

Wisers 慧科

Advantage through Intelligence

The leading provider of information from Greater China
首屈一指的大中華資訊內容供應商





Your Information Partner in Greater China

In China, knowledge is power. Intelligence about breaking news, market segments, public opinion and competitor activity is the key to developing more effective marketing strategies, communications responses and ultimately business competitiveness.

Wisers is the leading provider of time sensitive and mission-critical information from Greater China. The technical foundation that underpins our service was originated in 1992 as an academic research project at the Chinese University of Hong Kong. This core technology led to the incorporation of Wisers Information Limited in 1998. In 1999, international private equity firm, Walden International Investment Group provided funding from the Hong Kong SAR Government's Applied Research Fund for the further development of Wisers' services.

Since 1998, Wisers has built an unrivalled reputation for delivering market information. Our clients include local blue chips and Fortune 500 companies, international banks and financial institutions, as well as the governments of the Peoples Republic of China and the Hong Kong Special Administrative Region. Our three core offerings, i.e. WiseSearch, WiseNews and WiseEnterprise, help them uncover market intelligence, stay updated, spread knowledge through their organizations, and measure and refine their own communications.

您在大中華區的資訊夥伴

知識就是力量，在中國這個快速發展的市場尤甚。慧科能助您第一時間掌握即時新聞、市場資訊、輿論走勢以至對手動態，讓您制訂有效的市場策略、作適時適切的回應，讓您在商場上運籌帷幄，決勝千里。

慧科是大中華區首屈一指的資訊內容供應商，提供最快、最新、最有用的新聞及資訊服務。我們的搜索技術可溯源至1992年，是香港中文大學一個學術研究項目。這個以「採集資訊作內容管理」的核心技術不斷發展，經商品化，至1998年成立了慧科訊業。1999年，由國際著名創業資金管理機構、華登國際投資集團負責管理，香港政府「創新科技基金」頒發的資金資助下，慧科得以長遠發展。

自1998年成立以來，慧科已建立了一個無與倫比的商譽。我們的客戶包括香港藍籌上市公司、《財富》500強內的企業、國際級銀行、證券及財經機構、中國政府及香港特別行政區政府等。慧科的三大產品系列包括WiseSearch、WiseNews及WiseEnterprise，能協助客戶發掘市場上最新的情報，讓客戶隨時都得到最新的資訊，並可以在機構內分享有關的知識，從而衡量及進一步改善整個傳訊溝通機制及計劃。

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Wisers' services and solutions are based on our core competencies in content, technology and value-added services.

慧科的制勝之處是以全面的資訊內容、領先的科技實力及優質的增值服務各方面，作為制訂服務組合及解決方案的核心。

Content

Wisers' news archive is updated every day, direct from over 1,500 content providers, including all 18 Chinese and English newspapers of Hong Kong and other top tier newspapers, magazines, newswires, TV and radios of Greater China. Our database has stored more than 75 million articles since 1998, offering unrivalled breadth and depth of Greater China news reports and feature articles.

Technology

A heritage originating in the Chinese University of Hong Kong, combined with close relationships with mainland universities, ensure the team at Wisers has access to the latest state-of-the-art information technology. It is against this backdrop that Wisers has premium knowledge management technology tools that it puts to work in the Greater Chinese context.

Value-added Services

Wisers has a strong in-house editorial team, all of whom come from strong background in journalism and are familiar with local and regional current affairs. Located across various parts of Greater China, the team members provide premium analytical and editorial services to clients. Working in conjunction with dedicated account servicing teams, our editors take care of customers' requests for specific types of information by putting together tailor-made solutions.

全面的資訊內容

慧科網羅超過1,500個頂尖級的媒體夥伴，包括全港18份中英文報章、大中華區內重點的報章、雜誌、新聞社、電視、電台及網站等。自1998年開始，慧科資料庫至今已儲存超過7,500萬篇文章，其內容資料庫的深度與廣度均令其他同類公司望塵莫及。

領先的科技實力

慧科系統源自香港中文大學的一個學術研究項目，本著中大的研發精神，與中國內地的大學研究室一直合作無間，確保我們的研發專組能第一時間掌握最先進的資訊科技發展。因此，在科技上，慧科一直管有大中華區內最尖端的知識管理工具，並繼續穩執其牛耳。

優質的增值服務

慧科擁有一支強大的編輯隊伍，他們全是資深新聞工作者，並分布於大中華區各處，對大中華地區政經時事具充分見識，必能為您提供獨到的分析及編輯服務。我們的編輯人員，加上一支全情投入、為您貼心服務的客戶服務團隊，必能為您度身訂做適切的資訊解決方案。

Testimonials 客戶推薦

“ The fast, accurate and comprehensive WiseSearch database and information engine serve us well in obtaining medical, social and economic news reports so that we can action proactively, effectively and timely in this rapidly changing social environment...” ”

Public Relations Affairs Department, Hospital Authority

“ The timeliness and relevance of the information collaborated by Wisers’ solution always surpass our expectations. It helps us to save manpower and facilitate our decision-making. Most importantly, it empowers us move ahead of our competitors and let us maintain the first choice of our prestigious customers...” ”

Public Relations and Communications Department, InterContinental Hong Kong

“ 慧科新聞則能為學生提供更多元的本地，甚至是其他如中國大陸、台灣、澳門、或新加坡等外地的新聞。學生均表示此資料庫對他們做專題研習十分有用，而且能協助他們取得比以往學生較佳之成績...” ”

香港大學教育學院朱啟華博士

“ 慧科不斷更新台灣海峽的最新字彙，確保我們與時並進，助我們更有效掌握大中華市場的變化及趨勢...” ”

漢珍數位圖書股份有限公司副總裁江紀祖

For more, please visit 更多客戶推薦: <http://www.wisers.com/corpsite/global/en/aboutwisers/testimonial.html>