

For Immediate Release

BEA Unveils a Fresh New Look for Its London Branch

Hong Kong, 18th October, 2016 – The Bank of East Asia, Limited (“BEA”) celebrated the opening of its newly renovated London Branch in the United Kingdom (“UK”) on 12th October, 2016, by holding a cocktail reception at the Branch. The event was attended by Dr. David K.P. Li, Chairman & Chief Executive of BEA, together with other directors and senior executives of the Bank. Mr. Jin Xu, Minister Counsellor of the Embassy of the People’s Republic of China in the United Kingdom of Great Britain and Northern Ireland, officiated as guest of honour.

Located near London’s Chinatown, BEA’s flagship branch in the UK has provided comprehensive retail and corporate banking services for the city’s Chinese community for over 26 years. In addition to featuring a stylish new interior design, the London Branch introduces BEA’s award-winning branch innovations from Hong Kong, and a suite of digital devices that appeal to many younger customers. To provide customers with a more relaxing and spacious environment in which to enjoy the Branch’s services, the remodelled banking hall is almost double the size of the former space.

During the reception, Dr Li said, “The launch of our newly remodelled London Branch confirms the importance of the UK to our global strategy. Not only does London Branch serve local banking needs; it is also the gateway to the BEA Group’s extensive network in China, where we have helped many UK companies and individuals invest and do business. At the same time, we are assisting many clients from China to explore investment opportunities in the UK. We are very optimistic that this two-way flow will continue to grow strongly in the future.”

BEA established its first UK branch in London in 1990, followed by a second branch in Birmingham in 1997, and a third branch in Manchester in 2013. For more information on BEA’s UK branches, please contact the General Manager of BEA’s branches in the UK, Mr. Joseph Chow, at 75 Shaftesbury Avenue, London W1D 5BB, United Kingdom; tel.: (44-20) 7734 3434; fax: (44-20) 7734 0523. Enquiries may also be directed to BEA’s Overseas Branch Operations and Development Department in Hong Kong on tel.: (852) 3608 0218 or fax: (852) 3608 6111.

About The Bank of East Asia, Limited

Incorporated in 1918, BEA is Hong Kong’s largest independent local bank, with total consolidated assets of HK\$756.6 billion (US\$97.5 billion) as of 30th June, 2016. Listed on The Stock Exchange of Hong Kong, the Bank is a constituent stock of the Hang Seng Index.

BEA offers customers a comprehensive range of corporate banking, personal banking, wealth management, and investment services through an extensive network of more than 230 outlets covering Hong Kong and the rest of Greater China, Southeast Asia, the United Kingdom, and the United States. For more information, please refer to the Bank's website at www.hkbea.com.

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Media enquiries:

Mr. Peter Yuen
General Manager & Head of International Division
The Bank of East Asia, Limited
Tel.: (852) 3608 0228
Email: yuenpwh@hkbea.com

BEA – Operator of one of the largest banking networks in Hong Kong





Dr. David K.P. Li, Chairman & Chief Executive of BEA (third from right), Professor Arthur K.C. Li, Deputy Chairman of BEA (second from left), Mr. Stephen Charles Li, Director of BEA (first from left), Mr. Brian M.B. Li, Executive Director and Deputy Chief Executive of BEA (second from right) and Mr. Joseph Chow, General Manager of BEA's UK Branches (first from right), together with Guest of Honour, Mr. Jin Xu, Minister Counsellor of the Embassy of the People's Republic of China in the United Kingdom of Great Britain and Northern Ireland (third from left) celebrate the opening of the newly renovated London Branch.



Dr. David K.P. Li, Chairman & Chief Executive of BEA (left), presents a memento to Guest of Honour, Mr. Jin Xu, Minister Counsellor of the Embassy of the People's Republic of China in the United Kingdom of Great Britain and Northern Ireland.