



以心相連

Connecting Hearts

東華三院得以穩步發展，乃建基於本院與各機構和團體的緊密聯繫，包括政府及社會各界，同心同力服務社群，並廣獲市民大眾的鼎力支持。本院將會持續開拓服務領域，竭力推廣企業品牌，接觸社會各階層，積極加強與持份者建立的長久關係。

The steady development of TWGHs is attributable to its effective collaboration with various organisations and parties, including the Government and various sectors with a shared goal of serving the community, and to the ardent support from the public. As we continue to expand the scope of our services and promote our corporate brand among different community groups, we also strive to strengthen the long-standing relationship with our stakeholders.



東華三院企業品牌推廣活動

TWGHs Corporate Branding Campaign

東華三院「行善無界限」 155 周年傳媒午宴

TWGHs "Kindness Makes a Difference" 155th Anniversary Media Luncheon

本院於 2025 年 8 月 15 日舉行「行善無界限」155 周年傳媒午宴，邀得 25 位傳媒友好與董事局成員及管理層等互動交流。傳媒友好得以藉此機會了解本院最新服務重點及發展，以及 155 周年慶祝活動。本院主席何猷啟先生於席間介紹今年賣旗日的主題，呼籲傳媒友好及社會大眾踴躍支持，攜手傳揚本院的關愛精神。

The TWGHs "Kindness Makes a Difference" 155th Anniversary Media Luncheon, held on 15 August 2025, was attended by 25 acquaintances from the media, along with Board Members and senior management of the Group. In addition to fostering constructive exchanges among attendees, the Luncheon also provided a great opportunity for our media friends to learn about TWGHs' latest service highlights, developments, and celebrations of the 155th Anniversary. Meanwhile, Mr. HO Yau Kai, Orlando, the Chairman, introduced the theme of this year's flag day at the Luncheon, calling on the media and the broader public to support and promote the goodwill together.



- 本院主席何猷啟先生於午宴上簡介本院多項服務的最新發展。
- Mr. HO Yau Kai, Orlando, the Chairman, introduced at the Luncheon the Group's latest development across its diverse range of services.

- 本院主席何猷啟先生(第一排左四)、董事局成員與行政總監蘇祐安先生(第二排右一)於傳媒午宴上，呼籲市民支持「東華三院賣旗日」。
- At the Luncheon, Mr. HO Yau Kai, Orlando (first row, left 4), the Chairman, Board Members, and Mr. SU Yau On, Albert (second row, right 1), Chief Executive of TWGHs, called on the public to support the "TWGHs Flag Day".



賣旗日凝聚各界善心 一同行善無界限

為慶祝創院 155 周年，東華三院特邀本地藝術家 Thomas Napoleon 設計了一套六款的紙旗，以清新水彩風格融合奇幻人物造型，生動呈現出東華三院轄下六大核心範疇，包括醫療、教育、社會服務、籌募活動、歷史文化保育及公共服務。六款紙旗併在一起，155 周年綵帶圖案連結起來，象徵東華三院團隊在慈善路上同心協力，充分展現東華三院 155 年來不分界限、持續行善的公益精神。

此外，本院善用線上、線下渠道，透過社交媒體遊戲及宣傳、報章專訪、港鐵站及大型商場多媒體廣告、宣傳短片及紀念品等不同平台及方法，吸引更多市民關注及支持，為東華三院賣旗籌款活動注入持續發展的元素。是次宣傳短片於宣傳期間在七個港鐵站、四個知名商場的大型電視牆、1,200 個巴士站的廣告面板，以及社交媒體平台上播放，吸引超過 1,100 萬人次觀賞。



- 一套六款以清新水彩風格融合奇幻人物造型的紙旗，以生動手法介紹東華三院多元化服務，深受市民歡迎。
- As a perfect blend of fantastical character designs showcased in a vibrant watercolour style, illustrating the Group's diverse services, the set of 6 paper flags, was very well received by the public.

