

優質的專業服務，獲得媒體和客戶認可
Quality and professional services receive recognition from media and customers



南商連續三年於新城財經台主辦的「香港企業領袖品牌」評選中獲得「卓越跨境銀行服務品牌」獎項、連續兩年於香港大公文匯傳媒集團、新城財經台及新城數碼財經台主辦的「人民幣業務傑出大獎」評選中獲得「傑出零售銀行 - 傳統業務大獎」。2016年，南商更榮獲由晴報評選的「我最喜愛的跨境金融服務大獎」。

NCB won "Excellent Brand of Cross Border Banking Services" Award at "Hong Kong Leaders' Choice" organized by Metro Finance for three consecutive years. It won "Award for Outstanding Retail Bank – Traditional Business" at the "RMB Business Outstanding Awards" for two years in a row, which was jointly organized by Hong Kong Ta Kung Wen Wei Media Group, Metro Finance and Metro Finance Digital. In 2016, NCB was also honored with "My Favorite Cross-border Financial Service Award" by Sky Post.





南商重視與客戶維持良好關係，透過舉辦不同營銷活動、投資及基金講座，使客戶能夠獲取更多投資及基金方面的專業知識和最新市場資訊。

NCB values a rapport with clients. Via various marketing and promotion activities, investment and funds seminars, NCB provides its clients with access to investment and funds expertise and latest market development.



多彩的企業文化，增強員工的凝聚力

Diversified corporate culture to strengthen team spirit



南商企業文化活動豐富多彩，本年度舉辦海洋公園一天遊、各類興趣班及球類比賽，藉此豐富員工的業餘生活。

NCB has a diversified corporate culture. Apart from one-day tour to Ocean Park Hong Kong, it organized various interest classes and ball games, bringing much fun to employees' leisure life.



南商重視員工身心健康，員工參加各類康體活動亦取得不俗的成績。我行歌唱代表隊於香港銀行華員會舉辦的「2016年全港銀行及金融業歌唱大賽」奪得冠軍及最佳台風獎；於「廠商會好聲音2016」總決賽贏得合唱組冠軍殊榮。

NCB attaches great importance to employees' physical and mental health, and its employees have performed quite well in various recreational activities. NCB contestants secured the championship and the Best Stage Style Award (最佳台風獎) on the "Singing Contest for Banking and Financial Sector 2016" (「2016年全港銀行及金融業歌唱大賽」) hosted by Chinese Bankers Club, Hong Kong. On the final of "Voice of CMA Member 2016" (「廠商會好聲音2016」), NCB contestants was honored with group champion.





熱心社會公益，履行企業社會責任

Enthusiastic about public welfare in fulfilling corporate social responsibilities



南商持續資助羊坪學校的教學事業，關愛山區孩子的學習和生活環境。本年度贊助羊坪學校安裝十套太陽能路燈，改善學校操場於早上及晚間燈光不足的問題。

NCB made continuous donations to Yangping School to improve the study and living environment for children in mountainous areas. During the year, NCB offered support to Yangping School for installing ten solar-power road lamps, relieving the school from the gloom in the morning and at nightfall.



NCB義工隊與香港社會服務聯會及其他機構攜手策動多項義工服務，包括：

- 繼續為香港島南區之獨居、體弱及乏人照顧之長者送上溫暖；
- 應邀參與由香港銀行公會和香港社會服務聯會攜手策動，為本港低收入家庭灌輸正面理財觀念的活動——『智有「財」能教育坊』活動；及
- I am a banker 中學生義工活動。

The NCB volunteer team initiated various volunteer activities in tandem with Hong Kong Council of Social Service and other institutions, which included:

- delivering warm care to the elderly, who were living alone, of poor health and in need of good care, in Southern District of Hong Kong Island;
- participating in the Financial Management Education Programme jointly initiated by Hong Kong Association of Banks and Hong Kong Council of Social Service, promoting proper financial planning to low-income families in Hong Kong; and
- "I am banker" Youth Volunteering.