



26 May 2014

HANG SENG WINS TOP CHINA CSR AWARD

Hang Seng Bank was the only Hong Kong corporation to receive a gold award at the 11th China Golden Awards for Excellence in Public Relations (Awards) ceremony held yesterday in Beijing. The Bank's win also makes it the first Hong Kong corporation to have received a gold award for corporate social responsibility (CSR) at this prestigious biennial event that this year attracted about 200 participants from mainland China, Hong Kong, Taiwan and Macau.

'Hang Seng Bank Leaders to Leaders Lecture Series' (Series) programme, which is a key element of the Bank's strong emphasis on education through its corporate sustainability activities. Fully supported by the Bank since 2009 and organised by the Hong Kong Federation of Youth Groups (HKFYG) and The University of Hong Kong (HKU), the Series has given over 4,000 youngsters from 70 per cent of secondary schools in Hong Kong a valuable opportunity to benefit from in-person discussions with over 100 prominent community leaders on important social and community issues. In 2013, the Series was broadcast live via webcast for the first time, reaching over 30,000 participants online.

In collaboration with HKFYG and HKU, the Series has brought representatives from the academic, commercial and social welfare sectors together to help young people broaden their perspectives on a wide range of topics and to promote concepts of contributing to the well-being of the local community.

Organised by the China International Public Relations Association (CIPRA), the Awards is the most respected public relations competition on the Mainland. The Awards jury consists of public relations experts, academics and leading media professionals who collectively assess entries from a diverse range of top corporations, public relations agencies and non-profit organisations.

This latest honour for Hang Seng is its fifth CIPRA award. The Bank's previous CIPRA awards — three gold and one silver — were for the following programmes: the 'Hang Seng Bank — Help The Police Fight Youth Crime Competition'; the 'Hang Seng — Junior Police Call Environmental Detective Competition'; the 'Hang Seng Go Green' programme; and the 'Hang Seng Yunnan Biogas Project'.

[more...](#)

新聞稿



恒生銀行

HANG SENG BANK



Hang Seng Bank Wins Top China CSR Award / 2

Other recognition for the Bank's sustainability activities include a second consecutive year on the 'Global 100 Most Sustainable Corporations in the World' list compiled by Corporate Knights. In addition to again being the only Hong Kong corporation on the list, the Bank improved on its 2013 position to rank 31st this year.

The Bank has also been a constituent member of the Dow Jones Sustainability Asia-Pacific Index since 2011 and of the FTSE4Good Global Index since 2001.

About Hang Seng Bank

Founded in 1933, Hang Seng Bank operates around 220 service outlets serving both personal and business customers. The Bank also maintains branches in Macau and Singapore, and a representative office in Taipei.

Established on 28 May 2007, wholly owned subsidiary Hang Seng Bank (China) Limited operates a mainland China network of 50 outlets in Beijing, Shanghai, Guangzhou, Shenzhen, Fuzhou, Nanjing, Dongguan, Hangzhou, Ningbo, Tianjin, Kunming, Xiamen, Chengdu, Foshan, Zhongshan, Huizhou, Zhuhai, Jiangmen and Shantou.

With total assets of HK\$1,143.7 billion as at the end of 2013, Hang Seng Bank reported a profit attributable to shareholders of HK\$26,678 million for 2013. Hang Seng Bank is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. For further information on Hang Seng Bank, please visit the Bank's website at www.hangseng.com.