新城財經台
METRO FINANCE FM104

HONG KONG DIGITAL FINANCE AWARDS 2025

香港數字金融大獎

Financial Institution Category

Introduction

Building on past success, Metro Finance FM104's Hong Kong Digital Finance Awards 2025 continues to encourage financial institutions to invest in technology and drive industry advancement across Hong Kong, the Greater Bay Area, and beyond.

To support the wider adoption of digital finance and align with the national push for the Digital Renminbi (e-CNY), this year's event will feature a forum on Hong Kong's progress as a cross-border e-CNY pilot city. Discussions will cover its next phase, including the development of "tap-to-pay, visible balance, and QR code" physical wallets.

Another key focus is the long-term outlook for virtual currencies. Following a strong rebound, Bitcoin hit new highs, fuelled by Donald Trump's re-election and pro-crypto stance. Could the next four years be a golden era for digital assets? How should investors and the industry prepare?

With a mission to foster innovation and competitiveness, Hong Kong Digital Finance Awards 2025 will bring together key stakeholders to explore these critical issues and seize opportunities in the evolving landscape of digital finance.

Mission

The rapid advancement of global technology—spanning big data, cloud computing, AI, IoT, and blockchain—is reshaping industries and accelerating the digital economy. Digital finance, at the forefront of this transformation, is deeply integrated into commerce, investment, and daily life.

As an international financial hub, Hong Kong is committed to driving the development of digital finance, with both the government and industry working towards establishing the city as a global leader. In this spirit, Metro Finance FM104 proudly presents the Hong Kong Digital Finance Awards, recognising institutions that contribute to the sector's growth. A panel of industry leaders will honour outstanding achievements and encourage collaboration, further strengthening Hong Kong's position in the digital finance era.

Award Presentation Ceremony cum Hong Kong Digital Finance Forum 2025

The awards ceremony will be held on 14 May 2025, where industry professionals will witness the recognition of outstanding brands. Concurrently, the Hong Kong Digital Finance Forum 2025 will take place, featuring guest speakers who will discuss and promote the development of digital finance in Hong Kong.

Date： 14 May 2025（ Friday ）

Venue： HKCEC S421

Time: 2 pm – 5:30 pm（ TBC ）

Forum theme: Market Outlook: AI-Driven Opportunities





Professor Sun Dong, JP, Secretary for Innovation, Technology and Industry of the HKSAR Government as the Guest of Honor of Hong Kong Digital Finance Awards 2024



Digital Finance



Hong Kong Digital Finance Awards 2025 Award Categories

Institutions competing in the Hong Kong Digital Finance Awards 2025 will be evaluated across eight key areas, with various industry-specific subcategories:

1. Regulatory Technology

Comply with regulatory standards and requirements

- Anti-money laundering and anti-terrorist financing compliance
- Regulatory reporting

2. Green FinTech

Promote the sustainable development of FinTech

- ESG Index / Data
- ESG Solution
- Artificial Intelligence
- Blockchain
- APPs / Platforms
- Trading Platforms

3. Basic Technology

Provide basic technology for innovative application

- Artificial Intelligence
- Big Data
- Cloud Computing and Technology
- Blockchain
- Cyber Security
- Cloud Application for Retail and Supply Chain
- Trading Platform/System
- Web 3.0

Hong Kong Digital Finance Awards 2025 Award Categories

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4. Credit Digitalization

Innovative platform to simplify credit procedure

- Data Analysis
- Risk Management
- Personal Loan
- Small and Medium Enterprises Loan
- Mortgage Loan

5. Electronic Payment

Revolution to improve quality of life

- Personal Payment Operators
- Corporate Payment Operators
- Cross Border Remittance
- Clearing & Settlement

6. Innovative Banking Services

Popularize FinTech to mass

- Retail Banking Service
- Corporate Banking Service
- Private Banking Service
- E-banking Service
- Virtual Bank Service
- GBA Banking Service
- SME Banking Service
- Renminbi Banking Service
- Digital Renminbi (e-CNY) Banking Service

