮明，令人聯想起食物的顏色營養學；生動活潑的筆觸，也充滿健康朝氣。中心的中英全名則圍繞蘋果列出，整個標誌就如一枚營養印章。誠如中心經理史曼媚教授說：「標誌簡明，清楚傳達了我們工作的信息：吃對的食物，把營養吃進口裏。」

The first appearance of the proverbial 'An apple a day keeps the doctor away', in a slightly different form, was in the February 1866 issue of *Notes and Queries* in Pembrokeshire, Wales. The original is: 'Eat an apple on going to bed, and you'll keep the doctor from earning his bread.'

Over the last 150 years, the saying has spread around the world. People regard the fruit as synonymous with good health, which is true to a certain extent according to medical research. That is also why the Centre for Nutritional Studies (CNS) at CUHK chose it as the design concept of its logo.

The centre was established in 1997 to promote nutrition research locally and enhance awareness of the importance of nutrition among healthcare workers and the public. Research findings are applied to daily life including weight management and nutritional advice to prevent chronic diseases. For example, the centre developed the territory's first weight management mobile App—'My Wellness Tracker HK'—in 2013 for free download.

The logo was the collective effort of the staff of CNS. With the apple as the central concept, the team then came up with the idea using the centre's abbreviation—CNS—and a leaf to outline the shape of an apple. The 'C' is in red, i.e., the colour of apple. The 'N' and 'S' are in eye-catching green and orange, respectively. The logo not only looks energized but also subtly suggests eating coloured food for better health. The Chinese and English names of the centre are arranged around the 'apple' making it look like a seal of approval. 'The logo is simple and clearly conveys the message we wish to spread, i.e., eating right, eating healthy,' said Prof. **Sea Man-mei Mandy**, centre manager of CNS.

## 口談實錄 / VIVA VOCE

Photo by Cheung Wai Lok@Hiro Graphics

## 曾立基先生 Mr. Richard Tsang

- 新亞書院新聞與傳播 (1988)  
Journalism and Communication (1988), New Asia College
- 縱橫公共關係顧問集團主席  
Chairman of Strategic Public Relations Group

### 請談談你走入公關這一行的經過。

我在中大唸的是廣播，公關科目一科都沒碰過，然而在畢業之初，碰到一家酒店正在成立公關部。當時的酒店總經理認定「唸新聞的應該懂得做公關」，便聘請了我。

一年後我加入當時全球最大的公關顧問公司，先後從事企業傳訊和財經公關工作。五年後轉職至另一家國際公關公司，短短一年內替它建立起在亞太區的財經公關組。1995年，兩位舊同事相邀創業。當時心想，與其為他人作嫁衣裳，不如自己做老闆。便在廿九歲之年，創立了縱橫公關集團，以財經公關起家。

### 財經公關是怎麼一回事？

企業要上市，前後涉及大量公關工作。首先，公關公司要為籌備上市的企業推廣股份，讓基金經理、投資者及媒體熟悉該企業品牌及前景。過去二十年有一千多間公司在港交所上市，當中三百六十多間由縱橫提供公開招股前的公關顧問服務。公司上市後，還要定期發布公司資訊、舉辦業績發布會等，這些則需要「投資者關係」方面的公關。

### 到香港以外的地區開設分公司，組建當地的公關班底有何訣竅？

公關是以人為本和本地化的行業，因為本地人對當地文化的了解、人脈及資源的掌握，以至哪些說話應避忌，哪些事情做不得，都比外來者清楚得多。所以進駐海外市場前，我會先找當地的公關協會，了解一下當地市場最需要哪方面的公關。然後找獵頭公司聘請當地大型公關公司的第二把交椅當總經理。

### 為甚麼以第二把交椅為挖角目標？

因為第一把交椅通常是老闆，請不動，而第二把交椅通常是最能幹、最內行的人。如果受聘的人擅長做科技類公關，那分公司就專注在科技；擅長做時尚就專注在時尚，無所謂。

所以縱橫在香港以外的業務是百花齊放的：北京分公司主打科技與汽車公關；上海聚焦旅遊酒店與生活時尚公關；廣州和馬來西亞專注企業傳訊；新加坡擅長公營機構與娛樂公關；台灣以醫療保健公關為重點，全都以當地招攬得的專才為依歸。

### 公關災難近年何以有愈發頻仍之勢？

社交平台興盛是原因之一。以往印刷媒體的運作以一天為單位，因此當「災難」出現之初，企業可爭取時間，在報紙出版前把握「黃金二十四小時」回應並交代事件。但社交平台令資訊流通速度加快，人人成為「自媒體」，捕捉到大小事情都迅即散播開去。企業回應的時間大大縮短，事情便容易傳得一發不可收拾。而且在社交平台上，往往只看到事情的表面，背後原因甚至事情真偽難以判斷，也令公關危機出現得更多。

