



中國工商銀行(亞洲)
ICBC (Asia)



ICBC (Asia) Opens Tsim Sha Tsui Branch With Dedicated “Elite Club” Wealth Management Centre

20 August 2008, Hong Kong - ICBC (Asia)'s Tsim Sha Tsui Branch was relocated to Shop 1&2, G/F, No. 35-37 Hankow Road, Tsimshatsui. It brings the even better services to the customers in Tsimshatsui district. The branch has an “Elite Club” Wealth Management Centre, which provides dedicated wealth management services to the high net worth customers.

The Tsim Sha Tsui Branch of ICBC (Asia) covers an area of approximately 4,290 square feet and is located at the busy Nathan Road and near the MTR exit, which is the transportation hub and prime region with the busiest traffic. As an expansion of the previous site, the Tsim Sha Tsui Branch is significantly more spacious and can provide more customers with its full range of banking services. In addition, it adopts the decoration style and equipment matching with other recently renovated branches, which considerably enhanced the branch environment and facilities. It ensures the branch can deliver a wider range of service and better efficiency.

In addition, the Tsim Sha Tsui 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 providing the most professional and appropriate banking and investment plans. Furthermore, the Tsim Sha Tsui Branch has a spacious reserved securities area providing the real-time quote and trading services.

The opening cocktail of ICBC (Asia) Tsim Sha Tsui 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 Southeast Zone Manager Mr. Kung Mun Kit, and Tsim Sha Tsui Branch Manager Mr. Raymond Sie jointly officiated the ribbon cutting ceremony.

Mr. Stanley Wong stated after the opening ceremony, “Enhancing the branch network is the focus of ICBC (Asia)’s retail banking sector in recent years. We put a lot of resources and completed the optimization works for 15 branches. It is expected to bring better services and more convenience to the customers. The expansion of Tsim Sha Tsui Branch enhanced the facilities of ‘Elite Club’ Wealth Management Centre and also accommodated the securities services area, which ensure our most comprehensive and quality services to the customers. We will continue to study the improvement and extension of our branch network, which will ultimately boost the profitability of retail banking sector.”

Customers who use the securities trading, investment funds, time deposits, planned savings, credit card or “Elite Club” services at the Tsim Sha Tsui Branch will enjoy preferential offers or a fine gift.

- END -

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.