Hong Kong Digital Finance Awards 2025 Award Categories

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7. Investment and Wealth Management

Assist clients in wealth management & growth

- Asset and Wealth Management
- Securities and Forex Investment Finance
- Personal Finance
- Virtual Asset Trading Platforms
- Trade Financing Solutions/Platforms
- MPF Service Platforms
- AI Investment Solutions/Platforms
- Artificial Intelligence ETFs
- Cryptocurrency ETFs
- Renminbi ETFs

8. Insurance Technology

Actively increase the product variety & convenience

- Insurance Services and Products
- Virtual Insurance
- Assessment
- Claims

Benefits of Participation

1. Participating brands and organizations can showcase their innovative brand image, significantly enhancing recognition among industry peers and consumers.

2. Potential clients will gain a deeper understanding of the innovative capabilities of their products or services, enhancing service diversity and quality.

3. Award-winning companies will receive industry recognition and professional validation, reaching a broad spectrum of consumers.

4. Organizations that stand out and receive accolades will benefit from increased market share and strengthened competitive advantages.

5. Establish a platform for sharing and collaboration with stakeholders from various industry sectors, including application and technology partners, to develop more effective market strategies for their products and services.

The Professional Judging Panel & Selection Criteria

The judging panel: (in no particular order)



Chairperson of the judging panel

Dr King Lun Au
Executive Director of Financial Services Development Council



Prof. Ka Keung Chan
Adjunct Professor and Senior Advisor to the Dean at HKUST Business School



Mr Chordio Chan
Chief Executive Officer of Treasury Markets Association



Mr Wallace Cheung
Executive Director of CFA Society Hong Kong



Hon. Mr. 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 2025 will evaluate participating organizations across multiple areas, including team, technology, products, market, and financing, with a focus on the following core criteria:



Judging Method

The panel will assess each participating organization based on the submitted reports and evaluation criteria to select this year's award recipients.

Awards

Winners in each category will be determined through a comprehensive review and scoring process conducted by the judging panel, based on the reports submitted by the shortlisted organizations.

Eligibility and Application Process

All financial institutions involved in Hong Kong's digital finance industry chain, including B2B, B2C, and fintech products/services related to online or mobile networks, are eligible to apply for participation.

I. Application Process

1. Organizations may apply independently on or before March 26.
2. Applicants must submit a report detailing their fintech development by March 26.
3. The report must align with the five evaluation criteria listed above and be presented in PowerPoint or PDF format (limited to 6-8 pages, excluding the corporate/business overview).
    - The report should demonstrate how the organization applies digital finance technologies, with relevant content covering the eligibility period between January 2024 and February 2025.
    - The application should highlight the use of the following core technologies to advance digital finance goals:

    A. A.I.
    B. Blockchain
    C. Cybersecurity and Cloud Technology
    D. Big Data Usage
    E. 5G

    The report should also illustrate how these technologies contribute to achieving the two primary objectives of digital finance:
    A. Increase corporate value
    B. Enhance customer/user experience

II. Required Content in the Report

1. Business Strategy and Operations in Digital Finance

A. What is your market positioning, and which pain points in the financial sector do you aim to address?
B. Describe your core digital finance solutions and the application of key technologies.
C. Provide data-driven business application examples.
D. Highlight innovations and technological breakthroughs in your operations and discuss future growth prospects.
E. Explain how your business model and strategy differentiate you from major competitors.
F. Identify unresolved issues and development bottlenecks in your field.

2. Perspectives on the Digital Finance Industry and Future Development

A. Share your insights on emerging trends and new developments in digital finance.
B. Discuss the advanced technologies you foresee adopting in the future.

3. Capital Market Outlook

A. Outline your funding status and valuation—what are your financing and IPO plans?
B. If external investment is needed, which equity investment firms would you consider partnering with?

