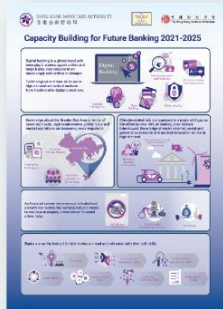


B.E.S.T. Certificate Programme

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

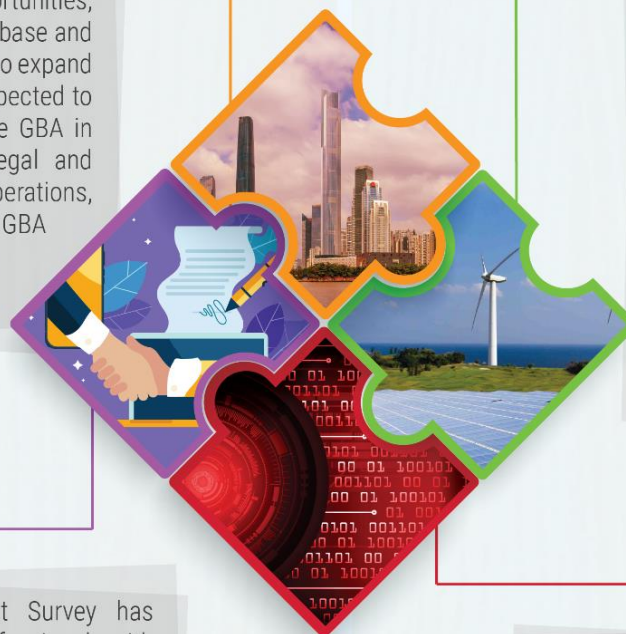
Scan & read
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infographic



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.



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.

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.

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	HRBT00P23121	Importance of Credit Assessment for the Growing Business Opportunities of Corporates in the GBA	5 Dec 2023 (Tue), 7-10pm	21 Nov 2023 (Tue)	28 Nov 2023 (Tue)
2. ESG	HRBT00P23122	Importance of ESG - Climate Change Risk and Green and Sustainable Banking	7 Dec 2023 (Thu), 7-10pm	23 Nov 2023 (Thu)	30 Nov 2023 (Thu)
3. Soft Skills	HRBT00P23123	Soft Skills Transformation For Successful Banking Professionals	12 Dec 2023 (Tue) 7-10pm	28 Nov 2023 (Tue)	5 Dec 2023 (Tue)
4. Technology & Data	HRBT00P23124	Trends in A.I. and Related Frontier Developments Bankers Should Know	14 Dec 2023 (Thu), 7-10pm	30 Nov 2023 (Thu)	7 Dec 2023 (Thu)
B.E.S.T. Certificate Programme	HRBT00P23125	Enrol for all of the above 4 modules	Refer to above	21 Nov 2023 (Tue)	28 Nov 2023 (Tue)



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: Cantonese



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	Importance of Credit Assessment for the Growing Business Opportunities of Corporates in the GBA		HKD900		HKD 1,000
2. ESG	Importance of ESG - Climate Change Risk and Green and Sustainable Banking		HKD900		HKD 1,000
3. Soft Skills	Soft Skills Transformation For Successful Banking Professionals		HKD900		HKD 1,000
4. Technology & Data	Trends in A.I. and Related Frontier Developments Bankers Should Know		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](#).



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