



中國工商銀行(亞洲)  
ICBC (Asia)



## **ICBC (Asia) Opens Wong Tai Sin Branch Network Expands to Forty-Four Branches**

22 December 2009, Hong Kong - ICBC (Asia) announced today the opening of Wong Tai Sin Branch at Shop 128, Level One, Wong Tai Sin Plaza, 103 Ching Tak Street, Wong Tai Sin, Kowloon. The personal banking network of ICBC (Asia) is now expanded to 44 branches.

The Wong Tai Sin Branch of ICBC (Asia) covers an area of over 1,450 square feet and it is located at the large-scale shopping mall Wong Tai Sin Plaza. It is adjacent to the busy Lung Cheung Road, which is the prime region with the busiest traffic. In addition, there are many large-scale residential estates in Wong Tai Sin district. The massive residents create great demands for banking services and so foster a large quantity of potential clients for Wong Tai Sin Branch.

The Wong Tai Sin Branch adopts the decoration style matching with other recently renovated branches, in order to provide the customers with spacious environment and facilities which enhance service efficiency. In addition to the general banking services, the Branch also has a reserved securities sector which enables one-stop banking services.

The opening cocktail of ICBC (Asia) Wong Tai Sin Branch is held today. Director and Deputy General Manager Mr. Stanley Wong, Head of Private Banking Ms. Theresa Ng, Head of Mortgage Ms. Shirley Wong, Kowloon Zone Manager Mr. Chung Kwok Nam, and Wong Tai Sin Branch Manager Ms. Cindy Yeung jointly officiated the ribbon cutting ceremony.

Mr. Stanley Wong stated after the opening ceremony, "ICBC (Asia) put a lot of resources to expand and restructure the branch network in the past five years. We established seven new branches and also relocated ten branches to more prime location with enhanced facilities, which significantly upgraded the service quality of our personal banking business. We set up a new branch in Wong Tai Sin mainly because this district has a population of over 400,000 and it creates a huge potential client base. Our Bank expects to serve them with our quality banking services. Besides, many existing customers are living in Wong Tai Sin and the new branch

enables them to enjoy our services conveniently while they do not have to visit another district to manage their banking issues.”

Customers who open savings/current account, time deposits, investment funds, securities trading, credit card or “Elite Club” services at Wong Tai Sin 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 44 branches, 9 “Elite Club” Wealth Management Centres, 4 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.