

TAKING THE LEAD

In a competitive operating environment, Hang Seng Bank strives for top-level performance as we pursue long-term growth.

Our objective is to serve our stakeholders by becoming the leading personal and private bank for middle-class and affluent customers in Hong Kong and on the Mainland, and the leading trade bank in Greater China.

This year's theme – Taking The Lead – reflects our determination to reinforce our market leadership in traditional banking and build a strong position in new areas of financial services to achieve our goals.

2010 Asian Games –
Table Tennis, Silver Medal

Jiang Huajun

STRATEGY



PASSION

STRENGTH





2006 Asian Games –
Table Tennis, Gold Medal

Li Ching

