新城財經台
METRO FINANCE FM104

# HONG KONG DIGITAL FINANCE AWARDS 2025

# 香港數字金融大獎

## Financial Startup 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 three 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. 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
- Payment and Remittance Technologies
- Virtual Asset Trading

## 3. Credit Digitalization

**Innovative platform to simplify credit procedure**

- Data Analysis
- Risk Management

# Hong Kong Digital Finance Awards 2025 Award Categories

## Awards for Financial Startup Category

### Hong Kong Digital Financial Awards 2024 – Financial Startup – Gold Award

The judging panel will select the winning **Financial Startup – Gold Award** of the Hong Kong Digital Financial Awards 2025 based on the reports submitted by the shortlisted institutions and their comprehensive evaluation. The winner will be invited to attend the award ceremony of this event and automatically become a candidate for the Annual Award of the Hong Kong Digital Financial Awards 2025 – Financial Startup of the Year.

### Hong Kong Digital Financial Awards 2024 – Financial Startup of the Year

On the day of the award ceremony, the winners of the Hong Kong Digital Financial Awards 2025 – Financial Startup – Gold Award will be invited to participate in the "One-Minute Pitch" competition (tentative name), where a professional judging panel present at the event will select one institution as the Hong Kong Digital Financial Awards 2024 – **Financial Startup of the Year**.

### "One-Minute Pitch" Competition

Each winning institution of the Hong Kong Digital Financial Awards 2025 – Financial Startup – Gold Award will be given one minute on stage during the finals. The representatives of the institutions will showcase their entrepreneurial ideas and products to the professional judging panel and numerous representatives from financial institutions, aiming to attract investors.

# 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 startup institutions with business and operations are **involved in the Hong Kong digital financial B2B industry chain** are eligible to participate.

I. Application Process

1. The Financial Startup Category must consist of companies that have been registered and operational in Hong Kong for 5 years or less (i.e., from 31 October 2020, onwards). The registration date should be determined based on the company's certificate of incorporation (applicable to registered limited companies) or an extract of information from the Business Registration Certificate (applicable to non-registered limited companies).
2. Organizations may apply independently on or before March 26.
3. Applicants must submit a report detailing their fintech development by March 26.
4. 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

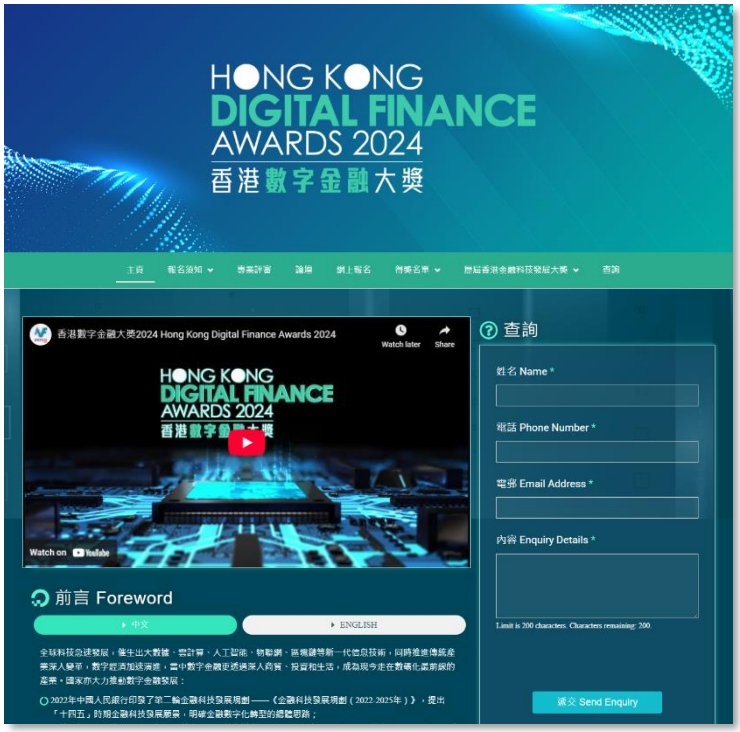
Metro Finance FM104 will launch a dedicated campaign page for the Hong Kong Digital Finance Awards 2025.

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 Startup 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$ 12,000.00** 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** |
| 5-minute interview with the award-winning company will be broadcasted on the program 《創智傳城》 on Metro Finance FM104.<br>The interview content from 《創智傳城》will be edited into text format and published as a native advertisement.<br>The interview will be published on the Metro Broadcast website, Metro Finance FM104 Facebook page, and Metro Broadcast LinkedIn. |
| 1 x award-winning company's article will be featured in the “Corporate Interview” column of Metro Finance+. |
| **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:<br>• 1 x Metro Broadcast Facebook<br>• 1 x Metro Broadcast LinkedIn<br>• 1 x Metro Broadcast WeChat<br>• 1 x Metro Finance Facebook<br>• 1 x Metro Finance’s Weibo<br>• 1 x Metro Finance YouTube<br>(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<br>(Only applicable to those companies who have committed this promotional package) |

# Financial Startup 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.