

社会责任

Social Responsibility

2014年，中国进出口银行坚持金融服务社会发展理念，积极履行社会责任，开展扶贫济困活动，关心支持社会公益事业，在三农、医疗卫生、扶贫、小微企业、环保等领域实施了多个项目，让金融发展成果惠及更多广大群众，为构建和谐社会贡献了一份力量。

In 2014, the Bank continued to actively fulfill its social responsibility by carrying out poverty reduction and public benefit programs. A number of projects were implemented in areas covering agriculture, rural areas, the rural population, public health, poverty reduction, small and micro businesses and environmental protection, thus enabling more people to benefit from the Bank's business development. By taking these steps, the Bank contributed to the building of a harmonious society in the country.

一、持续帮扶岷县发展

Providing further development assistance to Minxian County



援建岷县医疗卫生站工程稳步推进，首批建成的85个卫生站陆续投入使用，第二批80个站的基础工程全部完工；捐赠资金50万元为医疗卫生站购置LED应急灯210个。推进教育扶贫，向岷县捐赠电脑50台，支持多媒体教室建设；中国进出口银行24名青年志愿者赴岷县开展了第四批支教活动，走访慰问困难学生家庭；积极支持岷县中草药特色产业发展，帮助岷县

引进投资者，做大做强中草药产业；开展“母亲邮包”公益捐赠活动，向岷县捐赠物资7万余元。

Steady progress was made in building clinics in Minxian County with the Bank's assistance. The first group of 85 clinics were put into operation and the groundwork for the second batch of 80 clinics was completed. The Bank donated RMB500,000 to purchase 210 LED emergency lights for the clinics. The Bank's education and poverty reduction efforts also continued. It donated 50 computers for setting up multimedia classrooms in the county schools. Twenty-four young volunteers, the fourth group from the Bank, served as volunteer teachers in Minxian County. They often visited and helped the families of those students in need. Investors were brought in to develop processing of traditional Chinese herbal medicine in the county. Mother's Package, a donation program, was launched by the Bank, providing the county with supplies worth more than RMB70,000.





二、积极投身公益事业 Actively conducting public benefit activities

开展向云南鲁甸地震灾区捐赠活动，向灾区捐款300万元，全行员工捐款48万余元；邀请50名新疆塔城地区少数民族师生来京开展融情夏令营活动，宣扬社会主义核心价值观，增进民族团结；携手“爱乐传习”延续音乐教育事业，提高青少年音乐素养，为传承音乐文化贡献力量。



A donation drive for earthquake-hit Ludian, Yunnan Province was launched, providing the affected areas with RMB3 million in donation, of which RMB480,000 was made by Bank's employees. Fifty teachers and students from ethnic minority groups in Tacheng, Xinjiang were invited to Beijing to attend summer camp, an activity that strengthened ethnic unity and enabled participants to learn more about the core socialist values. By sponsoring the Philharmonic Heritage Program and helping the young people develop appreciation of music, the Bank actively promoted music education and music culture.

三、继续深化扶贫金融合作 Deepening financing based cooperation on poverty alleviation

与国务院扶贫领导小组办公室续签《金融扶贫合作协议》。截至2014年末，共支持扶贫金融合作项目113个，批贷金额85.77亿元。项目涉及养殖、种植、农产品深加工、新能源、新材料等产业，支持范围覆盖全国26个省份和14个集中连片特殊困难地区，培育壮大了一批扶贫龙头企业并带动数十万农户脱贫致富，后谷咖啡、科尔沁牛业、冠丰种业、莱茵生物等扶贫效益和经济效益显著的优秀企业和项目不断涌现。



The Bank renewed the *Agreement on Financing Based Cooperation on Poverty Alleviation* with the Leading Group on Poverty Alleviation of the State Council. By the end of 2014, the Bank had launched 113 financing based cooperation projects on poverty alleviation involving RMB8.577 billion in loans. The projects, covering 26 provinces and 14 contiguous poverty stricken areas, involve breeding, crop growing, fine processing of agricultural products, new energies and new materials. Thanks to such poverty reduction efforts, a number of leading companies with good performance have emerged, including Hogood Coffee, Kerchin Cattle Industry, Guanfeng Seed Science and Technology and Layn Natural Ingredients, and several hundred thousand rural households have been lifted out of poverty.

四、自觉实践绿色金融 Practicing green financing

继续加大对水电、核电、太阳能发电、风电、生物质发电等清洁能源的支持力度，促进企业转型升级。截至2014年末，中国进出口银行投向上述领域的贷款余额比年初增长14.78%。

The Bank continued to step up financing to clean energies such as hydropower, nuclear, solar, wind and biomass and help companies in these sectors upgrade themselves. By the end of 2014, the Bank's year-end outstanding loans for these sectors had grown by 14.78% over the beginning of the year.





五、真情助力小微企业

Providing timely assistance to small and micro businesses

2014年，中国进出口银行积极贯彻落实金融支持小微企业的各项政策措施，以“批发”理念开展小微企业信贷“零售”业务，以创新推进统借统还贷款模式为重点，以完善小微企业信贷计划和考核机制为抓手，以健全小微企业信贷制度和风险防控体系为基础，圆满完成全行小微企业信贷业务增速不低于全部贷款增速、增量不低于上年的工作目标。



In 2014, the Bank actively implemented policies and measures to provide financial support to small and micro enterprise. By introducing “retail” loan services to small and micro businesses using a “wholesale” approach and a unified model for loan borrowing and repayment, the Bank improved the planning and evaluation mechanism as well as the lending and risk management system for extending credit to small and micro businesses. By doing so, the Bank met its goal of ensuring that the growth of lending to small and micro businesses was in step with the growth of the Bank’s overall lending and that the increase in growth of such lending was no lower than that of the previous year.

