



中國工商銀行(亞洲)
ICBC (Asia)



ICBC (Asia) Opens Jordan Branch With Dedicated “Elite Club” Wealth Management Centre

7 July 2008, Hong Kong - ICBC (Asia)’s Jordan Branch was relocated to 1/F, JD Mall, No. 233 Nathan Road, Jordan, Kowloon. It brings the even better services to the customers in Jordan district. The branch has an “Elite Club” Wealth Management Centre, which provides dedicated wealth management services to the high net worth customers.

The Jordan Branch of ICBC (Asia) covers an area of approximately 5,400 square feet and is located at the busy Nathan Road, which is the transportation hub and prime region with the busiest traffic. As an expansion of the previous site at Austin Road, the Jordan Branch is more spacious and can serve a large quantity of customers with one-stop banking services. In addition, it adopts the decoration style and equipment matching with other recently renovated branches, which provides our customers with a comfy environment, a wider range of service and better efficiency.

In addition, the Jordan Branch is equipped with an “Elite Club” Wealth Management Centre to serve the privileged customers with total liquid assets of HK\$800,000 or above with personalized banking and investment services. The “Elite Club” Wealth Management Centre has several VIP rooms in which the dedicated relationship managers can analyze the financial conditions of the privileged customers before offering customized deposit, investment and insurance plans. Furthermore, the Jordan Branch has a reserved securities area providing the real-time quote and trading services.

Another highlight of the Jordan Branch is the three sizeable LED display boards on the exterior, which are the first large-scale external electronic information display boards in Jordan district. In addition to promoting the Bank’s products and services, the LED display boards also provide real-time financial data, including interest rates, exchange rates and stock market information, for the customers and passers-by.

The opening cocktail of ICBC (Asia) Jordan Branch is 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 Jordan Branch Manager Ms. Ada Kwok jointly officiated the ribbon cutting ceremony.

Mr. Stanley Wong stated after the opening ceremony, “Enhancing the retail banking businesses is the focus of ICBC (Asia) in recent years. We have completed the optimization works for 14 branches, representing one-third of all branches, which brought better services and more ease to the customers. The expansion of Jordan Branch significantly bettered the environment with enhanced equipment and it ensures our comprehensive and quality services to both personal and commercial customers. Moreover, the Jordan Branch has our ninth “Elite Club” Wealth Management Centre, which serves the high net worth customers with a private banking area in the busy district. It is expected that more wealth management centres will be established gradually in order to bring the most convenience to our prestigious customers.”

Customers who use the securities trading, investment funds, time deposits, planned savings, credit card or “Elite Club” services at the Jordan Branch will enjoy preferential offers or a fine 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 42 branches, 9 “Elite Club” Wealth Management Centres, 5 dedicated commercial business centers 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 Limited, the largest commercial bank in the Mainland China (in terms of total assets). On 6 June 2007, ICBC (Asia) was assigned A2/Prime-1 long-term/short-term deposit ratings and C–Bank Financial Strength Rating (BFSR) by Moody’s Investors Service.