



Caring for Community We Serve

Rooted in Hong Kong, BOCHK has been serving Hong Kong with a dedication to developing harmonious relationships with different sectors of the city. Over the years, by donating to and working closely with the BOCHK Charitable Foundation (“The Foundation”), an independently operating charity organisation registered in Hong Kong, we actively participate in a diverse range of charitable activities, covering education and culture, sports and arts, environmental protection, social welfare and assistance to the needy in Hong Kong and the Mainland of China, to share our success with the communities we serve.



BOCHK staff, family members and our customers joined forces to support The Community Chest Walk for Millions – Stonecutters Bridge



此計劃由香港公益金管理

As at July 2011, an aggregate of HK\$85 million was allocated to subvent 78 projects under the giant BOCHK's Caring Hong Kong – A Heart Warming Campaign, with over 900,000 service attendants



Give Love • Give Light

It is blessed to give.
Together we are strong. We support giving to help those in need, to make this a better world to live in.



Our Dynamic Volunteer Team participates in various community and charitable activities, proactively spreading the message of caring for society

Building a Harmonious Community

In 2009 we designated HK\$90 million of the net proceeds from the sale of the Olympic Commemorative Banknote to set up the BOCHK's Caring Hong Kong – A Heart Warming Campaign ("The Campaign"), with the objectives to mitigate the impact of the economic turmoil on those affected, to support Hong Kong's economy and to build a harmonious community. Over 400 member social welfare agencies of the Chest and HKCSS were eligible to apply for funding from the Campaign. As at July 2011, an aggregate of HK\$85 million was approved to subvent 78 large-scale projects with over 900,000 service attendants. In recognition of our contribution to the sustainable development of the Hong Kong society, we were presented the *Partner in Giving and Sharing Award*, which was set up and presented for the first time by the Chest in 2011.

In 2008/2009 and 2009/2010, BOCHK donated a total of HK\$50 million to the Chest. In 2010, BOCHK was presented the Chest's *Magnificent Award* for two consecutive years and *Top Donor of the Year Award* in recognition of our generosity. BOCHK also encouraged staff participation in the *CARE Scheme* by matching staff donations and in 2011 we won the *Silver Award* of the Corporate and Employee Contribution Programme and the *President's Award* of the Chest. In June

2010, nearly 600 donors who have given generous support to the Chest were invited to participate in the *West Meets East: Food Carnival for Charity* sponsored by the Foundation and held in the BOC Tower. A total of HK\$800,000 was raised and donated to the Chest.

In celebration of the 20th anniversary of the BOC Tower, BOCHK together with Salvatore Ferragamo, the most prestigious fashion brand in the world, held a four-week *Living Art* Exhibition, and a glamorous Autumn Winter 2010 ladies' and men's fashion show followed by a *Charity Gala Dinner* in the iconic Tower between May and June 2010. *Living Art* exhibited the replicas of the historical shoes and Ferragamo bags in the Salvatore Ferragamo museum in Florence. This gigantic collaboration between these two prominent brands brought together their art, creativity and excellence, as well as promoting cross-industry cooperation in fulfilling corporate social responsibility. The proceeds from the *Charity Gala Dinner* of HK\$1 million were donated to the Chest to support those in need.

With social responsibility being recognised as a key element for sustainable development of Hong Kong, BOCHK has sponsored the *Hong Kong Corporate Citizenship Programme* organised by the HKPC since 2010 for two consecutive years.



The collaboration between two prominent brands of BOCHK and Salvatore Ferragamo brought together art, creativity and charity under one roof

Through a series of competitions, seminars and presentation of the *Hong Kong Outstanding Corporate Citizen Award*, the programme aims to assist enterprises in adopting social responsibility principles in their business strategies and promoting the concept to their employees, family members, customers, students and the public. In 2011, the “Best Corporate Citizenship Proposal Competition” and the “Hong Kong Corporate Citizenship Poster Competition” have been introduced to further enhance students’ knowledge and awareness to the responsibility of a company as a corporate citizen.

In addition, the Group sponsored the *CSR CUMBA Conference 2011* organised by the Faculty of Business Administration of the Chinese University of Hong Kong (“CUMBA”) under the theme of “Global Partnership for a Sustainable Future”. More than 250 delegates from over 50 organisations of various business domains participated in the conference to share their experience and aspirations of CSR fulfillment, with the aim of helping corporations, non-governmental organisations and academia handle issues related to the implementation of CSR policy.

