



COSCO Pacific considers commitment to corporate social responsibility (CSR) to be an essential way for business to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve their quality of life.

Corporate culture

Employee relations

At 31st December 2010, COSCO Pacific had 2,809 employees in China and other regions of Asia, the Americas, Europe and Australia.

Building and training a team of efficient and self-motivated employees is crucial to the Group's business development, and the Group's business expansion provides employees with promising opportunities for career development. During the year, the Group concentrated its efforts on building the management team in the core terminal business.

As the Group is establishing more terminals, both domestic and overseas, the management team is focusing on setting consistent and professional standards internationally.

In the interest of continuous efforts to attract and nurture new recruits, an internal job rotation scheme was implemented to develop fully the potential of staff members. The Group enhanced the supervision, training and professional guidance of the terminals management team. The Group's headquarters provided full support

to the management team posted to Piraeus Terminal in Greece. Despite many difficulties, the team was able to fully take over operations, which was a remarkable achievement. The Group encourages employees to contribute to its operation and development, and in 2010, four employees were awarded the title Operations Management Champions for their outstanding accomplishments.

The Group firmly believes that employees are its most important assets, and so it aims to create a harmonious working environment. The Group also encourages staff to learn conscientiously and strive for excellence, improving through a variety of training programmes. With a fair and competitive incentive scheme and personalised management practices, the Group aims to heighten everyone's enthusiasm and sense of belonging. In 2010, the Company organised tours for its staff heading to Chengdu, Jiuzhaigou and the World Expo in Shanghai, to strengthen staff relationships.

Social responsibility

COSCO Pacific is devoted to corporate citizenship and participates in public welfare and community service, promoting environmental awareness and supporting sustainable social development.

The Company is genuinely concerned about community development, and takes part in community construction activities. In 2010, the Company committed to sponsor staff uniforms for the Special Olympics hosted by Greece, and donated through the COSCO Foundation towards reconstruction after the earthquake in Yushu, Qinghai province, China. Subsidiary companies also made various forms of contribution in support of local schools, hospitals and other social organisations.

The Company feels it is important to act responsibly on environmental issues. In 2007, COSCO Pacific joined the Hong Kong Business Environment Council to promote environmental conservation and to increase its employees' awareness of environment protection. The Company continues to adhere to the Clear Air Charter Certification Scheme, co-organised by the Hong Kong General Chamber of Commerce and the Business Coalition on the Environment, which aims to improve air quality in the Greater Pearl River Delta. In addition, the Company encourages its terminals to use environmentally friendly technology, such as switching from fuel-powered to electrical equipment.

