



中國工商銀行(亞洲)
ICBC (Asia)



ICBC (Asia) Opens New Mei Foo Branch Network Expanded to Forty Branches

16 April 2007, Hong Kong – ICBC (Asia) announces its brand-new Mei Foo Branch is now open at Shop N95A, 1/F, Mount Sterling Mall, Mei Foo Sun Chuen, Kowloon. The new branch covers a floor area of approximately 1,900 sq. ft. ICBC (Asia) is dedicated to enhancing the branch network while seven branches have been relocated and expanded and another four branches have been merged in order to diminish duplicate expenditures in the past two years. In addition to the optimisation programme of existing branches, it actively explores business opportunities in some new districts. Subsequent to the opening of Kwai Fong Branch in last August, the new Mei Foo Branch is also an uncovered district which signifies ICBC (Asia)'s dedication to bring its full banking services to more customers.

Mei Foo Branch is located at Mount Sterling Mall, which is adjacent to MTR station exit and bus terminal with the busiest traffic. Besides, Mei Foo Sun Chuen is a huge residential estate in which the massive residents create great demands for banking services and so foster a large quantity of potential clients for Mei Foo Branch. The new branch provides one-stop services including general banking services and the stock advisory and trading services.

At the ICBC (Asia) Mei Foo Branch opening cocktail held today, Director and Deputy General Manager Mr. Stanley Wong, Deputy General Manager of Retail Banking Mr. Brian Fong, Head of Branches Sales & Services Mr. Raymond Fung, Kowloon Central Zone Manager Mr. Chung Kwok Nam and Mei Foo Branch Manager Ms. Mabel Chan jointly officiated the ribbon cutting ceremony.

Mr. Stanley Wong said: “Our bank devoted many resources to expand the existing branches and establish new branches in the past two years. We target at Mei Foo since it is a densely populated district with most residents from the middle class and we would like to serve them with quality banking services. Besides, some of our existing customers reside in Mei Foo and our new branch brings convenience to them so that they do not have to visit another district to enjoy our services.”

“ICBC (Asia)’s ultimate goal is to have 50 branches in the coming five years and the opening of Mei Foo Branch brings our network ascending to 40 branches. In order to tie in the ‘Elite Club’ services launched in March, Mei Foo Branch together with all branches are equipped with a dedicated service counter. It provides prompt service to the high net-worth customers with total liquid assets of HKD800,000 or above” Mr. Wong continued.

Customers who use the securities, investment funds, time deposits and credit card services at the Mei Foo Branch will enjoy additional preferential offers and a fine welcome gift.

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ICBC (Asia)

ICBC (Asia) is a full licensed bank incorporated in Hong Kong with its shares listed on The Stock Exchange of Hong Kong (Stock Code: 349). It has 40 branches, 5 dedicated commercial business centres and an investment service centre in Hong Kong. It is principally engaged in banking, financial and other financial related services with focus on retail banking, commercial banking as well as corporate banking business. ICBC (Asia) is now the flagship of Hong Kong banking business of Industrial and Commercial Bank of China, the largest commercial bank in the Mainland China (in terms of total assets). On 23 November 2005, ICBC (Asia) was assigned A2/Prime-1 long-term/short-term deposit ratings and D+ Bank Financial Strength Rating (BFSR) by Moody’s Investors Service.