### 公關與媒體共相齟齬，你怎樣經營與媒體的關係？

這有賴我在中大新傳積攢下來的人脈。我有很多同期師兄弟姐妹都在新聞機構工作，從唸大學認識到現在，少說也有三十年了。當年有份學生報叫《新沙田》，由一年級生負責派報紙，二三年級生當記者，三四年級生當編輯，合作無間，感情特別親厚。我自1994年起在新傳學院兼職教書，年輕的學弟學妹也認識不少。我和許多媒體記者都熟到不行，有些一天見數次，比見家人還要多。

### 為何在新傳學院五十周年院慶捐出一百萬元成立「縱橫公關集團獎學金」？

我希望更多人能領略這行業的魅力。從事公關的好處是每天都在學習新事物，所以我讓獎學金得主隨意挑選一間縱橫分公司前往實習。很多人一輩子可能涉足一兩個行業，但我透過財經公關，幫了數百企業上市，和數百上市公司主席建立信任和友誼，深入了解各行各業，這不是很有意思嗎？



### How did you get into the PR profession?

I majored in broadcasting at CUHK but had never studied public relations. Soon after graduation, I stumbled upon a hotel which was setting up an in-house PR department. The hotel's general manager assumed that a journalism graduate like me would know something about PR. So I was hired.

A year later, I joined a PR consultancy firm, the world's largest back then, where I did corporate communications and financial public relations work. Five years on, I switched to another international PR agency, and within a year, helped to establish a financial PR team for the Asia-Pacific market. In 1995, two former colleagues and I decided to set up our own firm. It occurred to me that instead of fighting others' battles, why not become a boss myself? So at age 29, I established the Strategic Public Relations Group (SPRG), with financial PR as the core business.

### What exactly is financial PR?

Companies seeking to launch IPOs have extensive public relations work to do both before and after the listing. First of all, the public relations firm hired to help such a company must promote its stocks and familiarize fund managers, investors and media with the client's brand. Over the past 20 years, more than a thousand companies have been listed on the Hong Kong Stock Exchange, of which over 360 engaged SPRG during the pre-IPO period. Once a company has gone public, it still has to issue corporate information and performance announcements on a regular basis. All this requires 'investor relations' services, a facet of public relations.

### What is your secret of forming PR teams abroad?

PR is a people-centred and localized profession. Nobody understands a place better than the locals who live there and know which button to push and what not to say or do. Therefore, before venturing into an overseas market, I would first look for the public relations association there to find out the type of PR services most in demand locally. Subsequently, I would engage a headhunter to recruit the second-in-command person from a large PR company in that market.

### Why pick the second-in-command?

That's because the top job is usually held by the boss, who cannot be poached. In contrast, people holding second-in-command roles are usually the most capable and knowledgeable in the industry. If the hired candidates are more adept in technology PR, then the offices they head will focus on this field. Conversely, if they are more specialized in lifestyle PR, then the entire company will follow suit.

That's why the PR services my Group provides outside of Hong Kong is highly diversified: the Beijing office is engaged in technology and automobile

public relations. In Shanghai, the focus is on hotel and lifestyle PR. In Guangzhou and Malaysia, it is corporate communications. In Singapore, its specialty is PR for public organizations and the entertainment industry, while in Taiwan, medical and healthcare PR. It all depends on the talent recruited to do their jobs.

### PR disasters seem to be on the rise in recent years. Why is that?

The rise of social media platforms is one of the reasons. Traditional print media operate by a 24-hour-day cycle. When a crisis first brews, a company could still fight for time and pen a response before the newspapers go to print. With the emergence of social media, the flow of information is accelerated and everybody becomes a news agent himself. Every issue large or small, once reported, has the potential to go viral. This has drastically reduced the time for companies to respond. It has thus become easier for matters to get blown out of proportion. Meanwhile, social media platforms tend to offer a superficial glimpse into issues. The true reasons behind them are often unknown and hard to verify, paving the way for more crises to occur.

### Public relations and the media exist symbiotically. How did you cultivate media relations?

I have the School of Journalism and Communication to thank for all the people contacts I accumulated there. Many of my schoolmates are employed in media organizations and I have known them for at least three decades. Back in those years, there was a student-run newspaper *New Shatin*. The first-year students were responsible for its distribution, their second or third-year counterparts undertook reporting roles and the third or fourth-year seniors were the editors. We collaborated very closely and that was how the strong camaraderie was formed. Since 1994, I have been doing part-time teaching at the School, through which I knew many younger alumni. I was so familiar with some reporters that I spent more time with them than with my family.

### In the year of the School's 50th anniversary, why did you donate HK\$1 million to set up the SPRG Scholarship?

I want more people to see the appeal of this profession for themselves. The benefit of a PR career is that one is made to learn new things every day. That's why I also offer the scholarship awardees internship opportunities at any office of my Group of their choice. Many people may set foot in one or two trades in their lifetime. But through financial public relations, I have helped a few hundred companies become publicly listed, and built trust and friendship with their chairmen. This has given me an in-depth understanding of different industries. Isn't this a meaningful career to be in? 📌