

OUR MISSION 使命宣言

“ We at BEA strive to provide best in class financial services, always demanding the highest standard of professionalism and integrity of ourselves. With a commitment to quality of service, we focus on satisfying customer needs. We aim to grow, together with our customers, our shareholders and our colleagues.

東亞銀行竭力提供最卓越的金融服務，遵行最高之專業和誠信準則。我們承諾提高服務質素，致力滿足客戶之需要。並以與客戶、股東、員工與時並進為目標。

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Since its incorporation in Hong Kong in 1918, The Bank of East Asia ("BEA") has dedicated itself to serving the people of Hong Kong, as well as providing business and personal banking services in China and overseas. BEA is the largest independent local bank in Hong Kong, with total assets of HK\$185 billion (US\$23.7 billion) as of 31st December, 2002. BEA is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

The BEA Group now operates over 140 outlets worldwide, including 105 branches in Hong Kong, 19 outlets in Greater China and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands and Southeast Asia.

BEA offers a full range of wholesale and retail banking services through its corporate banking, personal banking, investment banking and China services units. Products and services range from deposit-taking, foreign currency savings, premium banking services, mortgage loans, consumer loans, credit cards, Cyberbanking, Mandatory Provident Fund services, trade finance, syndication loans, remittances and foreign exchange margin trading. The Bank will continue to enhance its position in Hong Kong, China and around the world.

In December 2002, BEA was named one of the top 12 Best in Corporate Governance in Hong Kong in a poll conducted by The Asset Benchmark Survey under the leading Asian finance magazine, *The Asset*. This award underlines the Bank's position as one of the most respected financial institutions in Hong Kong.



東亞銀行於1918年在香港成立，一直以來致力服務香港客戶，並於中國及海外提供企業及個人銀行服務。現時為全港最大的獨立本地銀行，於2002年12月31日的資產總額達港幣1,850億元(237億美元)。東亞銀行於香港聯合交易所上市，並為恒生指數成份股之一。

東亞銀行集團在全球設有超過140間分行及代表處，包括遍布全港的105間分行、在大中華區的19個營業據點，和遍及美國、加拿大、英國、英屬處女羣島以及東南亞國家等的國際網絡。

東亞銀行一直緊貼市場情況，以滿足客戶不斷轉變的需求。透過企業銀行、個人銀行、投資銀行及中國業務等部門，本行提供全面的零售及批發銀行服務和產品，包括存款、外幣儲蓄、尊貴理財服務、樓宇按揭貸款、私人貸款、信用卡產品、電子網絡銀行服務、強制性公積金服務、貿易融資、銀團貸款、匯款及外匯孖展交易等。東亞銀行將持續為香港、中國及海外客戶竭誠服務，致力提高其作為香港主要金融機構之一的地位。

2002年12月，東亞銀行獲亞洲主要財經雜誌《The Asset》舉辦的The Asset Benchmark Survey中選為12間「香港最佳企業管治機構」之一，再次證明東亞銀行為香港其中一家最被尊崇的金融機構。



1 The Head Office – Hong Kong 香港 — 總行

CHINA 中國

- 2** Beijing 北京
- 3** Tianjin 天津
- 4** Dalian 大連
- 5** Qingdao 青島
- 6** Xi'an 西安
- 7** Wuhan 武漢
- 8** Shanghai 上海
 - Pudong • 浦東
 - Puxi • 浦西
- 9** Chengdu 成都
- 10** Chongqing 重慶
- 11** Fuzhou 福州
- 12** Xiamen 廈門
- 13** Guangzhou 廣州
 - Tian He Bei Road • 天河北路
 - Huan Shi Dong Road • 環市東路

- 14** Shenzhen 深圳
- 15** Zhuhai 珠海
- 16** Macau 澳門
- 17** Taipei 台北
- 18** Kaohsiung 高雄

OVERSEAS 海外網絡

- 19** Vancouver 溫哥華
- 20** Toronto 多倫多
 - Richmond Hill • 烈治文山
 - Markham • 萬錦
 - Mississauga • 密西西加
 - Scarborough • 士嘉堡
- 21** Los Angeles 洛杉磯
 - Los Angeles Downtown • 洛杉磯市中心
 - Alhambra • 亞罕布拉
 - City of Industry • 工業市

- 22** New York 紐約
 - New York Chinatown • 紐約唐人街
 - New York Midtown • 紐約中城
 - Flushing • 法拉盛

- 23** British Virgin Islands 英屬處女羣島
- 24** Birmingham 伯明翰
- 25** London 倫敦

SOUTHEAST ASIA 東南亞區

- 26** Ho Chi Minh City 胡志明市
- 27** Kuala Lumpur 吉隆坡
- 28** Singapore 新加坡
- 29** Manila 馬尼拉
- 30** Labuan 納閩