

企业文化 Corporate Culture

2010年，中国进出口银行继续加强企业文化体系建设。为进一步提炼企业文化理念，系统梳理企业文化建设思路，初步形成了《中国进出口银行员工文化手册》、《中国进出口银行企业文化建设手册》。

广泛开展形式多样的群众性文体活动，增强了员工的凝聚力和向心力，丰富了企业文化内涵。举办了“纪念抗日战争胜利65周年‘唱红歌’职工卡拉OK比赛”，全行职工乒乓球、羽毛球等赛事，活跃了员工的文化生活；深入开展职工之家建设活动，为全行首批获得“职工之家”、“职工小家”称号的单位举行了挂牌授牌仪式。组队参加了中央国家机关“第三届职工运动会”、“全国金融系统首届职工运动会”，荣获国家体育总局颁发的“2010年全民健身活动优秀组织奖”。



In 2010, the Export-Import Bank of China made great efforts to further cultivate its corporate culture. In order to summarize concepts and map out ways to build its own corporate culture, the Bank assembled *Handbooks on Employee and Corporate Culture*.

In addition, the Bank organized a series of cultural and sport events to enhance its corporate cohesion and solidarity, and enrich its corporate culture. In honor of celebrating the 65th anniversary of the victory of the Anti-Japanese War, the Bank held a Karaoke Contest of Revolution Songs. The Bank also held table tennis and badminton matches to enrich its employees' cultural life.

Moreover, the Bank made further efforts to strengthen the employees' sense of belonging to their work unit by awarding the title of Employees' Home to several departments for the first time.

Last but not least, the Bank's staff participated in the 3rd Sport Games of the Central Government Departments and the 1st Sport Games of the National Financial System, and was awarded the Outstanding Organizer of the National Fitness Program 2010 by the General Administration of Sport of China (GASC).

