

Corporate culture

A good corporate culture is closely related and beneficial to the continuous development of a company. In addition to aggressive business expansion, COSCO Pacific takes high regard to building up a corporate culture, demonstrating our belief in “ensuring customer satisfaction, adding to shareholders’ value”, being dedicated and ambitious while ensuring development and creativity, seeking to cultivate a core corporate value, building up a shared corporate value and a quality and excellent workforce.

Core corporate value

The core corporate value of COSCO Pacific is as follows: maximisation of corporate efficiency and shareholders’ value, trust (to trust and be trust-worthy), creativity (be creative and take the initiative to establish an excellent brand name and achieve brilliant performance, growth (growth of a company lies in growth of its workforce), communications (based on honesty and sincerity), understanding (listening to different viewpoints and learning from mistakes), management (quality management is the building block of good performance), integrity (be respectful and respectful, contribute the company as well as to society), service (making dedication to service a working attitude of staff).

Team spirit

Corporate success depends on a quality workforce with a shared value. COSCO Pacific takes high regard to human resources and is committed to providing for the staff a good working environment and room for personal development. Emphasis is also placed on the recruitment of high calibre professionals and the establishment of sound personnel systems to achieve growth for the Company and for the staff.

COSCO Pacific’s container leasing, terminals and logistics operations stretch out around the world. Through various activities and training to enhance team spirits, the company creates a working environment with mutual understanding and respect so that employees of different nationalities and cultural backgrounds can cooperate under the notion of “ensuring customer satisfaction, adding to shareholders’ value”.

Staff remuneration is set according to capability and performance of individual staff and characteristics of specific labour market. Appraisals are conducted every year by the management to evaluate staff performance, improve communications between the management and the staff and make decisions on rewards, promotion and training.



The Company encourages continuous study. Besides arranging for training for the staff according to market conditions and business development, the Company also provides education allowances to assist the staff in taking business-related courses to improve their professional skills.

The Company has set up a general manager's mailbox and a reward for reasonable suggestion to encourage the staff to take the initiative to make recommendations on the management of the Company. We encourage the staff through share option scheme to improve their service quality, which adds value to the Company whilst enabling the staff to benefit from the business development of the Company.



As at the 31st December, 2003, the Company had 380 employees in Hong Kong, China mainland, Macau, Asia, America, Europe and Australia etc.

Social responsibilities and obligations

The social responsibilities of COSCO Pacific are to provide satisfactory service for the customers, to provide room for personal development for the staff, to deliver good returns for the shareholders, and to make good contribution to our society.

To answer our higher duty to the staff, shareholders, investors, customers, suppliers and society, COSCO Pacific always sticks to its principle of honesty and sincerity. At the same time of maximising profitability, we also take great care to ensure full compliance with the local law, regulations and environmental protection ordinances in managing and developing our businesses.



Efforts are also made to enhance our corporate governance, actively participate in social charity and environmental protection, and make contribution to society. In May 2003, COSCO Pacific donated HK\$500,000 for insurance coverage premium urgently required by frontline medical personnel in Beijing for their fight against SARS.

The Group offered various internship positions to students from various universities in Hong Kong in 2003. During the year, some of senior management members of the Company were invited to give professional lectures on a voluntary basis to share their knowledge and practical experience at certain universities in the PRC and Hong Kong.

We believe that continuous development of a company depends on a healthy social environment, and that high standards of corporate ethics are beneficial for improving corporate competitiveness. Therefore we consider that it is our responsibility and obligation to improve society and environment to make the world a better one.

