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

ESGi
ESG 研究中心
RESEARCH CENTRE FOR ESG

Symposium 1 - Creating Financial Intelligence from ESG Rating and Sentiment: A Big Data Application for Hong Kong Listed Firms

Under the ITF project (GSP/033/22), the Research Centre for ESG (CESG) has hosted two seminars on Big Data x ESG in 2023. We are pleased to announce the third event under the ITF project: A symposium on creating useful financial intelligence from ESG rating and sentiment.

Hybrid Mode

To register: https://forms.office.com/r/BYQMz93tAT
Deadline for registration: 5pm, 15 Mar 2024 (Fri)

The symposium is divided into two sessions. Participants are welcome to join either session or both. A Certificate of Attendance will be granted for each of the sessions.

In this event, we will strengthen the application value for business professionals on interpretation of ESG performance for listed firms using big data and AI tools. Specifically, the following targeted audiences should attend.

Who should attend?	Relevant topics	Speakers
Investment and wealth management professionals	1) Alpha generation by Vivi using ESG sentiment and climate data 2) ESG integration and SDGs disclosure for wealth management practices	Vivi Hu & Chris Tse
Accounting professionals	How to identify problems in ESG reporting and disclosure	Hauman Yeung
Financial analysts and research students	Understand the effects of SDGs disclosure on corporate performance (HK vs. US)	Liane Lee
IR professionals and analysts	Integrating ESG sentiment into ESG performance	Louis Cheng

Date	Venue	Time
21 Mar 2024 (Thur)	Rooms 1101-02, 11/F, Excellent Global Office, Euro Trade Centre, 13-14 Connaught Rd, Central	Session 1: 1:45-4:00pm Session 2: 4:00-6:15pm

**Accreditation of CPD points/hours is subject to the final decision of respective organisations.

SYMPOSIUM 1 - CREATING FINANCIAL INTELLIGENCE FROM ESG RATING AND SENTIMENT: A BIG DATA APPLICATION FOR HONG KONG LISTED FIRMS

SESSION 1

Session 1 Registration (1:45-2:00pm)

1. Opening Remarks (2:00-2:30pm):
Latest Development in Capturing ESG Sentiment for Listed Firms

Speaker: Prof Louis Cheng, Dr S H Ho Professor of Banking
and Finance, Director of Research Centre for ESG, HSUHK

2. Keynote Speech (2:30-3:15pm):
Using AI to Capture ESG Sentiment and Climate in Generating Alpha for Investment Portfolio

Speaker: Ms Vivi Hu, CEO, YoujiVest
Q&A: Prof Louis Cheng

3. Topical Dialogue (3:15-4:00pm):
Challenges of Evaluating ESG Disclosure of Hong Kong Listed Firms

Speaker: Mr Hauman Yeung, Director of Sustainability,
Ascent Partners
Moderator: Prof Louis Cheng

Funding Organisation:

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SESSION 2

● **Break/Session 2 Registration (4:00-4:15pm)**

● **4. Keynote Speech (4:15-5:00pm):**
Alternative Data and ESG Performance in Investments

Speaker: Mr Chris Tse, Chairman, The Institute of Financial Planners of Hong Kong and Honorary Fellow, Macquarie Applied Finance Centre

Q&A: Dr Liane Lee, Assistant Professor of Management, HSUHK

● **5. Featured Presentation (5:00-5:45pm):**
The Effect of Employees' Opinions on Corporate ESG Performance

Speaker: Dr Liane Lee, Assistant Professor of Management, HSUHK

Q&A: Prof Louis Cheng

● **6. Concluding Remarks (5:45-6:15pm):**
Applying ESG Intelligence to Enhance Corporate Communications

Speaker: Prof Louis Cheng

● **End of Event**

Contact Us:
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https://www.bigdata-esg.com/