



# Corporate Culture



### Corporate Driving Force with Talent as Capital

The Group has always believed that good corporate culture can provide enlightening direction for corporate business development and "compass" for actions during the crucial period of business restructuring and rapid development. It can also create strong unity and motivational forces, helping the company achieve its objectives and generate the greatest effectiveness with limited resources. Striving to establish its unique corporate culture, the Group firmly believes that talent is the most important capital for corporate development. A management team of cohesive, dedicated, professional, progressive personnel can help a company to deliver the greatest efficiency, provide customers with the most satisfactory services, and create the biggest returns to the shareholders.

As at 31st December 2004, the Group has a total workforce of 664 employees working in the China Mainland and Hong Kong, with 588 employees in the Mainland and 76 employees in Hong Kong. With continual business expansion and to be aligned with the overall long-term corporate development and effective operation of businesses, the Group reorganises and streamlines its human resources structure, reviews staff remuneration and benefits, as well as offers incentives and regulation and provides training and examination, etc. Moreover, the Group links the economic benefits of its management and all staff to its operating results by instituting service mandates and effectiveness appraisal with senior management and granting them share options. The Group would also distribute bonus to staff in accordance with business results and individual staff performance.



## Core Values Double Result with Half Effort

We believe that strengthening the establishment of corporate culture will boost the efficiency of the company. The Group actively fosters a set of values and behavioural models.

(1) **United with Solidarity:**

Share the same corporate philosophy together in good and bad times; create bright future for the Company;

(2) **Honest and responsible:**

Be loyal to the Company and responsible for fulfilling obligations; make one's utmost effort for the best performance;

(3) **Diligent and confident:**

Be diligent, eager to learn and add value to oneself, have full confidence in one's work;

(4) **Proactive and cohesive:**

Proactive and co-operative, get along well with colleagues, strives to handle matters in the best way;

(5) **Flexible and adaptable:**

React flexibly in the face of challenges, makes appropriate adjustment while adhering to one's principles;

(6) **Practical and Innovative:**

Be practical and courageous to overcome difficulties and innovative while facing challenges with the Company; and

(7) **Fully committed:**

Unswerving towards objectives, strives to complete one's task with perseverance and commitment.



Spring Dinner



Singing Contest



Sports Day



Basketball tournament

### Pursuing Excellence and Striving for the Best

The senior management of COSCO International emphasises very strongly on capabilities of self-enhancement. Staff is expected to pursue excellence for all undertakings, and be encouraged to enhance self-value and uphold life-time learning, so as to enhance the quality of all staff in the Company. At present, the management and senior executives possess recognized professional qualifications in their respective disciplines, such as shipping, transport, marine technology, law, finance, accounting, auditing and company secretary, etc. and they keep on sharpening their professional abilities. The Group believes that a team of professional staff forms the backbone for corporate growth and is also the most precious asset and impetus for further development.

The Group recognises the importance of team spirit to sustainable development, thus it enhances staff's communication and awareness of each other, strengthens staff's cohesiveness, establishes staff's tacit understanding and team spirit via weekly meetings, dinner gatherings and recreational activities of various natures, to facilitate performance efficiency and enhance productivity. Moreover, COSCO International's management places great emphasis on staff's performance and gives recognition to those employees, with distinguished performance and significant contribution. During the year, the Group selected top 10 employees with significant contribution and conferred silver plate memoir on them in appreciation of their accomplishments, reflecting COSCO International's unique corporate spirit of cherishing and caring for staff.



Employees with significant contribution were awarded with silver plate memoir

### Focus on Environmental Protection and Safety to Fulfill Community Responsibilities

The Group has always been recognizing the importance of safety management. As there are different industries, such as chemicals, construction and electricity involved, it has always been laying stress on managing work with safety, thus its mission for daily managing work with safety is "prevention for all contingencies." During the year, most of the Group's businesses did not suffer from any serious causality. Since SSCE strictly adhered to and implemented safety standards, its causality rate was lower than the index of 30 occurrences per 1,000 people (50 occurrences in average for the construction industry) and won the award of "Low Casualty Rate" from the Hong Kong Construction Association. In addition, the Group focuses on environmental protection, thus product composition, operational procedures and environment in the manufacturing process of coating and chemical products have to meet the standards of environmental protection and achieve cost effectiveness. Looking forward, COSCO International will continue to strengthen its work on environmental protection and safety as well as actively increase staff's awareness on safety via education and promotion. It will also establish a rewarding and penalty mechanism whereby environmental protection and safety will be one of our assessment criteria on business performance, in a bid to realize our goal of sustainable development and fulfill corporate social responsibilities to society, environment and continued economic development.



Activity on tree planting