

Press Release

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**The China Awards Programme 2011**

**Shanghai Pudong Development Bank Wins Awards for Best Joint Stock Bank (Branch Banking), Best E-Banking (Mobile) and Best Risk & Analytics in China**

- *Shanghai Pudong Development Bank (SPDB) adopted an open concept for the branch layout to reduce waiting times, enhance customer experience and improved on staff quality in financial advisory services.*
- *It also undertook significant process streamlining and IT upgrading work to increase efficiency at the front counters and strengthen risk controls.*
- *A major achievement for the bank was its ability to develop a partnership with China Mobile in 2010, which is a first and opens up a new dimension to banking in China.*
- *Over 90 banks and financial institutions across China were evaluated as part of the China Awards Programme*

**Singapore, March 26<sup>th</sup> 2011** – Shanghai Pudong Development Bank (SPDB) has won awards for the Best Joint Stock Bank in Branch Banking, Best E-Banking (Mobile) and Best Risk & Analytics Project in China in 2010. 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.

***Shanghai Pudong Development Bank wins Best Branch Banking Award in the Joint Stock Bank Category***

In 2010, SPDB integrated 3 businesses in order to reduce the form-filling process for its customers, and combined account cancellation with account changes into another form. It also modified and updated the RMB account management approach, and implemented counter account reviews in Parallel Processing to speed up efficiency.

SPDB undertook an exercise to upgrade and improve its processes and IT systems in Feb 2010, with the aim of reducing redundant links, increasing teller efficiency, speeding up the branch transformation, providing better customer experience, teller experience, and improving efficiency and risk control.

The Bank also adopted an open concept for branch layout similar to Bank of Beijing. This had the benefit of reducing waiting times, enhancing customer experience and improving staff quality in financial advisory.

***The bank managed to develop key relationships with largest telecom operator in China in 2010***

The awards for the Best E-Banking (Mobile) in China is made on the premise of the strategic partnerships developed in 2010 between SPDB and China Mobile, which has helped herald a new and innovative phase for collaboration between banks and telecom providers in China. The recently launched mobile banking service includes fund transfers and payments via the mobile phone, which have seen significant customer uptake and are key achievements in the rapidly growing mobile e-commerce segment in China.

***SPDB's collaboration with FICO saw it enhance enhance customer risk management strategies***

In addition, SPDB launched a new retail scorecard project to develop a usable and robust scorecard system to strengthen its risk quantification processes. This included the validation of existing scorecards and the development of new scorecard models. The existing IT systems were restructured in order to deploy a decision engine within the bank that covers all personal loans and credit card products, and crosses the entire credit life cycle of the consumer.

***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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