

## **China CITIC Bank International Des Voeux Road Central Branch upgraded**

**Largest ESG branch across CNCBI network to drive strategic ESG transformation  
Exquisite tea room with a touch of Chinese culture to elevate customer experience**

(Hong Kong: 29 April 2025) China CITIC Bank International Limited (“CNCBI”) has always been committed to driving ESG strategy for the long run. The Bank announces the completion of upgrading works at its Des Voeux Road Central Branch – the Bank’s largest ESG branch to date which signifies a new milestone in the Bank’s ESG journey. The newly renovated branch boosts an array of sustainable elements with lifestyle concepts introduced particularly by the installation of an exquisite tea room dedicated to providing customers a wholesome service experience.

Mr Shen Qiang, Executive Director & Chief Executive Officer, China CITIC Bank International Limited, joined by Mr Jeffery Bai, Executive Director, Deputy Chief Executive Officer & Head of Wholesale Banking Group, Ms Li Haixia, Deputy Chief Executive Officer & Chief Human Resources Officer, and Ms Wendy Yuen, Head of Personal & Business Banking Group, officiated the celebration ceremony at the Bank’s Des Voeux Road Central Branch, alongside other members of the Bank’s Management Committee, branch colleagues, business partners, honourable guests and customers.

Mr Shen said: “Located at the heart of the Central District, the Des Voeux Road Central Branch not only is a strategic outlet for serving local and cross-border customers but it is also an important window for displaying the Bank’s brand image. The upgrade is an all-round demonstration of the Bank’s ‘customer-centric’ service ethos.” He remarked, “The upgraded Des Voeux Road Central Branch broke away from the status quo with a blend of Chinese cultural attributes and contemporary aesthetics. The specially installed tea room affords customers a comfortable environment for exchanges while underscoring the Bank’s care for our customers by spreading warmth to them over a cup of tea. This also resonates with parent bank China CITIC Bank’s brand slogan of ‘The more we care, the more you gain’.”

### **In pursuit of ESG strategic goals**

With a commitment to driving business growth with a long-term ESG strategy, China CITIC Bank International has since 2024 started upgrading its branches into ESG outlets in a progressive manner. The Bank’s first ESG branch opened in Tsim Sha Tsui in March 2024 and spearheaded a new operating model characterised by energy-conserving installations and devices, use of fixtures and furniture made of sustainable materials, paperless operations, as well as education and engagement of all of the branch staff in making ESG contribution. The

operating model was then extended to the subsequent ESG branches in Tuen Mun, North Point, and now Des Voeux Road Central.

ESG philosophies and paperless operations are at the core of the design concept of the Des Voeux Road Central Branch. Examples of eco-friendly facilities include:

- Energy saving: Natural lighting design with energy-saving LED sensors and an intelligent constant temperature central air-conditioning system reduce daily electricity consumption.
- Repurposed resources: Extensive use of renewable, non-toxic and low-emission materials for furniture, interior walls and carpets.
- Air quality: Interior wall sections coated with diatomaceous earth and natural algae plants installed to improve indoor air quality effectively.

Ms Wendy Yuen, Head of Personal & Business Banking Group, CNCBI, said, “Branch upgrade is key to the Bank’s ESG strategy. As CNCBI’s largest ESG branch so far, the Des Voeux Road Central Branch further accelerates the Bank’s green efforts. Since January 2024, the Bank’s ESG-themed branches have encouragingly conserved energy equivalent to saving in excess of 1,700 trees. The Bank will continue retail ESG transformation, encompassing hardware enhancement and operational process optimisation across the CNCBI network.”

For more details about China CITIC Bank International’s ESG branch design concepts and other ESG-related information, please visit the Bank’s dedicated webpage at: [https://www.cncbinternational.com/ebook/en/CNCBI\\_ESGbooklet\\_en.pdf](https://www.cncbinternational.com/ebook/en/CNCBI_ESGbooklet_en.pdf).

## **Human-centred designs blending Chinese culture with contemporary aesthetics**

Aside from a commitment to ESG transformation, the Bank also demonstrates its dedication to elevating customer experience through not only innovative services but also creative branch design.

The Chinese tea room at the Bank's Des Voeux Road Central Branch is a case in point. The branch integrates sustainable design with lifestyle concepts, including the exquisite tea room which blends traditional Chinese cultural elements with contemporary aesthetics. Experienced branch staff, including those who are also certified tea experts, ensure customers enjoy well-deserved quality moments while managing their wealth at the branch. This, again, underscores the Bank's care for its valued customers.



**Photos:**



Mr Shen Qiang (3<sup>rd</sup> from left), Executive Director & Chief Executive Officer, China CITIC Bank International Limited, joined by Mr Jeffery Bai (2<sup>nd</sup> from left), Executive Director, Deputy Chief Executive Officer & Head of Wholesale Banking Group, Ms Li Haixia (2<sup>nd</sup> from right), Deputy Chief Executive Officer & Chief Human Resources Officer, and Ms Wendy Yuen (3<sup>rd</sup> from right), Head of Personal & Business Banking Group, officiates the ceremony in celebration of the completion of upgrading works at the Bank's Des Voeux Road Central Branch





The Bank announces the completion of upgrading works at its Des Voeux Road Central Branch which has now become the Bank's 4th ESG branch and signifies a new milestone for the Bank's ESG strategy

### **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](http://www.cncbinternational.com).