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Important Dates

17 Feb	Application Opens
26 Mar	Submission Deadline
2 – 9 Apr	Judging Period
9 Apr	Winner Notification
14 May	Award Ceremony
May - Jun	Promotion for Awardees

Cross-media Campaign Promotion

Website

1.8M+
Page Views (Per Week)

400K+
Website Traffic (Per Week)



App



700K+
Page Views (Per Week)

150K+
App Traffic (Per Week)

580K+
Cumulative Download Count

Metro Broadcast Facebook Follower Count **514K+**

Engagement Rate **11%**

Weekly Impression **207K+**

Metro Finance FM104 YouTube Channel Subscribers **148K+**

Metro Finance FM104 Cumulative Member Count **587K+**

Event Promotion

Call-for-Entry Promotion

A 30-second call-for-entry promo will be broadcast on Metro Finance FM104, inviting organizations to participate in the Hong Kong Digital Finance Awards 2025.

Event Promotion

A 30-second event promo will air on Metro Finance FM104 to promote the Hong Kong Digital Finance Awards 2025 ceremony and forum.

Special Program Segment Promotion

From 6 March to 27 March, Metro Finance FM104 will feature the “Digital Finance Series” segment every Thursday during the 《日常致富》program. Industry experts from the digital finance sector will be invited to share their professional insights.

Post-Award Promotion

To recognize the achievements of winning organizations at the Hong Kong Digital Finance Awards 2025, an extensive promotional campaign will commence following the awards ceremony in May 2025. The campaign will leverage Metro Finance FM104’s official website, the Metro Broadcast mobile app, the Metro Finance+ website, as well as Metro Broadcast’s social media platforms, including Facebook, LinkedIn, YouTube, WeChat, Weibo, and prominent local newspapers.

Online Promotional Activities

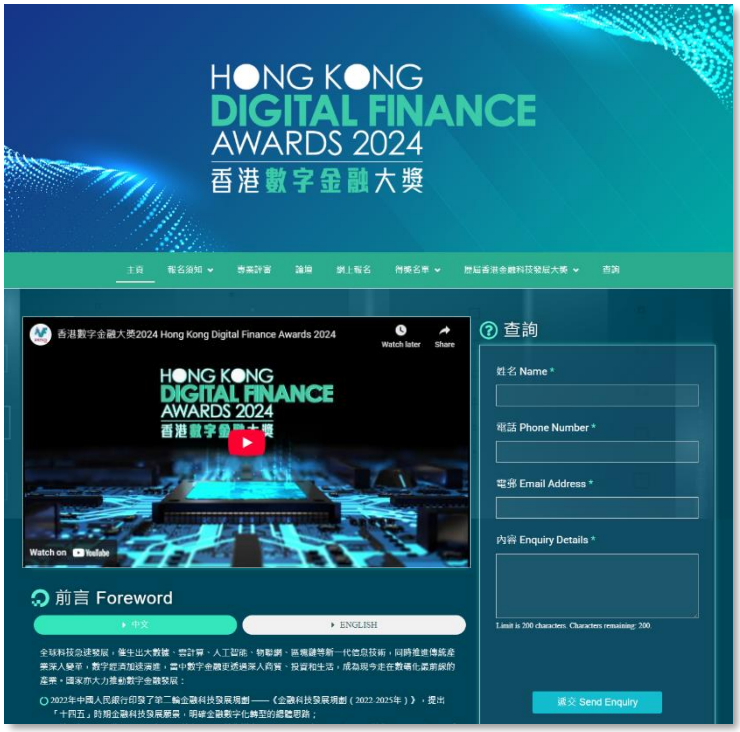
Metro Finance FM104 will launch a dedicated campaign page for the Hong Kong Digital Finance Awards 2025.

Banner advertisements will be displayed on the Metro Broadcast website: http://metroradio.com.hk.

Promotional content, including posts on entry details, judging panel, past award highlights, recruitment, and event promotions, will be disseminated across Metro Broadcast’s digital and social media platforms, including Facebook, LinkedIn and Weibo, Metro Radio’s WeChat account and Metro Finance FM104 Facebook page.

