For Immediate Release

BEA Hosts Inaugural BEA x Google Cloud AI Hackathon

Empowering Employees with Agentic AI to Drive Digital Transformation

Hong Kong, 18 November 2026 – The Bank of East Asia, Limited ("BEA" or "the Bank") today announced the satisfactory conclusion of its inaugural BEA x Google Cloud AI Hackathon. The event brought together over 100 employees from various business and support units. Led by a team of experts from the Bank and Google Cloud, participants built targeted agentic solutions and AI agents to address operational pain points and explore potential business value through cloud-based development tools, leveraging advanced technology to drive the Bank's digital transformation and innovation.

The key to pioneering technological innovation lies in fostering a bank-wide AI culture. BEA has actively implemented a "Four-Tier AI Talent Pyramid" framework[1], comprising "AI Citizens", "AI Managers", "AI Champions", and "AI Scientists". This Hackathon, designed specifically for "AI Managers", served as a practical platform to enhance internal self-service AI development capabilities and accelerate scalable AI adoption, while also demonstrating the Bank's solid progress in promoting AI literacy and embedding bottom-up innovation into daily operations.

"Our employees are the primary catalysts of the Bank's digital transformation journey," said Mr Zinnser Hong, Group Chief Innovation Officer, General Manager and Head of Innovation Office of BEA. "The inaugural AI Hackathon is a testament to the positive impact of our Four-Tier AI talent development strategy, unlocking the practical potential of our AI Managers. We encourage our colleagues to move beyond basic awareness of AI and actively apply the technology to create greater value in their work."

The Bank has launched a three-year programme to build its future technology architecture, modernise legacy systems, and strengthen operational resilience. To accelerate AI-driven transformation, BEA established the Innovation Office in March 2026 to drive business growth, enhance operational efficiency, foster innovation and accelerate the development of data and AI applications.

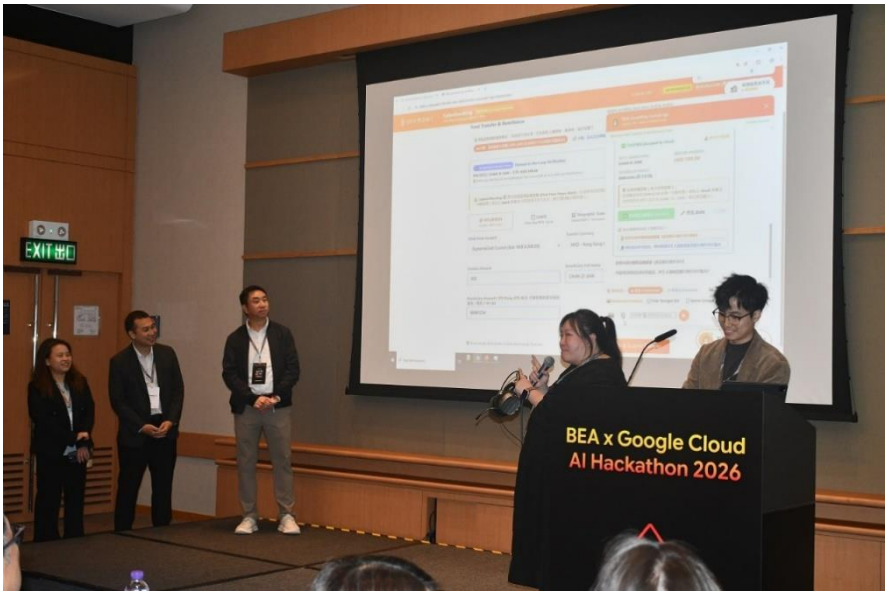
[1] BEA 2025 Environmental Social & Governance Report, page 66. E_BEA_2025 ESG Report.pdf

Photo Caption 1:



A cross-divisional team spanning Wholesale Banking, Treasury Markets, and Technology emerged as the champion at the BEA x Google Cloud AI Hackathon with an Agentic AI-powered solution that automatically matches clients with treasury markets opportunities.

Photo Caption 2:



Teams pitched their Agentic AI-powered solutions to judges at the BEA x Google Cloud AI Hackathon, tackling operational pain points through AI Innovation.

About The Bank of East Asia, Limited

Incorporated in Hong Kong in 1918, The Bank of East Asia, Limited ("BEA") is a leading Hong Kong-based financial services group listed on The Stock Exchange of Hong Kong, with total consolidated assets of HK$936.9 billion (US$119.5 billion) as of 30 June 2026.

BEA provides a comprehensive range of wholesale banking, personal banking, wealth management and investment services to customers through an extensive network of about 120 outlets covering Hong Kong, the Chinese Mainland, Macau, Taiwan, Southeast Asia, the United Kingdom, and the United States. For more information, please visit: www.hkbea.com.

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