

China CITIC Bank International to launch new logo for unified CITIC brand image

New vision of “Agile. Professional. Simple.” paves way to next centenary journey

(Hong Kong: 21 December 2022) China CITIC Bank International Limited (“CNCBI”) today announces a brand refresh plan aimed at further aligning its brand image with parent bank China CITIC Bank Corporation Limited (“CNCB”). CNCBI, on the back of a heritage spanning 100 years, will embark on a new centenary journey with a new logo and new vision of “Agile. Professional. Simple.” in a move to become an outstanding bank with increased professional capabilities for further success.

New logo to unleash CITIC synergy

Mr Bi Mingqiang, President and Chief Executive Officer, CNCBI, says, “The year 2022 marks the 100th anniversary of CNCBI. The launch of our brand refresh plan at this memorable moment carries a special meaning. Our new logo signifies a more unified brand image with parent bank and symbolises that CNCBI has fully integrated into the CITIC Group ecosystem. CNCBI will continue to collaborate proactively with other Group companies, playing to the strength of the synergy between CNCBI and CITIC Group as well as CNCB.”

CNCBI’s new logo incorporates a circular frame and adopts the emblem of the CITIC Group and the CNCB logo, which is an amalgamation of the English capital letters CITIC. The emblem also emulates a pair of open doors at the centre and a pair of open windows on the sides, which denote CITIC Group members’ significant role in China’s opening-up. The new logo uses CNCB’s Chinese and English fonts in black.

CNCBI is looking to update its logo by several phases within a year. The new logo has been launched on the rooftop of Dorset House in Quarry Bay as a new icon along the Hong Kong’s skyline. Logo at CNCBI branches and on collaterals will be updated gradually in 2023. Customer service will not be affected and bank account numbers will remain unchanged. Existing passbooks, chequebooks, ATM cards, credit cards and / or documents of CNCBI kept by the customers will remain effective until they need to be replaced.

New vision, mission and core values to kick off next centenary journey

Geared for new opportunities ahead, CNCBI has also repositioned its vision, mission and core values.

New vision: “Agile. Professional. Simple.”

Mr Bi continues, “In response to the fast-changing operating environment in recent years, CNCBI implemented an Agile Culture Transformation and reaped preliminary results. We are adopting a new vision of ‘Agile. Professional. Simple.’, utilising our professional capabilities to provide customers with simple and accommodating products and services that allow customers to manage their banking needs with ease and peace of mind.”

Accentuating parent bank’s mission

CNCBI aligns with parent bank CNCB’s mission and is looking to “create value for customers, seek happiness for employees, make profit for shareholders, perform responsibility for society” in adherence to CNCBI's original aspirations to be accountable to stakeholders, create value, and give back to community through professional services.

4C strategies underscore core values

Meanwhile, CNCBI will continue its 4C strategies and promote “Culture”, “Customer”, “Collaboration” and “Cyberspace” as the core values and code of conduct for all management staff and employees along CNCBI's development.

Looking ahead, Mr Bi notes, “Located within the Greater Bay Area and on the back of the enormous mainland China market, CNCBI sees great prospects and ample opportunities. In line with our current strategies with aid from the power of financial technology and full integration into the CITIC Group ecosystem, CNCBI is set to grow into an outstanding bank that possesses professional capabilities to succeed and to create a brighter new century together with our customers, staff and community.”

Photo 1:



Mr Bi Mingqiang, President and Chief Executive Officer, China CITIC Bank International, says that CNCBI's new logo symbolises its full integration into the CITIC Group ecosystem while CNCBI is looking to become an outstanding bank that possesses professional capabilities to succeed in line with a new vision of "Agile. Professional. Simple."

Photo 2:



China CITIC Bank International announces a brand refresh plan and will replace its logo by several phases within a year

China CITIC Bank International Limited

China CITIC Bank International Limited (“CNCBI”), a major offshore platform of commercial banking business of the CITIC Group, is 75%-owned by CITIC International Financial Holdings Limited (“CIFH”), which in turn is a wholly-owned subsidiary of China CITIC Bank Corporation Limited (“CNCB”).

China CITIC Bank International’s footprint in Greater China includes 24 branches and two business banking centres in Hong Kong, as well as presence in Beijing, Shanghai, Shenzhen and Macau, and overseas branches in New York, Los Angeles and Singapore.

Across a century, China CITIC Bank International has grown together with its employees, customers and partners since 1922 and will continue to move towards its vision of “Agile. Professional. Simple.” in adherence to the 4C (Culture, Customer, Collaboration, Cyberspace) core values while driving actively its missions to “create value for customers, seek happiness for employees, make profit for shareholders, perform responsibility for society”.

More information about China CITIC Bank International can be found on its website at www.cncbinternational.com.