

企业文化

Corporate Culture

2014年，中国进出口银行加大企业文化推广和深植力度。将企业文化推广纳入员工培训、活动开展和业务推进中，促进企业文化理念的渗透。深入开展岗位建功活动，突出宣传员工队伍中爱岗敬业、甘于奉献、开拓创新的优秀典型。完成行史陈列室建设，使其成为体现企业文化的教育基地。

2014年，中国进出口银行将员工梦与实现中国梦紧紧联系在一起，带领广大员工追梦、圆梦，激励广大员工立足岗位建功立业，成就了一批富有正能量的群体和个人典范；以建党九十三周年为切入点，举办中国进出口银行“庆祝建党九十三周年音乐会”，为全行员工营造艺术氛围；以创建和谐“职工之家”为载体，积极组织员工开展文体活动，先后举办了第三届职工运动会、篮球、足球、乒乓球、象棋、扑克牌等比赛及瑜伽、钓鱼、摄影、登山等多种活动，在全行营造了团结和谐气氛；坚持走群众路线，召开员工座谈会，倾听民意，关注基层一线，在送温暖长效机制基础上，进一步加大帮扶困难职工力度。

In 2014, the Bank intensified efforts to foster its distinctive corporate culture in both staff training and the Bank's various businesses activities. As a result, its corporate culture permeates all aspects of the Bank's operations. We launched a program of commending meritorious staff service and honored employees



who worked with dedication and in an innovative spirit. The newly opened Gallery of China Eximbank History serves to promote the Bank's corporate culture.

Also during the year, we encouraged bank employees to pursue the Chinese dream as a guide in charting the course for their career development, and strive to realize their dreams by fulfilling their duties and emulating colleagues who excel in performance. A commemoration concert marking the 93rd anniversary of the founding of the Communist Party of China was held to enrich the cultural activities of the bank employees. A “harmonious staff home” was opened, and the Third China Eximbank Sports Games were held. Various recreational and sports activities were organized for the staff, such as basketball, soccer, table tennis, Chinese chess, poker game, yoga, fishing, photographing and mountain hiking. These activities helped create an environment of unity and harmony in the Bank. The management maintained close ties with the staff. We solicited opinions of the staff by holding discussions with them and provided regular and timely aid to bank staff with family difficulties.

