

OUR PEOPLE

People are the most valuable assets of any company. During the year, we enhanced our human resources management, recruitment procedures and staff training programmes in order to echo our core value of "Respect" to staff. To celebrate the Beijing 2008 Olympics and Paralympics that all Chinese people in the world are proud of, we have actively initiated a diverse range of related activities.

Reforming our Human Resources Mechanism

To keep abreast of the latest market developments and realise the core value of "Respect" to staff, the Group has been continually enhancing its human resources and compensation policies. With competitive remuneration and benefit packages, we aim to retain, attract and motivate talents.

To ensure that the job-based mechanism is in line with the Group's business development, we have accelerated the rationalisation of our staff structure in accordance with the changing market. By rationalising job establishment and

developing professional job teams, the Group offered employees a platform to fully utilise their competencies while driving the Group's business growth.

Recruiting Top Talent

To support our business growth and strengthen our human capital, we are committed to recruiting high quality management and business professionals locally as well as from the Mainland of China and overseas. Through the application of a series of systematic and scientific assessment instruments, the quality of our professional staff has been further strengthened.

Meanwhile, we continued to introduce our Management Trainee Programme and Officer Trainee Programme to attract and nurture high-potential university graduates to become the future management talent and backbone of the Group.

Strengthening Staff Training

In 2008, we provided 2,400 courses for about 134,000 attendees. Our training programmes were designed with three

objectives: 1) to meet the Group's overall development and human resources plans to accomplish the business objectives of each unit; 2) to further promote the staff's self-enhancement as well as career development, and for the establishment of a learning organisation; 3) to optimise the input and utilisation of training resources, strengthen the cooperation with our parent bank, and enhance the overall training effectiveness.

Major training activities came in a series of workshops and seminars covering risk management, legal and compliance, corporate governance, corporate culture, sales and services skills, and leadership programmes for senior management. In addition, CUHK's Executive MBA programme and executive development programmes of Oxford University, Harvard Business School and Hong Kong University of Science & Technology were arranged for our senior management and talent pool members. Our relationship managers were required to undertake credit risk management courses and



tests by Moody's to increase their professional capability. We provided continuous training for intermediaries, professional qualification certificate courses and training on professional sales techniques, and training on new products and new systems for our frontline staff before implementation. In addition, the Wealth Management Academy of BOCHK continued to offer training in customer relationship management and sales techniques to our Wealth Management staff. What is more, the establishment of an e-learning platform, a supplementary training channel, offered added flexibility and convenience in our staff training.

Fostering a Corporate Culture

During the year, we continued to encourage our staff to help those in need by participating in various voluntary projects organised by external organisations, including the *ATM education campaign* organised by the Hong Kong Association of Banks, the *Elderly Service Scheme* by Po Leung Kuk, the family programmes

held in new towns by Yan Oi Tong, the *Community Chest Walk and Race Walking*. To further demonstrate our commitment to social responsibility, we made generous donations and appealed to our staff to participate in the donation campaign for those affected by the Sichuan Earthquake.

To highlight our core value of Respect, we organised different types of activities to express our care for staff. These included management visits to retired staff, cultural and recreational programmes and a free body check-up service.

Moreover, in view of the financial crisis, with staff under heavy pressure and considerable workloads, we have created a greetings card and prepared a healthy breakfast as well as electronic health tips leaflet for each member of our staff.

Promoting Staff Communications

We realised the importance of strengthening effective two-way communications between staff and

management. An Awards Presentation Ceremony was held in 2008 in recognition of staff members who delivered exceptional performance. A total of 10 BOC Stars were selected, and 412 staff and 43 teams were granted outstanding performance awards. To demonstrate our "Teamwork" spirit, we continued to hold the *Teamwork Activities Rewards Scheme* which encouraged our staff to participate in inter-departmental activities.

In welcoming the Beijing 2008 Olympic Games, the Group also held a number of athletic competitions and activities themed on the Olympics, covering badminton, tennis and bowling. By including parent-child activities, our staff and their family members were able to enjoy a fun-filled day in celebration of the Olympics, while cultivating team spirit and sportsmanship. In addition, some of our staff members were selected as torchbearers in the Olympic Torch Relay. The Group also fully supported 25 staff and their family members to take part in the voluntary work of the Olympic financial service.



Awards Presentation Ceremony was held in recognition of the excellent performance of our staff



We organised diverse recreational and sports activities for staff and their relatives

Snapshots of the Beijing 2008 Olympic Games

SWIFTER, HIGHER, STRONGER



We launched the first-ever Beijing 2008 Olympic Games HK Dollar Commemorative Banknote in the history of the modern Olympic Games



We rolled out a series of Olympic count-down advertising campaigns





VISA BOC Olympic Games Prepaid Card featuring the Beijing Olympic mascots of "Fuwa"



VISA BOC Olympic Games Card five-ring-five-color series



Specially-designed ATM of BOCHK was installed at the Olympic Equestrian venue



Quality on-site banking services were provided to athletes, audiences, judges and the International Olympic Committee members at the Olympic Equestrian venues



The Beijing 2008 Olympic Flagship Store (Hong Kong) in BOC Tower, the largest of its kind in Hong Kong offering the most comprehensive range of Olympic souvenirs, was well-received by the public



Our staff in smart uniform and high spirit were well prepared to welcome the Beijing Olympics