Spreading the Message of Caring

The Group established a Staff Volunteer Team in 2006. The team proactively spreads the message of caring by participating in various community and volunteer activities, including helping to clean elderly homes, organising a food event for underprivileged families and teaching their children art. Our staff also represented the Bank as volunteers at the East Asian Games, *LOHAS Atelier*, *Junior Achievement (JA) Primary Programme 2010*, *Hong Kong Geopark Charity Green Walk* and the *Power Plant* presented by Hong Kong Arts Festival. All of these volunteer activities were well-received by the Group’s staff and their families with over 1,500 participants. BOCHK was presented the *Gold Award for Volunteer Service* by the Social Welfare Department of the HKSAR Government in recognition of our staff’s enthusiasm in performing community service in 2010. Two of our staff members were presented the *Gold Award* and *Silver Award* respectively for their dedicated service in the East Asian Games. With the shared values of caring and serving others, our staff form a closely knit team to spread the message of caring in the community.



BOCHK has supported the Chest’s *Charity Golf Day* as the title sponsor for two successive years. Participating corporations and organisations formed different teams to hit the greens and raised over HK\$1.8 million in 2011 to benefit the support and recovery services for mentally ill patients. In addition, the Group also supported the *Charity Golf Tournament* organised by the Sowers Action in May 2011 by inviting corporate customers to take part. A total of HK\$630,000 was raised and donated to subsidise the reconstruction projects of secondary or primary schools in the Mainland mountain regions.



We sponsored the *Hong Kong Corporate Citizenship Programme* organised by the Hong Kong Productivity Council for two successive years to promote sustainability of society

BOCHK Dynamic Volunteer Team members encourage the elderly to participate in brain fitness activities by creating art together



In March 2010, about 500 BOCHK's staff members and customers participated in the *Walk with Professor Kao CUHK Walkathon* to raise funds for an online training programme for family caregivers of the cognitive impairment patients and the Charles K. Kao Scholarship Endowment Fund. We also organised a *Kids and Kiss – Pay Love Forward* jointly with the Boys' & Girls' Clubs Association of Hong Kong for two consecutive years since 2010, helping children from low-income or "foster care" families through a series of interactive games and activities.

Caring has no boundaries. Ours is spread far and wide to the Mainland of China. Following our staff participation in the *512 Charity Walk for Education* and *Charity Expedition for Education* organised by Sowers Action in 2009, BOCHK supported a team of 9 staff and their family members, known as Team One, to take part in the Charity Walk 2010 and complete a 60-km route in the Gansu Province in 4 days. In addition to raising over HK\$110,000 at the event, our staff showed their love and care to local children at a creative handicraft class held at a local school.



Caring has no boundaries. Our Charity Walk Team visited the primary school students in the Gansu Province

Through our extensive branch network, we help collect donations to support rescue work and reconstruction of the areas afflicted by natural disasters. A massive earthquake jolted Haiti on 12 January 2010. We immediately set up a designated account to collect donations, and a total of HK\$450,000 was raised from staff, customers and the general public and given to the afflicted areas through the Hong Kong Red Cross. On 14 April 2010 the Qinghai Province in the Mainland of China was also hit by an earthquake. The Foundation became the first institution to make a donation of RMB1 million (equivalent to HK\$1.1 million) to Qinghai earthquake victims through the Red Cross Society of China. The aggregate sum of donations collected from staff, customers and the public was HK\$2.06 million and used to assist the local reconstruction work.

Capitalising on the large customer base of the Group, the Foundation helped 10 charitable organisations to send out 3.38 million appeal inserts with bank statements in 2010.

As the wholly-owned subsidiary of BOCHK Group in the Mainland of China, NCB (China) has been committed to undertaking social responsibility in the Mainland communities it serves. In 2011, the Bank continues to support a local school called Yangpeng School with donations and the *Caring Deposits Programme* jointly launched with the Red Cross

BOCHK Dynamic Volunteer Team visited the afflicted areas of Sichuan earthquake, organised by the Hong Kong Red Cross



Society of China. Through the programme, the Bank collected a total of 5,000 books to donate to the children stricken by disaster or living in poverty-stricken areas. In recognition of the Bank's efforts, NCB (China) was presented the *Most Socially Responsible Company Award – 2010* by the renowned CFO magazine in the Mainland.

Nurturing Future Talent

We spare no effort in nurturing our younger generation to build a better society. Since 1990, the Foundation has awarded HK\$13.38 million scholarships and bursaries to nine universities in Hong Kong, benefiting a total of 1,415 students. We organised the sixth *Internship Programme for Financial Professionals in the Mainland of China*, together with the *Summer Internship Programme for Tertiary Institution Students* in recent years. University and tertiary institution students are able to deepen their understanding of economic and financial developments in our motherland by undertaking an internship at the branches of BOC in the Mainland. BOCHK also joined the *Internship Programme for University Graduates* launched by the HKSAR Government by offering six-month internship opportunities either in Hong Kong or the Mainland for university graduates.



