

## 企业文化建设 CORPORATE CULTURE

2008年，大力推进以创新为核心的企业文化建设。在全行范围内进行了第二次员工思想状况调查，不断完善员工思想状况动态数据库。以纪念改革开放30周年为契机，在全行开展了改革发展“创新”大讨论、“建设企业文化，促进企业发展”主题征文、“创新信封”以及企业文化建设调研座谈会等活动。

为迎接奥运会的召开，举办了“迎奥运、讲礼仪、做表率”知识竞赛、“与奥运同行”全行职工运动会。与中国桥牌协会联合举办了第四届“中国进出口银行杯”桥牌邀请赛，组队参加了中央国家机关“公仆杯”乒乓球比赛及“2008年全国金融系统乒乓球赛”等赛事，取得了较好的成绩。

充分利用现有资源，为群众健身创造条件。新建了体育活动室、健身房、练功房、棋牌室，扩充了图书阅览室的面积，增加了图书品种、为职工开展体育健身活动和阅读图书创造了良好硬件环境。结合实际，坚持业余、自愿、小型多样和科学文明的原则，设立了12个文体协会，组织推广工间操、各种球类运动、声乐、舞蹈培训等各类文体活动，积极促进群众性文体活动的广泛开展，打造职工良好的精神风貌，营造团结、和谐、健康的工作氛围。



In 2008, China Eximbank made great efforts to cultivate an innovation-centered corporate culture. The Bank conducted, for the second time, a bank-wide survey on the opinions of its staff, and constantly updated dynamic database on the subject. This year, on the occasion of celebrating 30th anniversary of China's reform and opening up, the Bank launched a series of activities among bank staff, including a bank-wide discussion on innovation in reform and development, an essay solicitation themed "Building Corporate Culture and Promoting Business Development", a survey in the form of "Innovation Envelope", and a brain-storming discussion on corporate culture building.

In addition, in order to welcome the Beijing Olympic Games, the Bank organized a knowledge contest themed "Embracing the Olympics, Behaving Elegantly, Setting Role Model", a staff sports meeting entitled "Side by Side with the Olympics". Besides, it actively participated in a number of sports events of the financial circle. For example, it co-hosted with Chinese Bridge Association the Fourth China Eximbank Cup Bridge Invitational Tournament, participated in the Civil Servant Cup Table Tennis Match organized among government ministries, and Table Tennis Match for China Financial Circle 2008. The Bank scored remarkable performance in the above events.

The Bank made full use of the existing resources to provide better fitness facilities for the staff. By setting up such facilities as sports room, gym, exercise room, and chess & card room while expanding library area with more book varieties, the Bank was able to provide the staff with sound exercising and reading facilities. Besides, the Bank set up 12 associations of culture and sports, and encouraged its staff to participate in various activities including physical exercises during breaks, ball exercises, vocal and music training, dance class, and etc. Such activities have brought about a new look on the staff, creating a corporate atmosphere featuring unity, harmony and fitness.