Event Review

Hong Kong Digital Finance Awards 2024 Event Website



Hong Kong Digital Finance Awards 2024 Winners List



Full Page Newspaper Print Ad



Hong Kong Digital Finance Awards 2024 Winners List Website Banner







Event Review

Event Highlight Video



Corporate Interview of the Award-Winning Companies on Metro Finance+



LinkedIn, WeChat and Weibo Post



Corporate Interview Facebook Post Promotion



Event Review – Hong Kong Digital Finance Forum 2024

Forum Theme

Digital Transformation Roadmap: New Directions for Hong Kong's Financial Sector



Forum Moderator
Prof. Witman Hung
Executive Chairman of Chinese Big Data Society



Prof. Ka Keung Chan
Adjunct Professor and Senior Advisor to the Dean at HKUST Business School



Mr Tze Ching Chan
Senior Banker



Ir. Prof. Alfred Sit
Chief Executive and Secretary of The Hong Kong Institution of Engineers



Prof. Houmin Yan
Chair Professor of Management Sciences of City University of Hong Kong and Director of Hong Kong Laboratory of AI-Powered Financial Technologies, Ltd.



Mr Victor Yim
Head of FinTech at Cyberport



Financial Institution Category
Metro Finance FM 104 Hong Kong Digital Finance Awards 2025
Participation and Promotion Agreement

We **agree** to participate in the promotion campaign of Hong Kong Digital Finance Awards 2025 and pay a promotion fee of **HK$ 88,000.00** if we become one of the award winners.

Award Presentation Ceremony (On-site)
1 x Trophy of “Hong Kong Digital Finance Awards 2025”
6 x complimentary seats at “Hong Kong Digital Finance Awards 2025” Presentation Ceremony
Press release to media (Local News & Finance sections)
Event Press Invitation
Solo Promotion of Award-winning Company
40 x 30-sec congratulatory spots on Metro Finance FM104
5-minute interview with the award-winning company will be broadcasted on the program 《創智傳城》 on Metro Finance FM104. The interview content from 《創智傳城》will be edited into text format and published as a native advertisement. 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) (300x250px) will be displayed on Metro Finance’s website and Metro mobile app (SOV 10%) (1 week)
Joint Promotion
1x Joint congratulatory print ad (4C FP) will be placed in Sing Tao Daily / AM730 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 2025” hosting on Metro Finance website for 4 weeks
Award-winning companies’ logos will be displayed in the eDM promoting “Hong Kong Digital Finance Awards 2025”and link to the campaign mini-site
Post-event promotion of “Hong Kong Digital Finance Awards 2025” on different social media platforms, including: • 1 x Metro Broadcast Facebook • 1 x Metro Broadcast LinkedIn • 1 x Metro Broadcast WeChat • 1 x Metro Finance Facebook • 1 x Metro Finance’s Weibo • 1 x Metro Finance YouTube (A link directed to the event page will be displayed on the above media platforms, showing winner list)
Other Promotion Privilege
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)

Financial Institution Category
Metro Finance FM 104 Hong Kong Digital Finance Awards 2025
Participation and Promotion Agreement

Only institutions that agree to participate in the award promotion activities are required to complete this section.

The entered award category, award name, and company name cannot be changed after the submission of the agreement. These details will be used for the trophy and promotional designs.

Award Category: _____

Company Name: _____*For trophy and promotional design

Address : _____

Contact Number: _____ Email : _____

Signature：

Metro Broadcast Corporation Limited	Participating Company
_____	_____
Authorized signature with company chop	Authorized signature with company chop
Date:	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 2025, Metro has the full discretion over the final design and content of all promotional and congratulatory advertisements.
3. Metro reserves the right to make alterations to 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 2025.
8. All promotional items must be completed by 31 December 2025, otherwise they will be considered forfeited.
9. Early Bird Discount: 10% discount will be offered to those applicants who have submitted their applications on or before 3 March 2025.