主辦機構 香港教育大學 The Education University of Hong Kong | 香港統計學會 Hong Kong Statistical Society | 香港特別行政區 政府統計處 Census and Statistics Department Hong Kong Special Administrative Region | 教育局 Education Bureau

日期 ： 2025 年 10 月 20 日(星期一)
時間 ： 下午 3:30 至 5:30
地點 ： 香港教育大學將軍澳教學中心
新界將軍澳敬賢里一號 一樓演講廳 105 室

講 座 程 序

- 歡迎詞
  李子健教授　香港教育大學校長

- 主禮嘉賓致辭
  陳毅恒教授　香港統計學會會長
  余振強先生　政府統計處處長

- 致送紀念品及拍照

- 講座
  主持人：楊良河教授　香港教育大學數學與資訊科技學系教授及數據科學與分析研究組負責人
  (i) 利用人工智能和統計學來促進數據驅動的商業決策
  (Leveraging AI and Statistics to Facilitate Data-Driven Business Decisions)
  黃惠娜女士　前 Meta 營銷科學顧問

  (ii) 2026 年人口普查的創新發展
  (Innovation in the 2026 Population Census)
  蔡銘洋先生　政府統計處 統計師 (普查策劃)

  (iii) 數據能自己說話嗎？—大數據時代仍然適用的基本統計原理
  (Can Data Speak for Itself (Themselves)? ---- Basic Statistical Principles that Are Still Valid in the Era of Big Data)
  李偉強教授　香港教育大學博文及社會科學學院院長及
  數學與資訊科技學系研究講座教授 (數據科學)

- 問答環節

利用人工智能和統計學來促進數據驅動的商業決策
Leveraging AI and Statistics to Facilitate Data-Driven Business Decisions

講座大綱

許多企業正在利用統計數據以及判別式和生成式 AI 來加速成長。本講座將分享將數據轉化為有效商業行動的真實成功案例，以激發實際應用。準備好學習如何在日常工作中運用數據驅動的洞察，從而做出更明智的決策並獲得可衡量的成果。

Many corporations are accelerating growth using statistics alongside Discriminative and Generative AI. This session inspires practical applications by sharing real success stories that turn data into impactful business actions. Get ready to learn how to leverage data-driven insights daily for stronger decisions and measurable results.

講者介紹

黃惠娜女士是前 Meta 香港的營銷科學顧問，數據科學拓荒者、GenAI 潮流引領者和數位轉型家，擁有 20 多年的經驗，在亞太地區推動業務增長 5 倍。她擅長將問題轉化為增長機會，利用人工智能 (AI)、大型語言模型 (LLM)和機器學習模型，包括 MMM、K-means、GBDT，以及在內部和代理環境中的數字和 CRM 數據資產。黃女士在 Meta、Epsilon、Experian、IBM、AEGON 和 AEON 等全球公司拥有良好的業績記錄，服務於保險、能源、飯店和餐飲、電視購物頻道、汽車和電子商務等多個領域的客戶，涵蓋中國大陸、香港、台灣、日本、泰國、蒙古、新加坡和澳洲等地。除了取得可衡量的成果外，她還認為建立強大的協作團隊是成功的關鍵，因為最大的勝利來自於賦能周遭的人蓬勃發展。

Ms Polly WONG is the former Marketing Science Partner of Meta Hong Kong, a data science trailblazer, GenAI trendsetter, and digital transformer with 20+ years of experience driving 5x business growth across APAC. She excels at turning problems into growth opportunities by leveraging artificial intelligence (AI), large language models (LLM), and machine learning models, including MMM, K-means clustering, GBDT, as well as digital and CRM data assets in both in-house and agency environments. Polly has a proven track record with global companies like Meta, Epsilon, Experian, IBM, AEGON, and AEON, serving diverse clients in insurance, energy, hospitality, TV shopping channel, automotive and eCommerce across locations including mainland China, Hong Kong, Taiwan, Japan, Thailand, Mongolia, Singapore, and Australia. Beyond driving tangible results, she believes that building strong collaborative teams is key to success, as the best victories come from empowering those around you to thrive.

2026 年人口普查的創新發展
Innovation in the 2026 Population Census

講座大綱

本講座介紹政府統計處於 2026 年人口普查中實行的創新發展，探討如何運用新工作流程、新數據來源及新科技來提高數據質素和成本效益。

經重整設計後的人口普查將於 2026 年全年進行，並會更廣泛地運用政府行政數據以補充調查數據，以提升數據的可靠性，同時減低受訪者的填報負擔。政府統計處近年亦積極開發人工智能應用技術，並將其應用於 2026 年人口普查，包括 AI 地址配對、AI 編碼及 AI 圖像分析。

政府統計處將持續創新，致力發揮數據科學和人工智能的潛力，以提升統計工作的卓越水平，更有效地滿足社會各界對官方統計資訊的需求。

The talk discusses the innovation introduced by the Census and Statistics Department (C&SD) for the 2026 Population Census (26C). It introduces how the new work processes, new data sources and new technology are used to enhance data quality and cost-effectiveness.

The re-engineered 26C will be a year-round census, which will make more extensive use of government administrative data to supplement survey data. This will enhance data quality, while reducing reporting burden on respondents. In recent years, the C&SD has been actively developing artificial intelligence (AI) application technologies, which will be deployed in the 26C. These include AI address matching, AI coding and AI image analytics.

The C&SD will continue to pursue innovation and strive to harness the transformative potential of data science and AI to enhance statistical excellence and better serve the needs of various sectors for official statistical information.

講者介紹

蔡銘洋先生現於政府統計處任職統計師，主要協助 2026 年人口普查的策劃、數據發布及相關資訊科技系統的開發和管理。他亦為 2026 年人口普查建立其中一個人工智能模型，將自動化流程整合至系統中。

Mr Michael CHOI currently serves as a Statistician in the Census and Statistics Department, primarily assisting the planning, data dissemination, and the development and management of related IT systems of the 2026 Population Census. He has also developed one of the artificial intelligence models for the 2026 Population Census and is now integrating the automated process into the system.

數據能自己說話嗎？----大數據時代仍然適用的基本統計原理
Can Data Speak for Itself (Themselves)? ---- Basic Statistical Principles that Are Still Valid in the Era of Big Data

講座大綱

本次演講將探討一些在大數據和人工智能時代仍然有效且重要的基本統計原理。雖然大數據集可以提供更多信息，但如果忽視這些基本原理，得出誤導性結論的可能性也會增加。

In this talk we consider some basic statistical principles that are still valid and important in the era of big data and AI. While a big data set may provide more information the chance of misleading conclusions would also increase if these basic principles are ignored.

講者介紹

李偉強教授現任香港教育大學博文及社會科學學院院長及數學與資訊科技學系研究講座教授 (數據科學)。李教授擅長於時間序列分析研究，過去先後於國際學術期刊發表逾一百六十篇文章，並獲英國查普曼和霍爾出版個人著作。李教授的學術成果常被引用於不同的研究論文、教科書和電腦軟件之中。他現為美國統計協會、國際數理統計學會會士。

Professor Wai Keung LI is currently Dean of the Faculty of Liberal Arts and Social Sciences, and Research Chair Professor of Data Science at the Department of Mathematics and Information Technology of The Education University of Hong Kong. Professor Li is renowned for his works in time series analysis. Over the years, he has published more than 160 refereed journal articles and one single authored monograph by Chapman & Hall. His academic works are well cited by papers, textbooks and computer software. Professor Li is a Fellow of the American Statistical Association and the Institute of Mathematical Statistics.