



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



南商優質服務屢獲殊榮，2018年於「香港企業領袖品牌2018」頒獎典禮中，獲得「卓越跨境個人銀行服務品牌」及「卓越跨境企業銀行服務品牌」獎項；於晴報舉辦的“Banking & Finance Awards 2018”評選中，再獲「傑出跨境金融服務大獎」。此外，南商榮獲香港財務策劃師學會頒發「優質財策企業2018」及「企業理財教育領袖大獎-金獎」兩個獎項。同事傑出的表現亦值得嘉許，南商分別有2位同事於香港銀行學會舉辦的「第十一屆傑出財富管理師大獎」中獲得銀獎及優異獎。

NCB's quality services have received various awards and recognition. NCB won the "Excellent Brand of Cross Border Personal Banking Services" and "Excellent Brand of Cross Border Corporate Banking Services" at the Award Presentation Ceremony of "Hong Kong Leaders' Choice 2018" in 2018 and another "Excellence Award for Cross-border Financial Services" at the "Banking & Finance Awards 2018" organised by Sky Post. In addition, NCB was granted the "Accredited Professional Financial Planning Firm 2018" and the "Corporate Financial Education Leadership—Gold" awards by the Institute of Financial Planners of Hong Kong. The outstanding performance of NCB's employees was also worth recognising, and two of them received Silver Award and Excellence Award at the "11th HKIB Outstanding Financial Management Planner Awards" organised by the Hong Kong Institute of Bankers.





南商一向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理財方面的專業知識和最新市場資訊。

NCB values a rapport with customers. It provides customers with access to professional knowledge and the latest market information about wealth management through organising various marketing activities, and investment and fund seminars.



股票投資講座 Stock investment seminar



客戶投資講座 Customer investment seminar



「小小銀行家」活動 "Little Banker" activity



各分行舉辦「開放日」 Branches held "Open Days"



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。本行羽毛球代表隊、乒乓球代表隊均參與多個比賽比賽均取得佳績。NCB attaches great importance to employees' physical and mental health, and its employees have performed quite well in various recreational activities. The badminton team and table tennis team of NCB have also achieved excellent results in various competitions.



NCB義工隊與本港多間社福機構攜手策動多項義工服務，其中包括：
The NCB volunteer team initiated various volunteer activities in tandem with a number of social welfare institutions in Hong Kong, which included:



- 與香港仔坊會繼續合作為香港島南區之獨居、體弱及乏人照顧之長者送上溫暖；
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 in cooperation with Aberdeen Kai-fong Welfare Association;
- 應邀參與由香港銀行公會舉辦的健康同樂日；
participating in the Health Awareness Day held by the Hong Kong Association of Banks;
- 參與由本行贊助、香港弱智人士家長聯會組織策劃的社會共融活動--「咖啡拉花初體驗」；及
participating in the "Fun Latte Art", a social integration activity which was sponsored by NCB and organised and planned by the Hong Kong Joint Council of Parents of the Mentally Handicapped; and
- 應邀參與由香港銀行公會和香港社會服務聯會攜手策動「智有「財」能教育坊」。
participating in the Financial Management Education Programme jointly initiated by the Hong Kong Association of Banks and the Hong Kong Council of Social Service.



多彩的企業文化，增強員工的凝聚力 Diversified corporate culture to strengthen team spirit



南商企業文化活動深受同事們歡迎，本年度繼續舉辦全行大旅行、各類團隊建設活動及球類比賽，藉此豐富員工的業餘生活。The corporate culture of NCB is very popular among employees. During the year, NCB continued to organise travels covering all employees, various team building activities and ball games to enrich the leisure time of its employees.



2018年度表彰晚會 2018 Award Presentation Night



南商榮休同仁聯歡聚餐 A gathering of NCB's retired employees