

Corporate Citizenship

THE COMMUNITY AND CHARITY

As part of its corporate mission of “serving the community”, the Group is devoted to fulfilling its obligations and responsibilities as a corporate citizen.

As our business grows in Mainland China, Hong Kong and Macau, the Group has actively supported and participated in a wide range of community programmes and charities activities in the regions. In 2005, under the sponsorship of the Company and generous contributions of our staff, China Overseas Charity Foundation was established. During the year, the Group also contributed funds to Walks for Millions of the Community Chest of Hong Kong, the rescue operations for the South Asia tsunami and disasters in Guangdong Province, Walkalong for Light Marathon, MTR Hong Kong Race Walking, Unicef and “Love of Children Concert”.

The Group also participated in a varieties of poverty alleviation activities in Mainland China such as clothes donation to the impoverished presents in Guizhou, supporting education development program in poor regions of Xinjiang. In 2005, the Group donated to set up the “China Overseas Qinglong Primary School” in Hanzhong, Shanxi Province. In September the same year, construction of the primary school was completed and commenced operation. The Group will continue to help poor university students and donate funds for university’s academic research activities in mainland.

The Group encourages community services work and care for the disadvantaged groups. Our staff paid regular visits to the poor elderly living alone and organized several caring for the elderly activities such as “China Overseas Outreach Elder Service”. In recognition of its dedication to the community, the Group’s subsidiary of China Overseas Property Services Ltd. was named a “Caring Company” by the Hong Kong Council of Social Service.



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1 Situated in Hangzhong District, Shaanxi Province, China Overseas Qinglong Primary School provides education opportunities for children in poverty areas.

2 In addition to funds contribution by the Group, the staff also actively participated in the Walks for Millions. Shown in the picture is Mr. Donald Tsang (left), Chief Executive of the Government of the HKSAR, with Mr. Kong Qingping (right), Chairman of the Group.



Promoting cultural exchanges is another concern of the Group. The Group sponsored performances by mainland artists and groups in Hong Kong including Cello Recital by Jian Wang and Mid Autumn Variety Show held in Hong Kong Cultural Centre. The Group also arranged China Overseas Arts Troupe in Mainland China to join the National Day Parade in Hong Kong.

The Group has made continuous contributions in poor and disaster relief, education sponsorship and charities. The Group endeavours to be a good corporate citizen against the background of market economy, which demonstrates its commitment to social responsibility and historic missions.

- 3 The volunteer team of China Overseas pays regular visit to the elderly as a feedback of love and care to their contribution to the society.
- 4 Our staff participating in the charitable MTR Hong Kong Race Walking.
- 5 In celebration for the Women's Day on 8 March, a fun and game-filled day was organised by our staff for groups of elderly in Helping Hand Cheung Muk Tau Holiday Centre for the Elderly in Sai Kung.

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ENVIRONMENTAL PROTECTION AND PROMOTION

“Protecting the environment to enable sustainable development of the community” is another commitment of the Group in “serving the community”.

Creating a Green Home. The Group places high emphasis on its social responsibilities, while taking an active role in building quality properties and maximizing the profit for shareholders. Properties developed by the Group in Mainland China, Hong Kong and Macau adopted landscape planning and featured varied styles of trees, flowers and other plantations. Environmentally-friendly construction materials and designs were adopted for our properties projects to take advantage of the natural environment and save energy, including the utilization of natural light and building of balconies. For example, we developed the “Fairyland” project in Zhongshan as green homes with natural gardens and “la Cité” in Macau as nature-friendly etc.

Environmentally-friendly Construction. When the construction work was in progress, the Group set up green objectives and benchmarks through the implementation of environmental management system. The Group was committed to applying various environmental technology and measures and promoting the use of green construction materials, so as to prevent pollution, reduce construction waste and conserve natural resources. Besides, the Group also provided courses and trainings on environmental protection for our staff and contractors for the benefits of our clients, staff, nearby residents and the nature.

Green Management. Other than adopting environmental concepts in the planning and construction of its properties, the Group extends the green initiatives in its property management companies to ensure a beautiful and comfortable living environment is provided for our residents. Cleaning and waste recycling activities were regularly organised in estates managed by our property management companies. Estates under our management have won various champion awards and accolades such as “Quality Building Management Competition” and “Buildings Cleansing Competition” organized by the Home Affairs Department of Hong Kong.

Promoting Environmental Awareness. To consistently enhance the environmental awareness among our staff, the Group held a series of promotional activities such as “China Overseas Environmental Day cum Community Chest Green Day” and recycling of moon-cake tin boxes and old batteries. Our staff has been using both sides of paper to conserve resources and the environment. During the year, our office in Hong Kong was awarded “Gold Wastewi\$e Logo”, reflecting the recognition and high regard of our environmental accomplishment. The overall results of our green efforts continue to improve thanks to the active participation and staunch support of our staff.



