

CORPORATE PROFILE

本行簡介

Our Mission 使命宣言

We at BEA strive to provide best in class financial services, always demanding the highest standard of professionalism and integrity of ourselves. With a commitment to quality of service, we focus on satisfying customer needs. We aim to grow, together with our customers, our shareholders and our colleagues.

東亞銀行竭力提供最卓越的金融服務，遵行最高之專業和誠信準則。我們承諾提高服務質素，致力滿足客戶之需要。並以與客戶、股東、員工與時並進為目標。

Incorporated in 1918, The Bank of East Asia (“BEA”) is dedicated to helping its customers grow and prosper through the provision of quality banking and financial services. BEA is Hong Kong’s largest independent local bank, with nearly 140 branches and SupremeGold Centres throughout the city and total consolidated assets of HK\$434.1 billion (US\$56.0 billion) as of 31st December, 2009. Listed on The Stock Exchange of Hong Kong, the Bank is one of the constituent stocks of the Hang Seng Index.

With more than 70 outlets in Mainland China, the BEA Group also operates one of the most extensive networks of any foreign bank in China through The Bank of East Asia (China) Limited. Overseas, the Bank maintains a strong presence in North America, the United Kingdom, the British Virgin Islands, and Southeast Asia, with over 240 outlets and over 10,000 employees worldwide.

BEA delivers comprehensive retail and commercial banking services through its Personal Banking, Corporate Banking, Wealth Management, Investment Banking, China, and International divisions. Products and services include deposit-taking, foreign currency savings, retail investment and wealth management services, mortgage loans, consumer loans, credit cards, Cyberbanking, bancassurance, Mandatory Provident Fund services, trade finance, syndication loans, remittances, and foreign exchange margin trading.

The BEA Group’s subsidiaries further enhance BEA’s total offering, ensuring the delivery of customised, total solutions that meet the increasingly diverse and sophisticated needs of a burgeoning customer base. BEA’s wholly-owned subsidiaries, BEA Life Limited and Blue Cross (Asia-Pacific) Insurance Limited, serve as the Bank’s life insurance and general insurance arms respectively and provide a comprehensive range of insurance solutions for individual and corporate customers. A leading professional provider of integrated business, corporate, and investor services in Asia, Tricor Group helps clients build their businesses by offering outsourced expertise in business support functions.

BEA looks forward to strengthening and deepening its customer relationships in Hong Kong, China, and the many communities that it serves around the world.

東亞銀行成立於1918年，一直竭誠為客戶提供優質的銀行和金融服務，全力支持客戶發展。本行現為全港最大的獨立本地銀行，在港設有近140間分行和顯卓理財中心，於2009年12月31日，綜合資產總額達港幣4,341億元（560億美元）。本行於香港聯合交易所上市，為恒生指數成份股之一。

透過東亞銀行（中國）有限公司，東亞銀行集團在內地設有逾70個網點，為內地網絡最龐大的外資銀行之一，而在世界各地，本行共設有逾240個據點，遍佈北美、英國、英屬處女群島和東南亞等地，聘用逾10,000名員工。

本行提供多元化的零售和商業銀行服務，設有個人銀行、企業銀行、財富管理、投資銀行、中國業務、國際業務等各分處；產品和服務涵蓋存款、外幣儲蓄、零售投資和財富管理、按揭貸款、私人貸款、信用卡、電子網絡銀行服務、銀行保險、強制性公積金服務、貿易融資、銀團貸款、匯款、外匯孖展交易等。

此外，本行也透過集團附屬公司進一步完善業務範圍，提供全面而適切的方案，配合日益壯大的客戶群之需要。東亞人壽保險有限公司及藍十字（亞太）保險有限公司為集團拓展保險業務，分別承保人壽保險和一般保險產品，讓個人和企業客戶享有周全保障。卓佳集團在亞洲的商務、企業和投資者服務業界中居領導地位，以其外判支援服務，全力協助客戶開拓商機。

展望未來，本行期盼繼續加強與香港、內地和海外客戶的聯繫，致力滿足客戶的需要。