本院採用多個媒體平台宣傳賣旗日，吸引更多市民認識東華三院。

The Group promoted the TWGHs Flag Day via different media platforms to make TWGHs even more widely known.



- 宣傳短片
- Campaign videos

社交媒體平台
Social media platforms

Flag Day Unites the Community in Demonstrating that Kindness Makes a Difference

This year, TWGHs once again partnered with local artist Thomas Napoleon to design a set of 6 paper flags featuring fantastical characters in a vibrant watercolour style. These flags showcase the Group's service spectrum, including medical and health, education, community, fund-raising, historical and cultural preservation, and traditional services, all presented in a stylish manner. When placed together, the 6 paper flags form a horizontal artwork, with the 155th Anniversary ribbon linking the service areas, symbolising the Group's team spirit and benevolence.

The Group also made use of both online and offline channels, including social media games, social media marketing, feature interviews on newspapers, multimedia advertising at MTR stations and shopping malls, promotional videos, souvenirs and event highlight videos to underscore the significance of TWGHs Flag Day. These efforts aimed to garner wider support from the public and thus promote the sustainable development of TWGHs Flag Day fund-raising campaign. The campaign video was broadcast across 4 MTR stations, on the mega TV walls of 7 well-known malls, on 1,200 KMB Bus shelter panels, and on social media platforms. Collectively, these initiatives reached up to 11 million audiences during the campaign period.



- 本院主席何猷啟先生(左)及行政總監蘇祐安先生(右)一同接受媒體訪問，呼籲市民支持東華三院賣旗日。
- Mr. HO Yau Kai, Orlando (left), the Chairman, and Mr. SU Yau On, Albert (right), Chief Executive of TWGHs, gave a press interview and made an appeal for public support for the TWGHs Flag Day.



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東華三院賣旗日
TWGHs Flag Day



港鐵站及大型商場多媒體廣告
Multimedia advertisements at MTR stations
and shopping malls



報章專訪
Media feature interviews



社交媒體小遊戲及宣傳
Online social media
games and advertising

WhatsApp 動態貼圖
Animated WhatsApp stickers



網上小遊戲紀念品
Online game souvenirs

善用各種媒體 積極推廣東華三院的多元化服務

東華三院通過不同傳媒及渠道，向公眾推介年內的最新發展，範疇涵蓋醫療衛生、教育、社會、歷史文化保育、公共服務、籌募活動等。東華三院本年度亦透過專訪、報章雜誌報導，以及定期的資訊專欄，以各種宣傳形式，多角度闡述本院的現代化服務，加強與不同年齡及層面的市民接觸。當中，主席就以下主題接受了多家傳媒的專題訪問：

- 東華三院董事局訪京拜會中央部委；
- 東華三院保護和傳承非物質文化遺產；
- 東華三院賣旗日 2025；
- 東華三院傳媒午宴；
- 東華三院文武二帝出巡及秋祭大典；及
- 東華三院全人教育。

Promoting TWGHs Diversified Services through Dynamic Media Publicity Initiatives

Capitalising on multiple media platforms and channels, TWGHs has always remained at the forefront of its promotion campaigns, as it strives to introduce to the public the up-to-date developments in the areas of medical and health, education, community, historical and cultural heritage, traditional services, and fund-raising activities. Thanks to a myriad of media coverage, including thematic media feature interviews, feature articles in newspapers and magazines, regular themed columns in selected media and more, TWGHs has successfully popularised its contemporary services from various perspectives, reaching people of all ages and backgrounds. Below are some of the feature interviews conducted by the Chairman in different topics:

- TWGHs Annual Board of Directors' Visit to Beijing;
- TWGHs Preserves Intangible Cultural Heritage;
- TWGHs Flag Day 2025;
- TWGHs Media Luncheon;
- TWGHs Man Mo Parade cum Autumn Sacrificial Rites 2025; and
- TWGHs All-round Education;





- 1 am730
- 2 香港 01 HK01
- 3 香港經濟日報 Hong Kong Economic Times
- 4 星島日報 Sing Tao Daily
- 5 頭條日報 Headline Daily
- 6 東周刊 East Week

