



Corporate culture

Core values

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”, and creating a harmonious, dynamic and people-oriented work environment to enhance its staff’s potential and capability. In 2004, the Company sought to cultivate the following core corporate values: trust; creativity; growth; communications; understanding; sound management; integrity and dedicated services. So far, it has already built up a shared corporate value in “ensuring customer satisfaction, adding to shareholders’ value” amongst its staff.

Team spirit

In order to ensure the healthy and speedy development of its businesses, the Company has made great efforts in motivating team spirit and cultivating management staff as well as recruiting high-calibre professionals. In 2003, the Company started to take active measures in staff training to develop management professionals with the suitable skill-sets to facilitate our business development. In June 2004, our first terminal operation and management training course was organised under the solid support from COSCO. In mid 2004, the Company also organised a reading programme with the theme of “Diversity, Depth and Practice” to encourage life-long learning and to acquire new knowledge so as to enhance its management and professionalism.

COSCO Pacific continues to improve its remuneration policies and incentive packages based on fair principles. In 2004, the Board of the Company established the Remuneration and Assessment Committee and the Nomination Committee, which form a solid foundation for a modernised human resources management system. Apart from remuneration and bonus payments, share options of the Company are also granted to our employees, so as to motivate their performance and contribution to the Company’s business development.

As at 31st December 2004, the Group had 422 employees in Hong Kong, China mainland, Macau, other Asian regions, America, Europe and Australia etc.

Social responsibilities

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. We also take great care to ensure full compliance with the local law, regulations and environmental protection ordinances in managing and developing our businesses.

COSCO Pacific actively participates in social charity to contribute to society. Some senior management members of the Group were invited to give professional lectures on a voluntary basis to share their knowledge and practical

experience at certain universities in China mainland and Hong Kong. In 2004, COSCO Pacific offered various internship positions to trainees under the Youth Pre-employment Training Programme of the Government of the HKSAR. In January 2005, COSCO Pacific donated RMB1,500,000 to Shanghai Maritime University. The fund will be used to set up a special scholarship for the purpose of encouraging students to study relevant subjects and join the shipping and logistics sectors and contribute to their continued development in China.

COSCO Pacific will continue to take civil responsibilities as an enterprise and improve society and environment to make the world a better one.