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- 1 Properties developed by the Group are environmentally friendly in design. Apart from the scenic gardens, efforts are made to preserve the original plantation in the site.
- 2 Cleaning and waste recycling activities are held regularly in properties managed by the Group to promote environmental conversation among residents.
- 3 The environmental awareness of the staff is further fortified through promotional activities such as "China Overseas Environmental Day cum Community Chest Green Day".
- 4 Our office in Hong Kong was awarded "Gold Wastewi\$e Logo", reflecting the recognition of our environmental accomplishment.
- 5 Our staff are encouraged to participate in environmental activities. Shown in the picture are family members of our staff in a tree planting activity.
- 6 The construction sites of the Group receive "Considerate Contractors Site Award" each year in recognition of the Group's contribution to the sustainable development of the community.

STAFF DEVELOPMENT AND TRAINING

The Group believes it is part of its corporate citizenship to contribute to the society by creating a challenging yet harmonic working environment, offering development opportunities to our staff, caring for the staff and providing them with proper benefits, and sharing with them the results of our operations.

Encourage Life-long Learning and Strengthening Training. The Group encourages and supports its staff to pursue self-improvement and life-long learning. Building on its comprehensive internal training platform, the Group is keen to further develop and conduct internal training courses. The Group held various seminars, trainings and exchanges such as “Seminar on Marketing and Sales Plan of Properties Projects” and “Seminar on Long-term Employee Incentive Schemes” according to the actual needs in the course of business development. Middle and top level management and other leading figures in the industry were invited to take part in the courses to share their experience and promote the level of expertise. Our staff also benefited by keeping abreast of the latest updates, development business processes in the sector. The Group has set up two training centres in Hong Kong and Shenzhen, with a total area of 2,500 square meters. The training centre is equipped

with multi-media room, library, multi-function hold, guest room and recreation facilities. The Group has organised various training courses in the training centres on a regular and irregular basis, providing a good learning environment for our training staff. During the period, a total number of 1000 participants had joined the courses. The Company also pushed ahead with the “E-Learning” scheme which offers a wide range of online courses. In addition, the staff can also enrol in good external training programmes.

Enhancing Management Skill. In 2005, the Group established China Overseas Institute of Management to develop professional improvement courses for middle and top level management regularly. Top international management consultancies and business schools were invited to assist in the development and conduct of such training courses. Key management members are also offered opportunities for overseas tour visits, enrolling in EMBA courses and joining various courses and seminars. These activities enable them to communicate with leading entrepreneurs, renowned scholars and government officials on various aspects and levels, exposing them to the latest management philosophy and policy trend and equipping them with broadened global vision.



Offering Good Career Prospects. Through organising comprehensive trainings and cross-regional exchanges, we were devoted to nurturing our staff into the core members in their respective fields, thereby offering them good opportunities and prospects for career advancement.

Nurturing Young Talents. The Company has in place a long-established talent recruitment scheme. Since 2001, the Company has been conducting large-scale campus recruitment exercises in top tertiary institutions in mainland every year, which has developed into a professional recruitment framework under our brand. Through the smooth running of the “Sons of the Sea” activities including “Sons of the Sea: Internship Scheme”, “Sons of the Sea: Recruitment Scheme”, “Sons of the Sea: Exposure Scheme” and “Sons of the Sea: Sail Scheme”, the Company retained appropriate talents from famous universities in mainland and overseas and built up the brand image as a prominent employer among the tertiary institutions. The Company intends to extend the “Sons of the Sea” activities from the mainland to tertiary institutions in Hong Kong in 2006.

Caring For Staff. The Group organised different types of off-work staff activities, which enhanced the cohesion of the Company and created a lively atmosphere. These activities included sports games like football, basketball, badminton and bowling, and cultural activities like photography, singing, poem recitation and performance competition, as well as domestic and overseas trips. Such activities helped to boost team spirit, promoted inter-departmental exchanges among departments and strengthened mutual understanding and cooperation among the staff.

- 1 The Group’s “Sons of the Sea” scheme, a large-scale nationwide recruitment exercise conducted in top tertiary institutions in mainland, provides premium career opportunities for students in China.
- 2 The Group has in place a comprehensive internal training system, providing various seminars, trainings and exchange programmes for staff of all levels.
- 3 “China Overseas Cup” is a grand football competition held annually for staff athletes from Hong Kong, Macau and 12 other mainland cities to exhibit their talents off-work.
- 4 Sports activities help to boost team spirit, promote inter-departmental exchanges and strengthen mutual understanding and cooperation among the staff.
- 5 The staff of all levels actively participated in internal activities such as annual dinner performance, reflecting a cohesive culture of interaction and mutual help.

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