



CHARTING A STEADY COURSE 穩中求進

2010 was a year of building solid foundations, fine-tuning our strategies, and equipping ourselves with the structure, procedures and mechanisms to manage the business, especially in terms of risk management. By adopting a growth-yet-prudent strategy that builds on the inherent strengths of our parent company, Fubon Financial, we succeeded in charting a steady course through a rapidly evolving business environment. To this end, we will continue to strengthen and integrate our business operations and focus on expanding our local franchise. Combined, they will allow us to emerge stronger and become more resilient, and create an even more stable platform for future growth.

於2010年，我們調整經營策略、厚植成長根基，並在業務管理，特別是風險控管方面，引入先進的管理架構、程序及機制。我們以母公司富邦金控的獨有優勢為後盾，秉持穩中求進的策略，成功地在急劇轉變的經營環境中穩步向前。為此，我們將繼續增強及整合本行的業務營運，專注拓展在地化的業務版圖，鞏固及提升我們的實力，並建立一個更穩固的平台，以期能持續穩健邁進。



Fubon Bank Building, 38 Des Voeux Road Central, Hong Kong
香港中環德輔道中38號富邦銀行大廈
www.fubonbank.com.hk