

企业文化建设 Corporate Culture Construction

企业文化 Corporate Culture

基于企业战略的优秀的企业文化是提升企业核心竞争力的精神动力，是企业凝聚力的体现。中国进出口银行紧紧围绕银行职能特点，积极创造既有时代性又有本银行特征的企业文化。

2006年，中国进出口银行继续深入开展“创建学习型组织，争做知识型职工”活动，增强员工的使命感、荣誉感和责任感，活动增强了员工业务创新、产品创新和观念创新、理念创新的意识。在此项活动中，总行营业部公司业务二处被中国金融工会授予“学习型组织标兵班组”称号；总行资金营运部筹资处被中国金融工会授予“学习型组织先进班组”称号；一名员工获中国金融工会授予“知识型职工先进个人”称号，并参加了全国金融系统“创建学习型组织，争做知识型职工”活动经验交流会。

2006年，中国进出口银行组织员工开展保密法律法规学习教育活动，为了加强保密工作，提高全行员工的保密意识，配合总行办公室在全行范围内开展保密法律法规学习教育活动，及时组织了网上的保密知识普考测试活动。

中国进出口银行发挥企业文化研究会的作用，有针对性地选择企业文化建设比较好的单位进行调研，加强企业文化建设研究，草拟了《关于加强中国进出口银行企业文化建设的实施意见》，共同总结和创新符合进出口银行特色的企业文化载体，努力营造政策性银行文化氛围，开创企业文化建设的新局面。另外，还举办了春节联欢晚会、网球比赛、乒乓球比赛、钓鱼比赛、桥牌比赛、登山活动和各种形式的文艺演出，通过一系列丰富多彩的职工业余文体活动，营造和谐金融企业文化氛围。

A good corporate culture built on business strategies can serve as a spiritual impetus to glorify the core competitiveness of a company as well as a reflection of the cohesive power within a business entity. Fully recognizing its banking functions, China Eximbank has been pursuing a corporate culture that both meets the call of the times and fits in neatly with its unique nature.

In 2006, the educational campaign of Building a Study-oriented Organization and Cultivating the Knowledge-based Staff entered into a new phase within the Bank, which had gone a long way towards enhancing the sense of mission, the sense of responsibility and the sense of honor among its staff. The implementation of this program inspired and raised up the staff's consciousness of business innovation, product innovation and concept innovation. Corporate Business Division II of Banking Business Department was awarded by the Trade Union of China's Financial Sector as the Model of Study-oriented Organization while Fund-raising Division of Treasury Department was recognized as the Outstanding Team of Study-oriented Organization. In addition, one member of the Bank won the award as an Outstanding Example of Knowledge-based Staff and joined an experience sharing conference on Building the Study-oriented Organization and Cultivating the Knowledge-based Staff with participants from across the Chinese financial community.

The Year 2006 also witnessed the unveiling of a new program initiated by the Executive Office of the Bank that was designed to encourage the staff to study confidentiality laws and regulations. The aim of the program is to step up confidential work bank-wide and improve confidentiality consciousness among the staff. An on-line confidentiality knowledge test was held during the program.

With the assistance of Association of Corporate Culture Research, China Eximbank carried out field surveys in the institutions known for outstanding corporate culture to strengthen its own study on the construction of corporate culture. Implementation Suggestions for the Building of Corporate Culture in The Export-Import Bank of China was drafted in an effort to summarize and foster a corporate culture that reflects and satisfies its unique characteristics as a state policy-oriented bank. In addition, a variety of activities were organized to enrich the staff's leisure time activities, such as the Spring Festival Evening Gathering, tennis competition, table tennis competition, angling competition, bridge playing, hill-climbing competition together with a number of cultural performances, through all of which a harmonious working environment was built within the Bank.

公益事业 Public Welfare

2006年，中国进出口银行努力以构建和谐社会为指导，积极参与公益事业，回馈社会。

中国进出口银行认真贯彻落实中央国家机关单位扶贫开发工作会议精神，坚持从定点扶贫县—甘肃省岷县的实际出发，在招商引资、教育扶贫、科技扶贫、劳务扶贫、卫生医疗扶贫等方面做了一系列工作，收到明显成效。一是先后四次派出工作组赴岷县调研，具体落实有关扶贫项目。二是捐资帮助岷县完成了大沙漠小学和王家沟小学新校舍的建设以及大草滩村中心小学的危房改造。三是协调落实有关企业赴岷县进行了考察，捐资帮助岷县建设招商网站和印制《招商指南》。四是继续协调北京央阳光家政服务公司等单位与岷县职教中心保持长期稳定的合作关系，开展家政、保安、保洁劳务合作，同时积极探索新的渠道，帮助联系福建、南京等地有关企业与岷县开展劳务输出合作。五是筹措资金10万元，帮助岷县麻子川乡大草滩村新建一所“博爱卫生站”，购买了医疗器械和设备。六是组织工作组赴岷县参加首届“中国当红书”开幕式，并邀请7位著名歌手一同前往岷县举行了义务演出。七是协调岷县政府选派2名干部到南京分行和西安代表处进行了挂职锻炼培训，有针对性地推进了招商引资和劳务扶贫工作。

2006年中国进出口银行积极响应中央号召，开展了“送温暖，献爱心”捐款捐物的扶贫捐助活动，发动机关干部员工积极向灾区捐款24160余元，捐物1191件。

In 2006, China Eximbank took an active part in public welfare undertakings as guided by the principle of building a harmonious society.

According to the Central Government's instruction on poverty relief and development, the Bank has focused its poverty-relief-aid work on Min County of Gansu province—its pegged locality in receiving the poverty relief assistance. Based on the practical situation of Min County, the Bank has made fruitful achievements in the local poverty alleviation through unwavering efforts to attract outside businesses and investment, and to reduce poverty by providing better education, science, technology, public health and export of labors. The Bank has taken the following steps for this end:

First, the Bank has dispatched four field-study work teams to Min County for identifying poverty relief projects. Second, the Bank has financed with its own donation the construction of schoolhouses of Dashamo and Wangjiagou primary schools and the re-habitation of the schoolhouse of Dacatan Village Primary School. Third, the Bank has coordinated and assisted relevant companies to make site investigation at Min County and financed with its own donation the construction of Min County's website for business projects publicity and the publication of Business Guide in Min County. Fourth, the Bank has helped establish a long-term partnership between Beijing Yangwu Yangguang Housekeeping Service Company and Min County Vocational Education Center in their cooperation on labor provision of housekeeping worker, security guard and cleaner. At the same time, the Bank has also explored new channels and helped foster the cooperation between Min County and companies in Fujian and Nanjing to send out labor services from the backward regions. Fifth, the Bank has raised RMB 100,000 yuan for the construction of a "Fraternity Health Center" and the furnishing of medical appliances and equipment in Dacatan Village of Mazichuan Township in Min County. Sixth, the Bank has organized a work team to attend the opening ceremony of the first China Danggui Festival held in Min County, for which it invited seven well-known singers to make charity performance in Min County. Seventh, the Bank has worked with the Min County government to select and arrange 2 local officials to work at the Bank's Nanjing Branch and Xi'an Representative Office for training at temporary posts, and has facilitated the work of business attraction and labor-based poverty relief in Min County.

Besides, in the year of 2006, as embracing the call of the central government, China Eximbank also launched a bank-wide poverty relief donation themed "A Gift of Warmth, An Offer of Love", and raised over RMB 24,160 yuan contributed by the staff together with 1191 items of living necessities for disaster-stricken victims.

