



中國工商銀行(亞洲)
I C B C (Asia)



ICBC (Asia) Opens Kwun Tong Branch With “Elite Club” Wealth Management Centre

12 April 2010, Hong Kong - ICBC (Asia) Kwun Tong Branch was relocated to Shop 5 & 6, 1/F, Crocodile Center, 79 Hoi Yuen Road, Kwun Tong, Kowloon. The new site introduced an “Elite Club” Wealth Management Centre and a securities service sector, which provides the customers with all-round banking services.

ICBC (Asia) Kwun Tong Branch is adjacent to the busy Hoi Yuen Road and located at the newest commercial building Crocodile Center. In addition, since it is close to the exit of MTR Kwun Tong Station and linked with the large shopping mall apm, it is actually a prime region with the busiest traffic.

Kwun Tong Branch covers an expanded floor area of 3,700 sq. ft. from the original 2,300 sq. ft. It adopts the decoration style and facilities matching with other recently renovated branches, in order to provide the customers with a spacious environment and to further enhance the service efficiency. In addition to the general banking services, the Branch features 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 would analyze the financial conditions and targets of the privileged customers before providing professional and appropriate banking and investment plans. Moreover, Kwun Tong Branch has a spacious securities service sector providing real-time quote and trading services, which realize one-stop integrated banking services.

The opening cocktail of ICBC (Asia) Kwun Tong Branch is held today. Director and Deputy General Manager Mr. Stanley Wong, Head of Personal Banking Mr. Ying Weiyun, Head of Mortgage Department Ms. Shirley Wong, SME Segment Zone Manager Mr. Kung Mun Kit, and Kwun Tong Branch Manager Mr. Provis Yam jointly officiated the ribbon cutting ceremony.

Mr. Stanley Wong stated after the opening ceremony, “The removal and expansion of Kwun Tong Branch signifies that ICBC (Asia) completed the optimization works for 18 branches under the branch network enhancement project. We will continue studying the development potentials of the branches in other districts, with an ultimate goal of enhancing the service quality of our branches progressively.”

Mr. Wong continued, “The Urban Renewal Authority already commenced the large-scale redevelopment project in Kwun Tong district. The project has a mix of residential buildings, hotel, retail, governmental and community facilities as well as public transport interchange. We expect the redevelopment project will drive other developments in the district. It will significantly vitalize the entire Kwun Tong district and eventually boost the demands for retail banking services. Therefore, we take the lead in upgrading our Kwun Tong Branch so that it can serve the existing customers with better services and also get prepared for acquiring new customers in future.”

Customers who open savings/current account, time deposits, mortgage, investment funds, securities trading, credit card or “Elite Club” services at Kwun Tong 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, 10 “Elite Club” Wealth Management Centres and 4 commercial business centers 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.