

For Immediate Release

BEA Holds Recruitment Day for Sales & Business Development Professionals

Hong Kong, 18th January, 2010 – The Bank of East Asia (“BEA”) announces that it will hold a Recruitment Day for sales & business development professionals on 23rd January, 2010 (Saturday) from 12:00 noon to 5:30 p.m. at its Kowloon office in Kwun Tong*.

BEA is seeking qualified candidates to take up positions in its Business Development Department and Branch Distribution & Services Department. Successful applicants will help the Bank continue to provide a high standard of service to a growing customer base.

Interested parties are invited to visit the Bank’s Kowloon Office on its Recruitment Day for a walk-in interview. Positions available include Business Development Manager – Business Development Department and Marketing Officer/Assistant Manager Officer – Branch Distribution & Services Department. Relevant working experience is required, and all applicants are requested to bring their completed application form, HKID card, full resume, and credentials with them to the interview.

For more information about the positions and requirements, or to download an application form, please visit the Bank’s homepage at www.hkbea.com (Corporate Information/Career Opportunities). Interested parties may also call (852) 3608 4829 for further details.

* Address: 31/F, BEA Tower, Millennium City 5, 418 Kwun Tong Road, Kowloon (Kwun Tong MTR Exit A2)

About The Bank of East Asia

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong and other major markets around the world. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HK\$411.9 billion (US\$53.14 billion) as of 30th June, 2009. The Bank is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With over 250 outlets worldwide, BEA operates an extensive international network covering Hong Kong and the rest of Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit any BEA branch or the Bank’s homepage at www.hkbea.com.

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For press enquiries, please contact:

Mr. Paul Lai
Head of Business Development Department
Corporate Banking Division, BEA
Tel.: (852) 3608 0868
Email: laipkw@hkbea.com

Mr. K.C. Yeung
Head of Branch Distribution & Services Department
Personal Banking Division, BEA
Tel.: (852) 3608 2345
Email: yeungkc@hkbea.com

BEA – Serving customers through one of Hong Kong’s largest banking networks, with over 140 branches and SupremeGold Centres around town

