

intelligent





## Corporate Highlights



*Tai Fook's sales professional are well equipped to provide our customers with excellent financial services.*

### **A Professional Sales Team**

Over the years, Tai Fook has excelled in the competitive financial market by winning the trust of customers through its integrity, brand name and professionalism. Since 2003, the Group has been allocating a significant amount of resources in expanding our sales team and product range to maintain the Group's leading position and maximize the revenue potential.

Our sales force is further strengthened through hiring the best frontline professionals in the industry. By deploying the Customer Relationship Management System – a customer-driven sales management model, our team is able to provide customers with tailor-made services and cross sell other services.



*Tai Fook is dedicated to providing customers with one-stop investment services.*

### **A Full Range of Investment Products and Services**

Tai Fook is dedicated to providing one-stop investment services with a full range of investment products and trading channels to our customers. To fulfill our commitment, the Group has launched local and global online futures trading platforms. In addition, the Group has established a 24-hour Investment Center at Causeway Bay branch to provide global investment services around the clock.

### **Strong Presence in the Mainland China Market**

To seize the enormous business opportunities driven by China's accession to the WTO and its vigorous open policy of the financial market, the Group has always upheld a corporate strategy of "Root Hong Kong and Aim China". For many years, the Group has been building a solid business cooperative foundation with various mainland financial organizations through exchange programs, strategic alliances and partnerships.



*Tai Fook organized various educational investment seminars in several major cities of Mainland China.*



*The Group has established a representative office in Shenzhen to reinforce its business network in Mainland China.*

Last year, we successfully opened a representative office in Shenzhen, together with our offices in Beijing and Shanghai, the Group has established important business networks in crucial economic and trade centers in Mainland China, aiming to seize business opportunities created by domestic enterprises who seek to raise capital overseas. In order to grasp this golden opportunity followed by the full scale liberalization of mainland financial market, the Group will continue its endeavor in organizing brand and network building events such as large-scale exhibitions and educational investment seminars in major mainland cities.

The Group has been vigorously enhancing the service standard for online trading operation and determined to excel in today's e-commerce driven financial industry. To cope with the Group's increasing operational demand in Mainland China, and to provide information technology

support to local securities companies, we have opened our subsidiary company of iT Technology Company Limited, in Shenzhen, aiming to enhance the cost effectiveness and recruit local talents.

### **Awards and Achievements**

Tai Fook has been established for 30 years. It is renowned for its strong capital base and robust foundation. Led by a team of talented management personnel, the Group has built extensive business networks throughout the Asia Pacific region. Its enviable reputation for innovation and excellence in service are widely recognized by both local and overseas professional authorities.

The Group has been committed to the Total Quality Management System since 1997. It has always upheld a consistent and superior standard for its services, as a result, Tai Fook was once again rewarded with the upgraded



Tai Fook has been awarded “Best Domestic Equity House Award” for two consecutive years by renowned financial magazine, Asiamoney.



Tai Fook was awarded “The Best Brokerage Company” by Capital magazine.

version of ISO certification. Tai Fook’s distinguished achievement in the local financial industry has led to the award of “The Best Local Equity House” by prominent international and local financial publications – Euromoney, FinanceAsia, Asiamoney and Capital Magazine for four consecutive years. The Group’s success in the information technology area has been recognized by the renowned IT magazine CIO which elected Tai Fook as one of the “CIO

100 Honoree 2003” – CIO Asia’s Annual Index of Asia’s Top Performing Enterprise Users of IT.

Well acclaimed by the Hong Kong Society of Accountants, the Group also has demonstrated its remarkable achievement in adopting the best practices of Corporate Governance by winning the Diamond Award and Gold



ISO 9001:2000  
Quality Management  
Systems Certificate



Best Domestic Equity  
House Award



Best Brokerage  
Company



CIO 100 Honoree 2003,  
CIO Asia’s Top Performing  
Enterprise Users of IT



Gold Award of Best  
Corporate Governance  
Disclosure Awards 2002  
in Non-Hang Seng Index  
Category



*Leadership development training at Outward Bound Training School.*

*The Group organizes a wide range of training workshops for its staff on a regular basis.*

Award of Best Corporate Governance Disclosure Awards in 2001 and 2002 respectively.

### **Staff Training and Development**

Tai Fook esteems staff as its most valuable assets. We believe that only professional, competent and outstanding staff can provide superb services to our customers and help the organization excel in this competitive financial market. Therefore, great emphasis has been placed on staff training and development. We are committed to providing 40 training hours per staff a year.

In this financial year, we have provided a wide range of training programs to our staff:

**Professional Industry Knowledge:** To provide professional services and fulfill different financial needs of our customers, it is crucial for our staff to acquire updated market information and comprehensive product knowledge. Therefore, we have organized seminars for our staff on overseas market trends, research analysis and training on different financial products such as funds, bonds, IPOs, warrants, ELIs, futures and options.

**Operations Training:** To ensure the high reliability of our service to customers and facilitate our new staff to pick up the job quickly, various operations training concerning areas of securities trading and credit management were offered.

**China Knowledge Exchange Programs:** With increasing emphasis on business opportunities in Mainland China, we have arranged not only relevant seminars on China market but also staff exchange activities with reputable China securities firms.

**Management and Language Training:** Apart from industry-related training, we do care about our staff's development on management skills and language capabilities. For instance, the Leadership Development Program covering a series of management topics such as motivation skills and conflict management has been organized, aiming at developing potential staff to be future leaders of the Group. Besides, we have arranged various workshops on communication skills, English business writing skills and Putonghua.

Equipped with the team of well-trained quality staff, we are confident and ready to take on any new business opportunities and future challenges.