悉心製作企業刊物及宣傳片 與各界保持交流

為提高本院運作的透明度，並與各界保持聯繫，東華三院每年悉心製作內容豐富精彩的機構刊物及宣傳片，讓不同持份者認識東華三院的工作和成果，了解本院的最新動向。

本院每年均會更新企業宣傳片，以影像、聲音導航向市民簡介本院的最新發展。企業宣傳片設有廣東話、普通話、英語三種版本，照顧不同語言人士之餘，更方便於不同場合播放。

Quality Corporate Publications and Videos to Engage with Different Sectors

To enhance the transparency of the Group's operations and maintain connections with various sectors, TWGHs produces quality and engaging corporate publications and videos every year. These materials enable stakeholders to learn more about our efforts and achievements, as well as keep up-to-date with our latest developments.

The TWGHs corporate video is also updated annually, showcasing the Group's new initiatives through vivid images and voice navigation. To accommodate speakers of different languages and serve various purposes on different occasions, the video is available in Cantonese, Putonghua and English.



● (左起)《東華三院機構簡介2025/2026》及《東華通訊2025/2026》
 ● (From left) TWGHs Corporate Brochure 2025/2026 and Tung Wah News 2025/2026

● 東華三院企業宣傳片向市民簡介東華三院的最新發展。
 ● TWGHs Corporate Video introduces TWGHs new initiatives to the public.



以心相連 CONNECTING HEARTS

與機構持份者建立關係

Relationship Building with the Group's Stakeholders

加強與持份者包括政府部門及外界團體的聯繫

Strengthening Communication with Stakeholders Including Government Bureaux and External Associates

為深化交流及探討東華三院在中西醫療、教育及社會服務方面的現況與未來發展方向，董事局成員於 2025 年 6 月組成訪問團前赴北京，與中央政府官員進行年度官式會面。期間，董事局成員拜訪中央統戰部、國家衛生健康委員會、國家中醫藥管理局、國家教育部及國家民政部，並與清華大學基金會會面。通過與各部門領導及學校代表包括中央統戰部三局副局長張愛婕女士、國家中醫藥管理局副局長黃璐琦先生、國家教育部港澳台辦公室副主任舒剛波先生、國家民政部副部長胡海峰先生及主任劉喜堂先生，以及清華大學副校長彭剛先生等深入交流，分別就各範疇展開廣泛探討，成果豐碩。

To deepen exchange and explore the latest development and future plans of the TWGHs' medical, education and community services, the Board paid its annual visit to Central Government Officials in Beijing in June 2025. During the visit, the Board Members paid courtesy calls to The United Front Work Department of CPC Central Committee, National Health Commission and National Administration of Traditional Chinese Medicine, the Ministry of National Education, Ministry of Civil Affairs and the Tsinghua University Education Foundation. Through in-depth discussions with officials and school representatives, including Ms. ZHANG Aijie, Deputy Director-General of the Third Bureau of the United Front Work Department of CPC Central Committee, Mr. HUANG Luqi, Deputy Director-general of National Health Commission and National Administration of Traditional Chinese Medicine, Mr. SHU Gangbo, Deputy Director of the Office of Hong Kong, Macao, and Taiwan Affairs of the Ministry of Education, Mr. HU Haifeng, Deputy Minister of the Ministry of Civil Affairs of the CPC, Mr. LIU Xitang, Director General of the Ministry of Civil Affairs of the CPC, and Mr. PENG Gang, Vice Principal of Tsinghua University, exchanges were conducted across various fields, yielding fruitful results.

