

企业文化 Corporate Culture

2011年,中国进出口银行大力推动企业文化建设,形成“推动国际经济合作,支持中国经济发展,促进和谐世界建设”的银行使命,“最具影响力的国际经济合作银行”的银行愿景,“忠诚奉献,诚信严谨,开放包容,开拓创新”的核心价值观,开启了企业文化建设的新阶段。

建党90周年之际,中国进出口银行深入开展党史和形势政策教育,通过理论学习、党课教育、表彰先进、书画摄影展、“寻找党的足迹”主题教育实践、“红心向党,情系中行”主题演讲等活动,激发干部员工爱党爱国爱行的热情。通过举办第四届全行职工运动会,组织乒乓球、桥牌、声乐、舞蹈等各类文体活动,增强员工的协作精神和凝聚力,营造欢乐和谐的氛围。

In 2011, the Bank continued to cultivate a more robust corporate culture. The aim was to deliver the Bank's mission of "facilitating international economic cooperation, supporting China's economic development and promoting a harmonious world". The Bank's vision is to become "the most influential bank specialized in international economic cooperation". And its core values are "commitments and contribution, integrity and responsibility, openness and inclusiveness, exploration and innovation". Altogether, this has unveiled a new chapter in the Bank's corporate culture development.

In addition, to celebrate the 90th anniversary of the founding of the Communist Party of China, the Bank launched a variety of education programs on the Party's history and its current policies. A series of events were put up to encourage its employees' passion for the Party, the country and the Bank, including study of theories, lessons on Party history and policy, awards for excellent individuals and teams, exhibitions of photos, paintings and calligraphy, an education campaign in the name of "Searching for the Party's footprints", and a speech contest themed "My heart for the Party, and my love for the Bank". In order to bolster team spirit among employees and cultivate a happy and harmonious ambience, the Bank organized its fourth sports meeting and a range of sports and entertainment events, such as table tennis, bridge game, singing and dancing contests.

