



Annual Report 2001
2001年年報





以中國傳統裝飾「繩結」為主題，具有吉祥和諧、誼結同心的寓意。封面的繩結正好顯示東亞銀行推出的新標誌，既強調我們服務華人的深厚傳統，同時亦帶出東亞銀行「全球運作經驗」的理念。此外，這個繩結亦象徵東亞銀行、中國聯合銀行及第一太平銀行於合併後，上下一心，力求卓越，為客戶提供最優質的服務。

背景的駿馬奔馳圖案，寓意東亞銀行將會憑藉其固有優勢，在馬年大展鴻圖，隨著香港經濟逐步回穩，致力爭取佳績。

Macrame, a classical oriental ornament, is chosen as the visual theme for this year's Annual Report. In the traditional Chinese society, knots symbolise the auspicious and the harmonious, and representing the forging of an alliance in pursuit of a worthy cause. The knot on the front cover celebrates the new corporate identity of The Bank of East Asia (BEA), highlighting our strong Chinese roots and our worldwide experience. With the symmetry of the knot, we emphasise the coherence arising from the integration of BEA, United Chinese Bank and First Pacific Bank, matched our commitment to providing the very best service to our customers.

The galloping horse in the background shows the competitive edge that BEA enjoys, and our determination to excel in the Year of Horse as business environment in Hong Kong gains momentum.

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