

## 企业文化建设 Corporate Culture

2009年，进一步加强企业文化体系建设，完善企业文化的深层内涵。召开了全行企业文化建设座谈会，深入探讨企业文化的内涵及具体表述，确立了开展企业文化建设工作的原则及步骤。

结合新中国成立60周年、五四运动90周年及建行15周年开展了一系列庆祝活动。举办了“庆祝中华人民共和国成立60周年暨15周年行庆文艺演出”，以精彩纷呈的节目，歌颂了建国60年来取得的光辉成就，展现了建行15年来广大员工奋发有为、勇于创新、无私奉献的精神风貌。通过行史教育报告会、征文比赛、朗诵比赛、青年座谈会、图片展览、实地走访和体育比赛等活动形式，激发了员工参与企业文化活动的热情，增强了员工的荣誉感、使命感。



In 2009, China Eximbank made great efforts to further cultivate the corporate culture and enrich its contents. The Bank set up principles and steps to develop the corporate culture through the bank-wide seminar on its contents and practices.

The Bank organized a series of events to celebrate the 60th anniversary of the founding of the People's Republic of China, the 90th anniversary of the May Fourth Movement and the 15th anniversary of the Bank itself. The performance in celebration of the 60th anniversary of the founding of PRC as well as the 15th anniversary of the Bank showcased the achievements of the country in last 60 years as well as the inspiring, innovative and devoted spirit of the Bank's staff. In addition, the Bank organized a variety of other activities such as lecture on the Bank's history, essay competition, poem recitation contest, youth seminar, photo gallery, site visit and sports events. Those corporate cultural programs were more and more popular with the staff, giving them stronger sense honor and responsibility.