

HIGH SPIRIT & GRAND ADVENTURE

The theme graphic that now adorns many BEA customer account and communication materials is here used to represent a door opening onto a bright new world of opportunity. Following China's accession to the World Trade Organization, individuals and companies from around the world are converging on China, eager to experience the vibrancy of its people and of its economy.

With strong Chinese roots and worldwide experience, BEA leads the way into China, providing best-in-class financial services. There, high-spirited youngsters give a warm welcome to visitors. Their spirit symbolises the joy that we at BEA feel in serving all our customers and shareholders.

新挑戰·新氣象

本年度年報採用的封面主題，是以廣泛使用於有關客戶及傳訊資料的企業標誌圖案為設計；這個構圖猶如一扇大門，門後是充滿動力和朝氣的新商機。隨著中國加入世界貿易組織，來自世界各地的個人和企業皆匯聚於斯，輕叩門環，熱切期待體會中國經濟及人民綻放的新氣象。

憑藉服務華人的深厚傳統和全球運作經驗，東亞銀行穩踏中國的經濟發展門檻，提供最佳的銀行和金融服務。大門之後，一羣活潑可愛的小孩正以歡欣笑臉，揮動旗幟迎接貴賓，就如東亞銀行已作好準備，以喜悅的心情款待其客戶和股東，為他們提供誠摯的服務。



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