

**For Immediate Release**

## **BEA Celebrates the Opening of its Main Branch SupremeGold Centre**

**Hong Kong, 6<sup>th</sup> October, 2004** – The Bank of East Asia (“BEA”) today announces the grand opening of its Main Branch SupremeGold Centre in its Head Office Building at 10 Des Voeux Road Central. The event also marks the establishment of the Bank’s twentieth SupremeGold Centre in Hong Kong. BEA’s Director, Mr. Wong Chung-hin, officiated as Guest of Honour and was joined by BEA’s Chairman and Chief Executive, Dr. David K.P. Li and other directors and senior executives of the Bank in a ribbon cutting ceremony, which was followed by a cocktail reception.

Strategically located in the heart of Central near the Central MTR Station, the luxurious 4,100 sq. ft. centre provides comprehensive wealth management services to affluent individuals, in line with the Bank’s strategy of offering a total banking solution to its customers.

At the exclusive Main Branch SupremeGold Centre, customers can obtain information on a wide spectrum of personal investment services, including investment funds, securities trading, currency trading and insurance. The centre is staffed with highly experienced personnel and dedicated Relationship Managers are also available to meet individual banking and financial needs.

BEA launched SupremeGold in late 2002. SupremeGold Centres have been established in Hong Kong’s prime districts including Central, Causeway Bay, North Point, Sheung Wan, Wanchai, Hung Hom, Jordan, Kwun Tong, Mongkok, San Po Kong, Tsimshatsui, Yaumatei, Tsuen Wan, Tuen Mun, and Yuen Long. The opening of the Main Branch SupremeGold Centre will enable customers living and working in the area to enjoy convenient access to BEA’s wealth management services. For more information on SupremeGold, please visit BEA’s website at [www.hkbea.com](http://www.hkbea.com).

The Main Branch SupremeGold Centre is open for business from 9.00 am to 5.00 pm (Monday to Friday) and 9.00 am to 1.00 pm (Saturday). For more information on the services available, please contact the SupremeGold Centre Head, Ms. Jessica Ng on 2842 3126.

- End -

For press enquiries, please contact:

Mr. Simon Lau  
Head of Branch Distribution Department, BEA

Tel: 3407 2088