

GOOD CORPORATE CITIZENSHIP

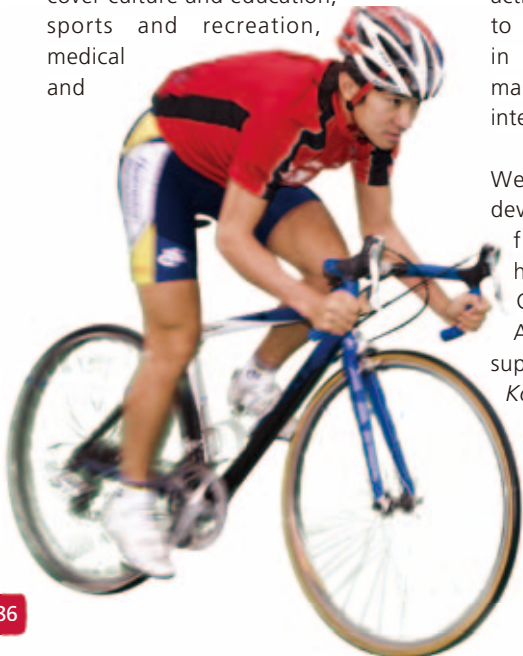


Photo courtesy of The Olympic Equestrian Company

In welcoming the Beijing Olympics, we have lent full support to the *Good Luck Beijing – HKSAR 10th Anniversary Cup* Eventing Competition.

2007 marked the 90th anniversary of the service of the Group in Hong Kong. As we adhere to our motto of “Taking Root in Hong Kong and Serving Hong Kong”, we clearly understand the close relationship between the long-term development of a corporate and the importance of undertaking good corporate citizenship. That’s why corporate social responsibility is one of our treasured core values. We are committed to building a better tomorrow for Hong Kong by actively supporting a diverse range of community and charitable activities through the BOCHK Charitable Foundation (“The Foundation”).

The Group’s community caring activities cover culture and education, sports and recreation, medical and



health care, environmental protection, social welfare and assistance to the needy. Our dedication to serving the community has won us the honor of being named a Caring Company by the Hong Kong Council of Social Service for five consecutive years. We also won the Prime Award for Corporate Social Responsibility 2007.

Promoting Sports Development

The Beijing 2008 Olympic Games and the staging of the Olympic Equestrian Events in Hong Kong that all Chinese people and the whole world are looking forward to have created an ideal opportunity to foster sports development and promote “Sport for All” in our city. The Group has been actively supporting a variety of activities to encourage community participation in sports, develop elite sports, and make Hong Kong a major centre for international sporting events.

We are all aware that economic development of society is inseparable from the physical and mental health of its citizens. As such, the Group promotes the “Sport for All” message in the community by supporting the *Bank of China (Hong Kong) 50th Festival of Sport* organised by the Sports Federation & Olympic Committee of Hong Kong, China (“The Federation”). For over four months’ time, more than 40,000

people participated in sport activities organised by 74 National Sports Associations, making our vibrant city even more active.

Badminton is a key focus of our sports initiatives. The Foundation has a long history of nurturing talented badminton players and increasing public interest by sponsoring the general *Hong Kong Badminton Development & Training Scheme* and related initiatives such as the *Regional Badminton Training Programme*, *Hong Kong Open Badminton Championships* and *Badminton Doubles League cum Family Fun Day* since 1999. More than 500,000 people have participated in the scheme over the years. The Group also supported the badminton competition of the *Corporate Games* presented by the Leisure and Cultural Services Department.

To assist promising athletes in honing their talents, the Foundation continued its sponsorship of the *Hong Kong Island & Kowloon Regional Inter-school Sports Competition* and, the competition’s top-honour award, the *BOCHK Bauhinia Bowls Award*. A total of 72,000 young athletes from over 270 schools participated in 8,100 matches in this competition.

The Group paid tribute to the outstanding local athletes and sports teams by becoming the title sponsor of the prestigious *Bank of China Hong*



The Visiting Fellow of HKAPA by Yundi Li aims to nurture more new pianist talents for Hong Kong.



BOCHK and the Hong Kong Chinese Orchestra joined hands to present *Majestic Drums IX*, a drum fanfare to welcome the year of the Olympics.

Kong Sports Stars Awards 2007 and honored the highest vote winner with the *Bank of China (Hong Kong) Best of the Best Hong Kong Sports Star Award*.

The *90 Young Athletes Olympic Tour – Talented Young Hong Kong Athletes Beijing Olympics Exchange Tour* organised by the Federation and the Hong Kong Olympians and Meritorious Athletes' Commission and sponsored by BOCHK provided young athletes with invaluable learning opportunities related to the Beijing Olympics as they exchange experiences with the national team athletes. This enabled them to deepen their understanding of the sports development in our motherland.

As Bank of China is the official banking partner of the Beijing 2008 Olympics, BOCHK has lent full support to the Olympics by sponsoring the *Good Luck Beijing – HKSAR 10th Anniversary Cup Eventing Competition*.

