



2005

To be a Professional and Prestigious Bank in the Region
服務專業 · 區域最佳

NCB Spirit 南商精神

SOCIAL RESPONSIBILITY

關心社會

We care for and contribute to our communities
我們致力關心和服務社會



PERFORMANCE

講求效益

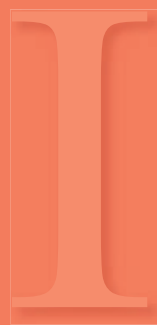
We measure results and reward achievement
我們按履行崗位職責的表現和績效給予獎賞及報酬



INTEGRITY

誠信廉潔

We uphold trustworthiness and business ethics
我們把誠實可靠、守法守規視為非常重要的行為操守



RESPECT

以人為本

We cherish every individual

我們珍惜每個人



INNOVATION

開拓創新

We encourage creativity
我們鼓勵創意和積極進取



TEAMWORK

團結協作

We work together to succeed

我們共同協作，邁向成功



Core Values 核心價值觀

Vision 遠景

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Mission 使命

- *N*urture staff by offering career development opportunities
為員工提供發展機會
- *C*reate values and deliver superior returns to shareholders
為股東創造最佳回報
- *B*uild customer satisfaction by providing quality service
為客戶提供優質服務