



中國工商銀行(亞洲)
ICBC (Asia)



ICBC (Asia) Opens Tai Po Branch

26 September 2009, Hong Kong - ICBC (Asia) announced its Tai Po Branch is relocated to Shop F, G/F, Mee Fat Building, No. 34-38 Tai Wing Lane, Tai Po. The new premises provides securities trading service, which enables Tai Po Branch to serve the customers with a full range of banking services.

The Tai Po Branch of ICBC (Asia) covers an area of approximately 1,800 square feet and it is located next to Tai Ming Lane Square. Many governmental departments, rural organizations and various associations have established offices nearby while some overseas Chinese also reside here upon their return to Hong Kong. The neighbouring Tai Po Complex also attracts both residents and visitors from other districts. It is actually one of the areas with the busiest traffic in Tai Po. In addition, Tai Po Branch adopts the decoration style matching with other recently renovated branches, providing a more comfortable environment and more efficient facilities. It also has a spacious reserved securities area offering real-time quote and trading services.

The opening cocktail reception of ICBC (Asia) Tai Po Branch is held today. Director and Deputy General Manager Mr. Stanley Wong, Head of Personal Banking Ms. Veronica Wong, Head of Private Banking Ms. Theresa Ng, and Tai Po Branch Manager Mr. Chung Chi Hung jointly officiated the ribbon cutting ceremony.

Mr. Stanley Wong stated after the opening ceremony, “In recent years, ICBC (Asia) is dedicated to developing its retail banking business and one of the major plans is the branch optimization project. We actively expanded and restructured our branch network over the last five years, in order to bring more convenience to our existing customers and also to draw new customers. In addition, ICBC (Asia) put a lot of resources to enhance the facilities and environment of the existing branches, which enables our customers to enjoy quality and convenient services. Tai Po Branch is relocated to Tai Ming Lane Square mainly because many governmental and regional organizations gathered here and it is also a shopping market. This area is very crowded no matter on weekdays or weekend. Situating our branch here can let our customers manage banking affairs in person conveniently.”

To facilitate the communication with the customers, Tai Po Branch held its opening cocktail reception on Saturday so that it has more sufficient time to commune with the customers. It also arranged a seminar so as to further understand the customers' individual needs for banking services, which eventually can enhance its customer relationship and service quality. ICBC (Asia) is always customer-oriented and it strives to achieve a win-win solution for mutual satisfactory results.

Customers who use the time deposits, investment funds, securities trading, credit card or "Elite Club" services at the Tai Po Branch will enjoy preferential offers or a fine gift.

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ICBC (Asia)

ICBC (Asia) is a licensed bank incorporated in Hong Kong with its shares listed on The Stock Exchange of Hong Kong Limited (Stock Code: 349). It has 43 branches, 9 "Elite Club" Wealth Management Centres, 5 commercial business centers and 1 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 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 3 June 2009, 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.