董事局先後與立法會議員、民政及青年事務局、警務署、懲教署、醫院管理局等會面，就本港醫療衛生服務、青年發展、安老及扶貧等議題深入探討，加強聯繫，攜手應對社會未來的發展需要。董事局亦與中央人民政府駐香港特別行政區聯絡辦公室協調部及社會工作部官員會面，深化內地與香港各領域合作與交流。

The Board met with Members of the Legislative Council, the Home and Youth Affairs Bureau, the Hong Kong Police Force, the Correctional Services Department and the Hospital Authority to hold in-depth discussions on local healthcare services, education, youth development, elderly care and poverty alleviation. The Board also arranged meetings with the Coordination Department and the Department of Social Affairs of the Liaison Office of the Central People's Government in the HKSAR, enhancing cooperation and exchanges between the Chinese Mainland and Hong Kong across multiple spectrums.

董事局訪京之旅 Beijing Tour of the Board of Directors



國家衛生健康委員會及國家中醫藥管理局副局長黃璐琦先生（前排右五）與訪京成員合照
Group photo of Mr. HUANG Luqi (front row, right 5), Deputy Director-general of National Health Commission and National Administration of Traditional Chinese Medicine, and members of the Delegation



國家教育部港澳台辦公室副主任舒剛波先生（前排左四）與訪京成員合照
Group photo of Mr. SHU Gangbo (front row, left 4), Deputy Director of the Office of Hong Kong, Macao, and Taiwan Affairs of the Ministry of Education, and members of the Delegation





國家民政部副部長胡海峰先生（左）與本院主席何猷啟先生（右）合照

Photo of Mr. HU Haifeng (left), Deputy Minister of the Ministry of Civil Affairs of the CPC, and Mr. HO Yau Kai, Orlando (right), the Chairman



國家民政部主任劉喜堂先生（前排右七）與訪京成員合照

Group photo of Mr. LIU Xitang (front row, right 7), Director General of the Ministry of Civil Affairs, and members of the Delegation



中央統戰部三局副局長張愛婕女士（前排左四）與訪京團成員合照

Group photo of Ms. ZHANG Aijie (front row, left 4), Deputy Director-General of the Third Bureau of the United Front Work Department, and members of the Delegation



清華大學副校長彭剛先生（左六）及其團隊接待訪京成員，並就兩地辦學經驗作交流及討論。

Mr. PENG Gang (left 6), Vice Principal of Tsinghua University, and his team welcomed members of the Delegation, and exchanged views on educational practices and school management experience in both cities.



董事局與政府部門交流會面 Meetings with Government Bureaux and Departments



參加第七屆立法會主席梁君彥大紫荊勳賢 GBS 太平紳士（第一排左九）與六大慈善機構進行茶聚
Attending the tea reception hosted by the Hon. LEUNG Kwan Yuen, Andrew, GBM, GBS, JP (first row, left 9), President of the Seventh-term Legislative Council, for 6 charitable organisations



民政及青年事務局局長麥美娟 SBS 太平紳士（第一排左六）、時任民政及青年事務局常任秘書長林雪麗太平紳士（第一排右五）、民政及青年事務局副局長梁宏正 BBS 太平紳士（第一排左四）、民政事務總署署長杜潔麗太平紳士（第一排右三）、民政及青年事務局青年專員陳瑞緯太平紳士（第一排左二）、民政事務總署副署長王婉蓉太平紳士（第一排左一）、民政事務總署助理署長黃詠慈太平紳士（第一排右一）、本院主席何猷啟先生（第一排右六），以及董事局成員。
The Hon. MAK Mei Kuen, Alice, SBS, JP (first row, left 6), Secretary for Home and Youth Affairs, Ms. LAM Shuet Lai, Shirley, JP (first row, right 5), the then Permanent Secretary for Home and Youth Affairs, Mr. LEUNG Wang Ching, Clarence, BBS, JP (first row, left 4), Under Secretary for Home and Youth Affairs, Ms. TO Kit Lai, Priscilla, JP (first row, right 3), Director of Home Affairs, Mr. CHAN Sui Wai, Eric, JP (first row, left 2), Commissioner for Youth, Ms. WONG Yuen Yung, Belinda, JP (first row, left 1), Deputy Director of Home Affairs Department, Ms. WONG Wing Chee, Chelsea, JP (first row, right 1), Assistant Director of Home Affairs Department, and Mr. HO Yau Kai, Orlando (first row, right 6), the Chairman, and Board Members.



