

OUR PEOPLE



Our Group's new uniform was unveiled at our staff variety show.



In the variety show in celebration of our 90th anniversary, our staff danced to their hearts' content while demonstrating their energetic spirit.

We recognise that people are the most valuable assets of a corporate. To echo our core value of "respect" people, we have stepped up our efforts to reform the Group's human resources mechanism, recruitment and staff training. To commemorate our 90 years of service in Hong Kong, we have specially organised a comprehensive range of activities for our employees to promote our corporate culture and enhance the team spirit, unveiling a new chapter for us.

Reforming the Human Resources Mechanism

According to the Group's business development strategy on the job-based and performance-driven human resources management platform, the Group has been continually enhancing its human resources and compensation policies. It has allocated additional resources to offer attractive remuneration to employees with major positions and good performance so as to retain, attract and motivate talent.

Moreover, to ensure that the job-based mechanism is in line with the Group's business development, the Group has constantly reviewed its organisation structures and job establishments during the year. By rationalising job establishment and developing

professional job teams, the Group offers a platform for employees to fully utilise their competencies and thus enabling them to develop their careers while driving the Group's business growth through stronger motivation.

Recruiting Top Talent

To support our business development, the Group is committed to recruiting high quality talent. Against the backdrop of an active labour market in 2007, we adopted vigorous measures to raise our recruitment efficiency. Our recruitment procedures were improved through more flexible hiring terms and wider recruitment channels. Management and business professionals were recruited locally as well as from the Mainland and overseas. Our Group staff have therefore been strengthened by integrating talent from different origins.

We continued to introduce the trainee programmes in which high-potential university graduates were recruited for the Group by way of systematic and scientific assessment instruments. Subsequently, the high-flyers will be trained to become the future backbone of the Group.

Strengthening Staff Training

In 2007, we provided 1,760 courses that drew in 93,300 attendees. Our

training programmes were designed for three objectives: 1) to meet the Group's development and overall human resources plans that can fulfill the business objectives of the Group; 2) to facilitate self-enhancement, and career development by establishing a learning organisation; 3) to optimise the input and utilisation of training resources and thus to enhance the overall effectiveness.

Major training activities were organised in a series of workshops and seminars and related to risk management, legal & compliance, corporate governance, corporate cultures, sales and services skills, and leadership development. To develop leadership and cultivate a pool of talent, we have conducted the CUHK "EMBA programme" and arranged executive development programmes with academic bodies such as Oxford University, Harvard Business School, Beijing University and Hong Kong University of Science and Technology for our senior management and talent pool members.

To dovetail with the RPC model, we introduced various training courses on communications and change management and to assist our frontline staff to acquire professional qualifications. The "Wealth Management



We organised a range of diverse recreational activities and training courses to promote the all-round development of our staff.

Academy of BOCHK" was established in April for our relationship managers with seminars on treasury and capital market products.

To meet the needs of our future development and retain talents for the Group, a Management Trainee (MT) Programme featuring intensive and systematic training was specially designed for the premier university graduates, and an Officer Trainee (OT) Programme was launched for fresh university graduates.

In keeping with technological advancements and to provide more flexible, convenient and cost-efficient training, we established an e-learning platform as a supplemental training channel. Furthermore, we launched an integrated self-learning programme through distance learning that was coupled with tutorials and tests for our colleagues.

Fostering Corporate Culture

In 2007 we continued to launch the "Teamwork Activities Rewards Scheme". The themes of this scheme not only included "teamwork" and "respect", but also the Olympic Motto – "swifter, higher, stronger" to welcome the Olympic year and foster the spirit of "solidarity, friendship and fair play". To

compete for the "Departmental Award", respective departments and units held different activities such as tele-games, quizzes, experience sharing sessions, prize presentation ceremonies, video-clips, and photo exhibitions. Through these initiatives, our staff strengthened their recognition of our corporate culture and mutual understanding of each other. Apart from these activities, to show the Group's emphasis on "teamwork", we presented the *Cross-Department Team Award* in appreciation of the outstanding inter-departmental projects.

Promoting Staff Communications

In 2007, the Group continued to organise programmes promoting our corporate culture, namely "teamwork" and "respect". Through various recreational activities, we are glad to see better communications between staff and management, and a closer relationship among staff of different units. An award presentation ceremony was held to recognise staff contributions and achievements in 2006. A total of 10 BOC stars, 631 staff and 47 teams were granted outstanding performance awards.

To celebrate the 90th anniversary of the Group's service in Hong Kong, we

launched a spectacular variety show in the AsiaWorld-Expo as well as a series of celebration activities. By doing so, our heritage and new corporate culture were communicated to over 10,000 staff members. And their sense of belonging and cohesion were also noticeably enhanced.

In line with our promotion of a healthy lifestyle, we provided a number of recreational activities for our staff in 2007. Among these activities were the spring banquet, a bowling tournament, orienteering championships involving parents and children, outward bound activities, war games, table-tennis competition, exchange activities for different sport and culture teams, and leisure classes.

Our staff are always encouraged to take part in community services and charitable activities to build up a sense of corporate social responsibility and good citizenship. With environmental issues taking center stage in recent years, we have mobilised our staff to participate in environmental-friendly activities like the *Ecotourism in Long Valley* and *Green Power Hike*, both of which aim at raising environmental awareness and helping to save the earth.