

Fulfilling Social Responsibility





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The Bank's Social Responsibility

The Bank aspires to become a well respected company matching its financial performance and social contribution. To achieve this aim, the Bank has set up “the provision of better financial planning and performance, and consistently creating value to the wider community” as its mission. The Bank has always operated with its social responsibilities in mind, and has treated the Bank's social responsibilities as an important component in developing the company's strategies.

The Bank regards the society as an underlying basis for its existence and development. A successful enterprise should not only look after the interests of customers, shareholders, employees and other relevant parties, but should also consider the expectations of society and its long-term influence on society. The Bank believes that the success of the company depends on society's prosperity. As a member of society, the Bank regards contributing to society as an important part of its mission. It is committed to fulfilling its social responsibility and turning the social responsibilities of its employees' into conscious action. In 2006, the Bank's donation to the society amounted to RMB84 million. The Bank successfully became the financial service partner for the World Expo 2010 Shanghai and the only commercial bank sponsor.

The Bank regards educational support and talent development as one of its important social responsibilities. Organizations across all levels of the Bank have launched various activities such as financial aid for education to students in poverty, assistance in the construction of new school buildings, acquiring teaching equipment, and subsidizing poor students of good character to complete their studies.

The Bank regards environmental protection as another key point of its social responsibility. The Bank understands that its business decisions and activities should comply with sustainable development policies by providing credit support to environmental corporations, and offering assistance for environmental improvements and green projects. The Bank actively participates in forestation practices such as tree-planting and promotion of green projects. It persistently advocates energy-saving, use of environmentally friendly products, and the reduction of resource-consumption.

The Bank is an advocate of business integrity, compliance with laws and regulations, and operational management with appropriate responsibility. The Bank takes account of the society's expectation and risk assessment, and manages its businesses accordingly. The Bank, after full consideration and assessment of relevant environmental impacts, has defined the industries and projects to which it will deny funding, in order to meet state and the international expectations.



This is the school the Bank launched a specific assistance project in the Tian Zhou of Tibetan Autonomous Region.

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The Bank has consistently participated in charitable activities for the disadvantaged group, as well as poverty and disaster stricken areas. Charitable projects include environmental protection, education, assistance and alleviation for the disadvantaged, medical help, poverty and disaster relief. In response to the recently issued Poverty-Relief activities initiated by the State Council, which requires an emphasis on accelerating the process of poverty-relief, the Bank launched a specific assistance project in the Tibetan autonomous county of Tianshu to help the construction and renovation of hospitals, schools, roads, and bridges, all of which were completed in 2006.

The Bank encourages employees to participate in social activities, serve as community volunteers and engage in practical care for the disadvantaged. Employees of the Bank's branches and sub-branches actively participated in various volunteer activities, including voluntary blood donation, visiting the elderly and orphanages, participating in tree planting, and protecting endangered wild animals. These voluntary activities have enhanced the staffs' social awareness and made a substantial contribution to building a harmonious society in the future.