



## 企业文化 Corporate Culture

2013年，中国进出口银行加大企业文化内化深植力度。在行员培训、干部竞聘、知识竞赛、座谈讨论、演讲比赛等活动中，加强企业文化理念的渗透。把企业文化建设与岗位建功活动结合起来，突出宣传报道爱岗敬业、甘于奉献、开拓创新的先进典型，推出《身边的榜样》口袋书。

2013年，中国进出口银行以开展评先创优活动为抓手，开展了全国金融五一劳动奖章、全国金融五一劳动奖状、全国金融模范职工之家、全国金融系统“职工之家”、全国金融五一巾帼标兵岗等评选活动，激励广大员工立足岗位建功立业；以创建和谐“职工之家”为载体，积极组织员工开展文体活动，举办了篮球、足球、乒乓球、象棋、扑克牌比赛及瑜伽、钓鱼、摄影、登山、采摘等多种活动，在全行营造团结和谐氛围。以开展“面对面、心贴心、实打实”的服务职工活动为切入点，坚持“两节”送温暖活动，继续加强对基层困难职工帮扶慰问，切实为员工办好事、办实事、解难事。

In 2013, the Bank intensified efforts to cultivate its distinctive corporate culture and foster its vision and values in every aspect of Bank operation by conducting new staff training, post appointment through competition, quiz contest, seminars, and speaking contests. We made the Bank's program of "rendering meritorious service at various posts" a key part of our effort to cultivate corporate culture, and encouraged bank staff to emulate employees with dedication, a pioneering and innovative spirit and outstanding performance. A pocket booklet entitled *Pacesetters Among Us* was circulated among bank employees.

The Bank encouraged employee participation in a variety of award winning activities to pursue excellence in performance, which include May Day's Labor Medal and Award in China's Financial Sector, Model Employee's Family Award in China's Financial Sector, Friend of Employee Award in China's Financial Sector, and May Day Outstanding Female Employee Award in China's Financial Sector. The Bank also encouraged its employees to participate in recreational and sports activities such as basketball, soccer, table tennis, Chinese chess, poker game, yoga, fishing, photographing, mountain climbing, and fruit picking. These activities enabled the employees to work in a relaxing working environment. In addition, the Bank provided personal care to its staff in a warm way. During the New Year's Day and the Spring Festival, the Bank sent festive greetings and offered timely aid to employees who had encountered difficulties and problems in life and work.

