

凝聚員工 *Unite our employees* 激勵士氣 *Boost their morale*



南商以“傳承精彩 續創輝煌”為主題，舉辦了「2014年度表彰及65週年行慶晚會」。

Themed “inheriting excellence for our continued success”, NCB organised the “2014 annual appreciation and 65th anniversary celebration dinner”.



南商舉辦不同形式的業務動員大會、集思會及溝通會，以加強各單位溝通及激勵員工士氣。

NCB strives to strengthen the communication between the departments and boost staff morale by organising different forms of kick-off conferences, brainstorming meetings and communication meetings.



南商重視員工身心健康，持續舉辦不同類型的康體活動供員工及家屬參與，包括全行員工暨家屬大旅行、員工及家屬同樂日等，藉此豐富員工的業餘生活。

NCB attaches great importance to the physical and mental health of its employees and endeavours to organise various forms of recreational activities for the participation by its employees and their family, including employee & family picnic and employee & family fun day to enrich the leisure life of its employees.



加強推廣 Strengthen marketing efforts 提升銀行形象 Enhance corporate image of the Bank



南商年內於不同宣傳渠道宣傳我行企業形象，包括交通工具車身廣告、電台廣告、證券網頁推廣等。During the year, NCB promoted the corporate image of the Bank through different promotion channels, including public transport body advertising, radio advertising, securities webpage promotions and etc.



關愛社會 *Care for the community* 傳承企業文化 *Inherit its corporate culture*



南商「NCB義工隊」與社會服務中心合作舉辦多項義工服務，更為香港島南區之獨居、體弱及乏人照顧之長者在佳節上送上溫暖。
 A number of volunteer activities were held jointly by NCB's volunteer team and the social service centres to send warmth to the singleton, frail and hidden elderly in the Southern District on Hong Kong island at festivals.



南商持續資助羊坪學校的教學事業，關愛內地山區孩子的學習和生活，包括向貧困或成績優異學生發放年助、獎學金、資助教師培訓計劃等。年內更贊助羊坪學校興建太陽能熱水器。

NCB is actively involved in subsidising the education of Yangping School and cares for the studies and life of the children living in the mountain areas in mainland China, including annual grants and scholarships to underprivileged or distinguished students, teacher training subsidy programmes and etc. During the year, NCB also sponsored the construction of the solar heater system in Yangping School.



專業服務 Professional services

了解客戶需要 Understand customers' needs

南商重視與客戶維持良好關係，且注重與客戶溝通及互動。透過舉辦不同投資及基金講座，使客戶能夠獲取更多投資及基金方面的專業知識和最新資訊。

NCB places great importance on maintaining good relationship with customers and stresses the communication and interaction with customers. Through organising different investment and fund seminars, customers may obtain more professional knowledge and latest news on investments and funds.



南商更榮獲新城財經台及新城數碼財經台舉辦「香港企業領袖品牌2014」「卓越跨境銀行服務品牌」大獎。

NCB also won the "Excellent Brand of Cross Border Services" Award at the Hong Kong Leaders' Choice Brand Awards 2014 organised by Metro Finance Radio and Metro Finance Digital Radio.



顯赫尊貴 *Prominent prestige* 盡在「南商理財」 *Lies in NCB Wealth Management*



「南商理財」致力為尊貴的理財客戶呈獻不同形式的增值服務，曾贊助舉辦<<快樂勿語>>舞台劇以及各類投資策略分享活動。

Striving to present various value-added services to its prestigious wealth management customers, NCB Wealth Management sponsored the stage play "Sign of Happiness" and various investment strategy sharing activities.

