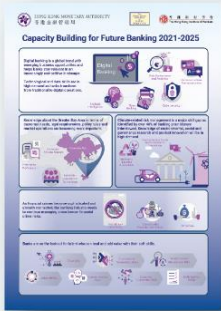


# B.E.S.T. Certificate Programme

## Bridging the Talent Gaps for Future Banking Talent



“Capacity Building for Future Banking 2021-2025” jointly published by the Hong Kong Monetary Authority (HKMA), the Hong Kong Association of Banks (HKAB) and The Hong Kong Institute of Bankers (HKIB) highlighted four potential talent gaps required to support the sector’s planned growth:

- Banking Knowledge in the Greater Bay Area (GBA)
- Environmental, Social and Governance (ESG)
- Soft Skills
- Technology & Data

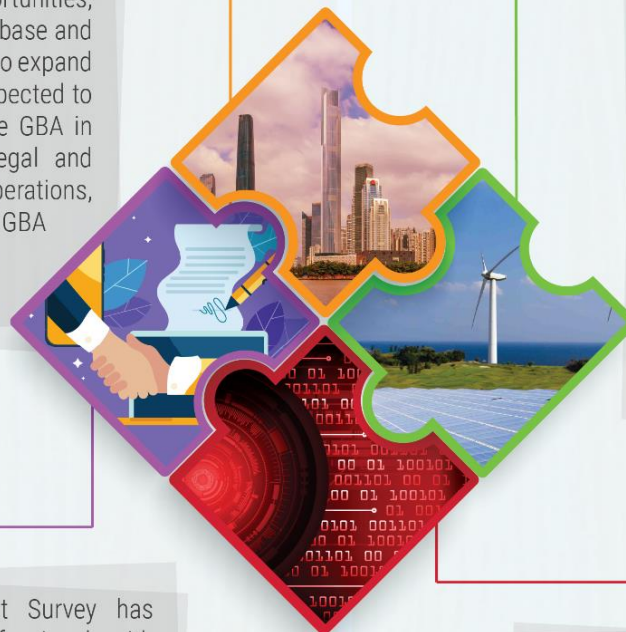
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How B.E.S.T. Certificate Programme helps you build foundational Skills in each of these FOUR areas to future-proof your career

### GREATER BAY AREA

**The** GBA presents financial opportunities, access to a much larger customer base and scalability for banks in Hong Kong to expand their business. Banks staff are expected to have a good understanding of the GBA in terms of its customer needs, legal and policy requirements, and market operations, such that staff mobility around the GBA becomes another HR deployment strategy.



### ESG

**ESG** product innovation, policy, risk management and reporting represent a nascent skillset for bankers globally. After the HKMA’s launch of “Green and Sustainable Banking” measures in May 2019, banks have identified the need to meet the “Greenness Baseline” assessment and other tangible deliverables that will promote the climate-related risk management and sustainable development of the Hong Kong Banking industry in the coming years.

### SOFT SKILLS

**Our** annual Talent Development Survey has identified a strong demand for professionals with specific soft skills. As banks continue to navigate through their digital transformation, they are on the lookout for professionals who pursue personal excellence and can lead and add value with their soft skills, with customer service fast becoming an increasingly important differentiator of competitiveness.

### TECHNOLOGY & DATA

**To** facilitate digital banking initiatives, banks are redefining job roles, requiring tech-savvy professionals. It is important to have staff members who have a basic understanding of the major technologies underpinning the digital banking solutions and operational processes that are required by the industry. As data plays an increasingly bigger part in the transformation of digital banking, more banking practitioners will need data skills to help banks generate insights, make decisions, solve problems and deliver a better customer experience.



# PROGRAMME STRUCTURE

The certificate programme comprises of four modules:

Module	Course code	Topic	Date & Time	Application Deadline	Early Bird Deadline
1. Banking Knowledge in the GBA	HDCPDBESP221201	Embracing the Banking and Fintech Opportunities in the GBA	13 Dec (Tue), 7-10pm	6 Dec 2022 (Tue)	29 Nov 2022 (Tue)
2. ESG	HDCPDBESP221202	Understanding ESG and ESG Investment	1 Dec (Thu), 7-10pm	24 Nov 2022 (Thu)	17 Nov 2022 (Thu)
3. Soft Skills	HDCPDBESP221203	Soft Skills Transformation For Successful Banking Professionals	6 Dec (Tue), 7-10pm	29 Nov 2022 (Tue)	22 Nov 2022 (Tue)
4. Technology & Data	HDCPDBESP221204	Impact of FinTech and RegTech in Banking	8 Dec (Thu), 7-10pm	1 Dec 2022 (Thu)	24 Nov 2022 (Thu)
B.E.S.T. Certificate Programme	HDCPDBESP221205	Enrol for all of the above 4 modules	Refer to above	24 Nov 2022 (Thu)	17 Nov 2022 (Thu)



## TARGET AUDIENCE

Current Banking practitioners who want to reskill and widen their knowledge in all 4 major skill gaps identified by HKMA.



## ASSESSMENT

Assessment: 20 multiple-choice questions for each module

Passing Mark: Average score achieved 70%



## CERTIFICATION

### Certificate of Completion

- (i) Participants have attended the respective module; and
- (ii) Participants have passed the course end MC assessment (average score achieved 70%)

### Certificate of Completion – B.E.S.T. Certificate Programme

- (i) Participants have attended all 4 modules; and
- (ii) Participants have passed the course end MC assessment of all 4 modules (average score achieved 70% for each module)



## PROGRAMME DELIVERY

Mode: Virtual Classroom (by Zoom)

Language: English



## PRICE

Module	Topic	Individual member price	Staff of Corporate member Price	Non-member (Early bird price)	Non-member (Regular price)
1. Banking Knowledge in the GBA	Embracing the Banking and Fintech Opportunities in the GBA		HKD900		HKD 1,000
2. ESG	Understanding ESG and ESG investment		HKD900		HKD 1,000
3. Soft Skills	Soft Skills Transformation For Successful Banking Professionals		HKD900		HKD 1,000
4. Technology & Data	Impact of FinTech and RegTech in Banking		HKD900		HKD 1,000
B.E.S.T. Certificate Programme	Enrol for all of the above 4 Modules (with discount)		HKD3,200		HKD 4,000



## APPLICATION

Scan the QR code below or click here to apply via [E-form](#).