警務處處長周一鳴先生 PMSM（前排右五）
Mr. CHOW Yat Ming, Joe, PMSM (front row, right 5), Commissioner of Police



醫院管理局主席范鴻齡 SBS 太平紳士（左二）及醫院管理局行政總裁李夏茵醫生太平紳士（左一）
Mr. FAN Hung Ling, Henny, SBS, JP (left 2), Chairman of the Hospital Authority (HA), and Dr. LEE Ha Yun, Libby, JP (left 1), Chief Executive of the HA





香港特別行政區行政長官李家超大紫荊勳賢 SBS, PDSM, PMSM (左五)、民政及青年事務局局长麥美娟 SBS 太平紳士 (左三)、勞工及福利局局长孫玉菡太平紳士 (右四)、民政事務總署署長杜潔麗太平紳士 (左二) 及社會福利署署長杜永恒太平紳士 (右二) 於 2025 年 8 月 30 日到訪東華三院方樹泉長者地區中心及東華三院方樹泉護理安老院。
The Hon. LEE Ka Chiu, John, GBM, SBS, PDSM, PMSM (left 5), Chief Executive of the HKSAR, the Hon. MAK Mei Kuen, Alice, SBS, JP (left 3), Secretary for Home and Youth Affairs, the Hon. SUN Yuk Han, Chris, JP (right 4), Secretary for Labour and Welfare, Ms. TO Kit Lai, Priscilla, JP (left 2), Director of Home Affairs, and Mr. TO Wing Hang, Edward, JP (right 2), Director of Social Welfare, visited TWGHs Fong Shu Chuen District Elderly Community Centre and TWGHs Fong Shu Chuen Care and Attention Home on 30 August 2025.



保安局局长鄧炳強 GBS, PDSM 太平紳士 (後排右四) 於 2025 年 4 月 1 日到訪東華三院田灣 (一九九六至一九九七總理) 幼稚園。
The Hon. TANG Ping Keung, GBS, PDSM, JP (back row, right 4), Secretary for Security, visited TWGHs Tin Wan (1996-1997 Directors) Kindergarten on 1 April 2025.



醫院管理局主席范鴻齡 SBS 太平紳士 (左二) 於 2025 年 6 月 12 日到訪廣華醫院。
Mr. FAN Hung Ling, Henry, SBS, JP (left 2), Chairman of the Hospital Authority, visited Kwong Wah Hospital on 12 June 2025.

教育局常任秘書長陳穎韶太平紳士 (第一排左五) 及葵青區民政事務專員兼葵青區議會主席梁乘龍太平紳士 (第一排左四) 於 2025 年 12 月 10 日到訪東華三院陳兆民中學。
Ms. CHAN Wing Shiu, May, JP (first row, left 5), Permanent Secretary for Education, and Mr. LEUNG Sing Lung, Edric, JP (first row, left 4), District Officer (Kwai Tsing) cum Chairman of the Kwai Tsing District Council, visited TWGHs Chen Zao Men College on 10 December 2025.



與東華三院顧問局交流 Communication with the TWGHs Advisory Board



維繫歷屆董事局成員的網絡

為加強歷屆董事局成員及現任成員保持聯繫，本院於 2025 年 5 月 21 日舉行東華三院歷屆總理聯誼會第 215 次聯歡午宴。

Maintaining Good Networking with Former and Current Boards

With the aim of strengthening the connections and networking among former and current Board Members, the 215th Reunion Luncheon of The Association of Past and Present Directors of TWGHs was held on 21 May 2025.



本院主席何猷啟先生 (第一排右九) 聯同董事局成員與歷屆主席及總理於東華三院歷屆總理聯誼會第 215 次聯歡午宴上合照
Group photo of Mr. HO Yau Kai, Orlando (first row, right 9), the Chairman, alongside his Board Members, as well as former Chairmen and Directors at the 215th Reunion Luncheon of The Association of Past and Present Directors of TWGHs