We have been supporting the Bank of China (Hong Kong) Sports Stars Award for five consecutive years in recognition of the excellent performance of local athletes



The annual Bank of China (Hong Kong) Festival of Sport advocates the "Sport for All" message through offering a variety of sports activities for the public

The Group is also actively promoting community learning ranging from financial literacy to environmental protection. In 2010, the Group sponsored the Department of Child Education and Community Services of Hong Kong Institute of Vocational Education to set up the "Kiddie Sky" Green Kids Banking Programme and Kids Garden on their new premises in Shatin. Through a series of innovative games and role-play activities, children can gain a general understanding of the basic operation of banks in a relaxed atmosphere. The Group also sponsored the Junior Achievement (JA) Primary Programme 2010 to give 1,000 primary school children the basic knowledge about our society through innovative classes, and to foster a positive working attitude.

Fostering a Culture of Sport for All

Participation in sports not only promotes good health, but also helps one develop a positive attitude towards life. We advocate the "Sport for All" message in the community through sponsorship of the Festival of Sport from 2007 for five consecutive years. In 2010, more than 400,000 people participated in over 80 sports competitions, demonstrations and fun days throughout 18 districts in Hong Kong organised by the Bank of China (Hong Kong) 53th Festival of Sport. In

the 2010 festival, new elements were added to increase the diversity and attractiveness of sports events. These included the Open Dancesport Competition, "LOHAS" Sport for All Fitness Carnival and Soccer Fun Day held respectively in Tsuen Wan, Eastern District and Kwun Tong.

The excellent performance of Hong Kong athletes and their "can-do" spirit demonstrated in the 16th Asian Games has ignited public enthusiasm for and raised their interest in sports. In recognition of the Hong Kong athletes for their achievements at large-scale sport games, we have been supporting the Bank of China (Hong Kong) Sports Stars Awards for five years in a row and set up the Best of the Best Hong Kong Sports Stars Award. In the online public voting of the Hong Kong Sports Stars Awards 2009 held in 2010, we recorded a total of over 90,000 votes, representing a year-on-year increase of 63%, from nearly 33,000 voters.

Badminton is the key sports initiative of the Foundation. A total of more than HK\$12 million was allocated for the development of the sport of badminton in the past 13 years, benefiting over 800,000 participants. The Badminton Development & Training Scheme encompasses a variety of activities such as Badminton Doubles League cum Family Fun



Our Internship Programme for Financial Professionals in the Mainland of China offers local university students internship opportunities at the branches of BOC in the Mainland

Day, in which over 1,600 people participated. Meanwhile, *Badminton Fun Day* has been extended to various districts on both Hong Kong Island and Kowloon. The *Hong Kong Open and Youth Badminton Championships* were also held recording over 4,100 participants. All of these tournaments and fun days succeeded in promoting badminton to different areas and sectors of the community, making badminton the most popular sport among Hong Kong citizens. BOCHK will continue its support to the Scheme with a donation of over HK\$4 million in the coming three years, inviting world-class badminton players to illustrate their techniques and take part in demonstration competitions.

For nine consecutive years, the Foundation has sponsored the *Hong Kong Island & Kowloon Regional Inter-school Sports Competition* – the largest school sports competition of its kind in Hong Kong with also the longest history. The competition's top honour is the *BOCHK Bauhinia Bowls Award*. In 2010, a new



There were over 3,000 audience at the final competition of the 2011 Hong Kong Open Badminton Championship under the 2011-2014 Badminton Development & Training Scheme supported by BOCHK



award, *BOCHK Rising Star Award*, was set up to further foster the talents of young athletes. We recorded a total of 78,000 athlete enrolments from 272 schools, which participated in more than 8,400 matches of this competition.

Promoting Art and Culture

Dunhuang was an important city on the ancient Silk Road and is home to the world – renowned grottoes. In 2011, BOCHK fully supports the *Dunhuang Culture and Preservation Study Series* organised by the University of Hong Kong. Led by scholars and experts, thirty university students will visit Dunhuang on a study tour to have a deeper understanding of the ancient Chinese wisdom and cultural heritage.

Art and culture enrich our life and enhance creativity. BOCHK sponsored the *Hong Kong International Conducting Competition for Chinese Music* to help identify conducting talents, promoting the development of Chinese orchestral music and modern Chinese music culture.

The *Dunhuang Culture and Preservation Study Series* helps enhance the awareness of youths to our motherland's arts, culture and environmental protection

In celebration of the 200th anniversary of the birth of world-renowned composer and virtuoso pianist Chopin in 2010, we sponsored the *Yundi Li & the HKPO Concert*. Besides, about 100 of BOCHK's customers, staff members and their companions attended *Yundi's Piano Masterclass*. In 2010, we also supported the *Great Performers: The Pride of China* presented by Hong Kong Philharmonic Orchestra and the Chinese star pianist Lang Lang. A total of 2,000 audience enjoyed the marvellous performance of Lang Lang.



BOCHK handed a dummy cheque of HK\$1 million to Hong Kong Chinese Orchestra for supporting the *Hong Kong International Conducting Competition for Chinese Music*



Lang Lang
13/10/2010
CULTURAL CENTRE CONCERT HALL