What's more, it will be the first time in Hong Kong's history to hold the 2009 East Asian Games. BOCHK is among the first group of organisations to support this event by becoming a Diamond Partner of the Games.

Enriching Cultural Life

Art is a language that crosses cultures and nationalities. The Group has sponsored a series of international arts

and cultural performances throughout the past year to enrich people's lives and promote the arts and cultural development in Hong Kong.

We supported *A Gala Evening with José Carreras* presented by the Hong Kong Philharmonic Orchestra that featured one of the world's renowned tenors. The *Majestic Drums IX*, organised by the Hong Kong Chinese Orchestra and sponsored by the Group, welcomed the Beijing 2008 Olympic Games with the public by staging concerts and workshops at the Hong Kong Cultural Centre, the Bank of China Tower, and a shopping mall.

Having become a Hong Kong resident, Yundi Li has been appointed by the Hong Kong Academy for Performing Arts as a Visiting Fellow. Yundi Li has been coaching young pianists in Hong Kong in a series of master classes that were sponsored by BOCHK to broaden the horizons of local youngsters. The Group also sponsored the Hong Kong Ballet's stunning production of *Momentum* that debuted the New York City Ballet's Principal Dancer Sofiane Sylve in Hong Kong.

We sponsored the *HKDA Awards 07*, the largest and most important professional design competition in Hong Kong and Asia Pacific, organised by the Hong Kong Designers Association. The Awards

recognised the outstanding achievements and creativity of designers in the fields of graphic and product design as well as new and spatial media.

Nurturing Tomorrow's Leaders

Nurturing the young generation is crucial to the long-term development of society. In 2007, the Foundation presented scholarships and bursaries amounting to HK\$1 million to over 100 students from all universities and tertiary education institutions in Hong Kong, bringing the total number of beneficiary students to nearly 1,100 and the total contribution value to HK\$10.4 million since 1990.

To develop closer economic integration between Hong Kong and the Mainland of China, the Group organised the *Internship Programme for Financial Professionals in the Mainland of China* for the third consecutive year. With this support, university students are able to gain a better understanding of the latest political, economic, financial, cultural and social developments of our motherland and become more familiar with the banking operations in the Mainland by undertaking an internship at the Shanghai Branch of Bank of China.

We also continued to sponsor the *Junior Police Call Leadership and*



Bank of China (Hong Kong) 50th Festival of Sport – Sport for all in a vibrant city



Management Training Project organised by the Hong Kong Police in 2007. With an aim of strengthening the management and leadership skills of the younger generation, the project provided 161 classes for more than 6,400 participants.

Enhancing Environmental Awareness

The Group spared no effort in promoting environmental awareness among teachers, parents and students at kindergarten, primary and secondary schools through the *Green School Award*. Since 2000, the number of Green Schools increased to 198 with over 1,013 participating schools.

As well, the Group sponsored the fund-raising gala evening of the Ocean Park Conservation Foundation to help advocate the conservation of wildlife and habitats in Asia. We also helped reduce computer waste during the year by donating refurbished computers to the deprived through the Hong Kong Caritas Computer Recycling Project.

Assisting the Needy

The Foundation attaches great importance to charitable causes. To that end, we sponsored the *National Renowned Chefs for the Chest* organised by the Community Chest to help raise funds for the needy in Hong Kong. One hundred acclaimed chefs from the Mainland of China and Hong Kong were invited to share their unique presentation of the “Eight Major Regional Cuisines of China” with the public. BOCHK contributed in a significant way by sponsoring the expenses of the Charity Dinner, inviting beneficiaries from the Chest’s member social welfare agencies to enjoy the sponsored feast, and matching donations dollar-for-dollar with those given by designated restaurants.

The Foundation joined hands with the Hong Kong Red Cross Blood Transfusion Service again to organise the *Blood Donation Week*. Some 905 people donated blood at the Bank of China Tower, Bank

of China Centre, a shopping mall and a medicoach. To encourage students at secondary schools and tertiary institutions to donate blood regularly, we supported the *Blood Donation Campaign on Campus*.

In 2007, the Group offered donations and actively participated in a wide variety of charitable activities such as the *Skills Upgrading Scheme Charity Walk* by the Education and Manpower Bureau, the *Charity Golf Tournament* and *District Elderly Campaign* by Po Leung Kuk, the *Be A Star Charity Christmas Lunch* and *Care Scheme* by the Community Chest, the *MTR Hong Kong Race Walking 2007* and *Walk for the Community* by the Li Ka Shing Faculty of Medicine. For ten consecutive years, we have been the Diamond sponsor of Po Leung Kuk.

Last but not the least, during the year, we sent out 3.03 million inserts representing a number of charitable organisations with bank statements to spread the spirit of charity among our customers.



We have specially sponsored *Zingaro*, a world-renowned creative family entertainment spectacle. This French equestrian show has won over 39,500 spectators’ applause with 32 exhilarating shows in Hong Kong.