

**For Immediate Release**

**BEA Launches the BEA 100 FinTech Challenge to  
Recognise Local Talent and Drive Innovation**

**Hong Kong, 7<sup>th</sup> March, 2019** – As part of its centenary celebrations, The Bank of East Asia, Limited (“BEA”) has teamed up with Hong Kong Science Park to organise the BEA 100 FinTech Challenge (the “FinTech Challenge”), to foster creativity in the development of FinTech solutions.

Based on the theme of “Intelligent Banking”, the FinTech Challenge welcomes new and feasible solutions inspired by emerging technology from teams comprising 4-6 full-time undergraduate or postgraduate students studying at universities in Hong Kong. The objective is to create innovative solutions by the latest technologies that can deliver enhanced banking services and products.

Mr. Vincent Hui, General Manager and Head of Personal Banking Division at BEA, said, “Over the past 100 years, BEA has introduced many innovative banking services that provide greater convenience, flexibility, and security for our customers. As we celebrate the centenary of our Bank’s founding, we hope to inspire young people to translate their ideas into innovative products and services, and to join the financial technology and banking industries after they graduate. This process can ultimately enhance the overall quality of Hong Kong’s financial services. We look forward to receiving many inspiring ideas from FinTech Challenge entrants.”

To share more details about the FinTech Challenge, an information day was held on 21<sup>st</sup> February at BEA Tower in Kwun Tong, which was attended by an enthusiastic gathering of students and academics.

Those who were unable to attend the information day can visit the official webpage of the FinTech Challenge at <https://www.hkbea.com/bea100fc> for more details. Interested students should first submit their proposals online. BEA will shortlist the most impressive teams to present their proposals during the FinTech Challenge Event Days.

The judging panel includes Mr. Herbert Chia, Venture Partner of Sequoia Capital China, and Former Head of Data Committee and Vice President of Alibaba Group; Mr. Vincent Hui, Head of Personal Banking Division at BEA; Mr. Eric Wong, Group Chief Information Officer at BEA; and other members of BEA’s Senior Management. The judging panel will evaluate the proposals based on their creativity, functionality, feasibility, and presentation skill. The top three selected projects will receive cash

prizes (Champion: HK\$100,000; First runner-up: HK\$50,000; Second runner-up: HK\$20,000).

**Timeline of important dates:**

- 21<sup>st</sup> February, 2019 – Information Day
- 31<sup>st</sup> March, 2019 (23:59 HKT) – Registration Deadline
- 15<sup>th</sup> April, 2019 (08:00 HKT) – Proposal Submission Deadline
- 30<sup>th</sup> April, 2019 – Announcement of Shortlisted Entrants
- 8<sup>th</sup> and 9<sup>th</sup> June, 2019 – FinTech Challenge Event Days

For more information on BEA's Centenary Celebration campaign, please visit the Bank's 100<sup>th</sup> Anniversary website at <https://100.hkbea.com>.

**About The Bank of East Asia, Limited**

Incorporated in 1918, BEA is a leading Hong Kong financial services group, serving the needs of customers throughout Greater China and beyond, with total consolidated assets of HK\$839.5 billion (US\$107.2 billion) as of 31<sup>st</sup> December, 2018.

BEA offers customers a comprehensive range of corporate banking, personal banking, wealth management, and investment services through an extensive network of nearly 200 outlets covering Hong Kong and the rest of Greater China, Southeast Asia, the United Kingdom, and the United States. For more information, please visit the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

– End –

Media enquiries:

Mr. Vincent Hui  
General Manager and Head of Personal Banking Division  
The Bank of East Asia, Limited  
Tel.: (852) 3608 8281  
Email: [huiv@hkbea.com](mailto:huiv@hkbea.com)

***BEA – Operator of one of the largest banking networks in Hong Kong***

