

Press Release  
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## **The China Awards Programme 2011**

### **Guangdong Development Bank Wins Best SME Banking Award (Joint Stock Bank)**

- *Guangdong Development Bank Wins Best SME Product Award in China*
- *Guangdong Development Bank shows strong business performance and SME service differentiation*
- *Over 90 banks and financial institutions across China were evaluated as part of the China Awards Programme*

**Singapore, March 26<sup>th</sup> 2011** –Guangdong Development Bank wins the award for the Best SME Banking Award for 2011. The bank received the award at The Asian Banker Gala night, held in conjunction with The Asian Banker China International Banking Convention, China's largest annual meeting of decision makers and senior professionals in the financial services industry and the foremost forum for engaging on global and domestic themes bringing together international thought leaders and industry specialists. The Awards Night is a gathering of domestic institutions that have excelled in Retail Financial Services, Technology and Risk Management, held at the Westin Hotel (Financial Street) in Beijing on May 26th, 2011.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind in China

A stringent two-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various banks in the region is attached.

#### ***Guangdong Development Bank wins Best SME Award in China***

Guangdong Development Bank (GDB) a joint-stock commercial lender in China, racked up \$40.9 billion (CNY 6.18 billion) in net profit in 2010, expanding by 83 percent over a year earlier. SME loans and the credit card business line are the main drivers in this growth.

#### ***Guangdong Development Bank shows strong business performance and SME service differentiation***

GDB leads the way in business performance with excellent growth in its loan book and profits, whilst maintaining strong control over its cost and risk management. The bank measured competitively above the market in its profits. SME loans outgrew total loans by 4% in 2010. The bank reported 33% growth in profits year on year in 2010, with a 30% increase in revenues. On top of this, the bank's sales team has become more sophisticated in its sales pitch and customer relationship building that cross sell ratios have increased from 3 to 5 between

2009 to 2010.

GDB is at the forefront in its products as “好融通” gathers momentum and popularity in the mass market. Just from this product line, loans grew over 3.5 times with the customer base growing nearly 3 times during 2009 to 2010. Other popular services include the “易押通” which has radically transformed the convenience and ease of loans disbursements for SME products. This service allows access to fast tailor credit products, which do not consider the age of SME, financial statements and instead accept residential and industrial buildings as loan collateral.

GDB has maintained prudent watch over its risk management which has successfully enabled its business success. The bank leveraged on the experience of its strategic investor Citibank to improve its credit management and upgrade its IT infrastructure.

***Over 90 banks and financial institutions across China were evaluated as part of the China Awards Programme***

The Financial Services Industry in China is changing dramatically, and every year it looks very different from the previous year. The transformation of the industry since the early 2000 before the main institutions sought listings in the international capital markets, to what they have become today is nothing less than dramatic. They used to look to Western institutions for leadership and benchmarks in best practices. But after the global economic crisis, these same institutions found themselves leading the world in terms of capitalisation, profitability and product and process innovation, without meaningful peers against whom they can benchmark themselves on a continuous basis.

Mr Kapfer elaborated: “With this as the background, it has become even more important to keep track of the best Chinese financial institutions, where they are, the infrastructure they have invested in, their ability to scale and the risk processes they have in place to ensure that they are long term and sustainable institutions. All of these will become tested in the next banking crisis, which may well originate in the fast growing regions of today. The China Awards are designed to take stock of the annual changes taking place today. It is designed to identify winners and losers in the fierce competition between players in China for customers and market share, while making it very clear that we will also take note of the infrastructure the banks have been investing in, their risk management culture and capabilities as well as the philosophy and quality of leadership.”

This year, over 90 financial institutions and banks in China were evaluated as part of The China Awards Programme in what has become the most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst financial institutions in China today. Our assessment covered four large national banks, 13 joint stock commercial banks, 50 city commercial banks, 14 rural commercial banks and 10 foreign banks.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate product and process innovation that make an impact on bank’s business. The evaluation process involves extensive research and probing interviews, and taps the combined experience of a team of experienced researchers. For more information on the ‘China Awards Programme’, the evaluation criteria and the universe of

Chinese financial institutions we look into please visit our website at  
<http://www.asianbankerawards.com/chinaawards/index.php>

## **The China Awards Programme 2011**

### **RETAIL FINANCIAL SERVICES AWARDS**

Best Wealth Management Product in China

*Joint Stock Bank --***China Merchants Bank**  
*City Commercial Bank—***Bank of Shanghai**

Best Internet Banking in China

*Large Scale Bank ---***ICBC**  
*Joint Stock Bank –* **Bohai Bank**

Best Branch Banking Initiative in China

*Large Scale Bank --* **Bank of China**  
*Joint Stock Bank —* **Shanghai Pudong Development Bank**  
*City Commercial Bank –* **Bank of Beijing**

Best Mortgage Product in China

*Joint Stock Bank - CITIC Bank*

Best Credit Card Product in China

*Joint Stock Bank – China Merchants Bank*  
*City Commercial Bank – Bank of Jiangsu*

Best Bancassurance Product in China

*Foreign Bank - HSBC China*

Best SME Product in China

*Large Scale Bank - China Construction Bank*  
*Joint Stock Bank – Guangdong Development Bank*  
*City Commercial Bank – Bank of Harbin*

Best Brand Building in China

*Foreign Bank – Citibank China*

**TECHNOLOGY AWARDS**

Best Core Banking Implementation in China

**Shenzhen Rural Commercial Bank and Fiserv**

**Best E-Banking (Mobile) in China**  
**Shanghai Pudong Development Bank**

**Best Trading Systems (Back Office) in China**  
**Bank of Communications and Misys**

**Best HR Systems Implementation in China**  
**StanChart and LongTop (International Winner)**

**Best Risk and Analytics**  
**Shanghai Pudong Development Bank and FICO**

**Best Data Center Initiative**  
**ICBC and CISCO**

**RISK MANAGEMENT AWARD**

**Best Risk Management in China**  
**ICBC**

-End of List-

## About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

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