

GOOD CORPORATE CITIZENSHIP



Our sponsorship of *Junior Police Call Leadership and Management Training Project* helps strengthening the management and leadership skills of our younger generation



Our *Internship Programme for Financial Professionals in the Mainland of China* enables university students to gain better insight of the Mainland economy

商界展關懷

caringcompany^{2006/07}

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香港社會服務聯會頒發

Having been serving Hong Kong for 90 years, Bank of China (Hong Kong) has long been aware that good corporate citizenship is of great significance underpinning our success. Through continuous cooperation with the BOCHK Charitable Foundation (the "Foundation"), we are committed to contributing to the well-being of the community we serve by proactively supporting and initiating a wide range of activities on culture and education, sports and recreation, medical and health care, environmental protection, social welfare and assistance to the needy. In recognition of our good corporate citizenship, the Hong Kong Council of Social Service named the Group the Caring Company in 2006 for the fourth consecutive year.

Nurturing New Generation

Education and nurturing the younger generation remains one of the principal areas of support of the Foundation.

In 2006, the Foundation awarded scholarships and bursaries amounting to HK\$1.07 million to all the universities and tertiary education institution in Hong Kong, bringing the

total number of benefited students to 985 and the total contribution value to HK\$9.44 million since 1990.

To strengthen the training of management and leadership skills of our younger generation, we sponsored the "Junior Police Call Leadership and Management Training Project" organised by the Hong Kong Police. The project provides 161 classes for more than 6,400 participants in 2006 and 2007. With an aim of promoting the message of road safety among young people, the Foundation supported the Hong Kong Police to organise the "Bank of China (Hong Kong) – Hong Kong Police Youth Road Safety Quiz". The online quiz was well-received with nearly 100,000 entries.

In view of the increasing economic integration between Hong Kong and the Mainland of China, the Group organised for the second year the *Internship Programme for Financial Professionals in the Mainland of China*, which enabled university students in Hong Kong to gain a better understanding of the latest development of the Mainland economy

and finance by undertaking a 4-week internship at the Bank of China Shanghai Branch in the summer of 2006.

Supporting Sports Development

We are dedicated to promoting sports development in order to encourage the public to lead a healthy way of life.

The Foundation continued its long-standing support to badminton training in Hong Kong through the general *2005-2008 Hong Kong Badminton Development & Training Scheme* and a number of initiatives including *Hong Kong Open Badminton Championships*, *Hong Kong Youth Badminton Championships*, *Badminton Star Award*, *Regional Badminton Training Programme*, *School Badminton Promotion Scheme*, *Badminton Doubles League cum Family Fun Day*. In the past seven years, more than 460,000 participants benefited from the Scheme. In 2006, the Foundation sponsored *Olympic Junior Ambassador team* to visit Guangzhou for a training and exchange programme. It also sponsored the badminton event in the



The Green School Award helps spread the environmental awareness among teachers, students and their parents



We sponsored the Bank of China Hong Kong Sports Stars Awards 2006 to recognise the excellent achievements of the Hong Kong sports elites

2006 Corporate Games. Cash awards were also presented to Hong Kong badminton medalists in recognition of their remarkable achievements at the 15th Asian Games Doha 2006.

In order to help Hong Kong's young athletes pursue sporting excellence, the Foundation continued its sponsorship of the Hong Kong Island & Kowloon Regional Inter-school Sports Competition and the competition's top-honour award, the *BOCHK Bauhinia Bowls Award*. A total of 45,000 athlete enrolments from over 270 schools participated in 8,200 matches of this competition.

The 2008 Olympics and Paralympics in Beijing and the co-hosting of the Equestrian Events in Hong Kong create a golden opportunity for fostering sports development in Hong Kong. The Foundation introduced a brand new *Olympic Equestrian Training Course* for teachers in September in order to enhance the knowledge and appreciation of equestrian sports by teachers and their students. The Group also fully supported the Jumping Fence Design Competition

for the Show Jumping Event in the Equestrian Events, aiming to arouse and promote interests in the 2008 Olympics Equestrian Events by means of a creative art design competition.

While giving high recognition to the excellent achievements of the Hong Kong sports elites, we also advocate a sporting lifestyle and the "sports for all" message to the public. Organised by the Sports Federation & Olympic Committee of Hong Kong, China, the *Bank of China Hong Kong Sports Stars Awards* and the *Olympic Day Run* were launched with the strong support from BOCHK.

Promoting Environmental Protection

The Foundation spared no effort in enhancing environmental awareness

Both Bank of China Tower (in Central) and Bank of China Centre (in Olympic City) received the *Indoor Air Quality Certificate (Excellent Class)* granted by the Environmental Protection Department





Our support of the *Hong Kong Response Exhibition of the 10th Venice Architectural Biennale* allowed the general public to enjoy the distinct architectural artworks

and promoting green lifestyle among teachers, students and their parents through the *Sixth Green School Award* in 2006. Three new programmes, namely, *Power Saving Action for Schools*, *Environmental Shopping Bag Design Competition*, and *Green Lunch Campaign* were held in the school year. Since 2000, the number of *Green Schools* amounted to 198 with over 1,013 participating schools.

Apart from raising public awareness, the Foundation also sponsored the Hong Kong Tree Planting Day 2006 held at Pak Tam Chung in Sai Kung. Among the 2,000 participants, about 300 were volunteer staff of the Group and their family members.

To help save the environment and facilitate computer learning of the needy students, the Group donated refurbished computers and related accessories to the "Home-School-Community Computer Donation Campaign" of the Computer Recycling Scheme organised by the Education and Manpower Bureau and the Hong Kong Council of Social Service. The Group's staff volunteers helped refurbish the computers. The Group also participated in the One Company-

One Year-One Environmental Project of the Federation of Hong Kong Industries and committed to the implementation of environmental projects within our workplace.

Bringing Cultural Enrichment

The Group is committed to promoting arts and cultural development in Hong Kong. The Group, together with the Hong Kong Philharmonic Orchestra, also brought *Mozart in the City* that marked the 250th anniversary of Mozart's birth to the audience. To enable people from different walks of life to preview the Mozart concerts, we organised two Mini-Mozart Concerts at both the Bank of China Tower for our staff, tenants and the Times Square for the general public. All of these were well-received by the audience.

To enable the public to enjoy the distinct artworks from the **VICE VERSA: displacing Acts, Lives and Thresholds of a Hyper City** presented by the Hong Kong Institute of Architects and the Hong Kong Arts Development Council at the *10th Venice Architectural Biennale*, the Group helped staging the Hong Kong Response Exhibition in November at the Bank of China Tower.

Le French May – The Pace of Nature, Oil Paintings by Claire Basler held in May was the second time we staged an international painting exhibition at the Bank of China Tower.

Helping the Needy

During the year, the Foundation joined hands with the Hong Kong Red Cross Blood Transfusion Service again to organise the *Blood Donation Week*. A total of 915 people donated blood at the Bank of China Tower, Bank of China Centre and City One Plaza. Among them, 224 came from the Group's staff members.

In 2006, the Group provided financial support and actively participated in a wide variety of charitable activities such as *Treasure Hunt Corporate Challenge*, *Run-up Two IFC Charity Race 2006*, *Be A Star Charity Christmas Lunch*, *Charity Soccer Match for Yan Chai Hospital* and *MTR Hong Kong Race Walking 2006*. We are also the Diamond Sponsor of Po Leung Kuk for nine consecutive years.

During the year, we sent out 2.83 million inserts of 9 charitable organisations in bank statements of customers.