

Press Release

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**The China Awards Programme 2011**

**China Construction Bank Wins Best SME Product Award in China (Large-Scale Bank)**

- *China Construction Bank wins Best SME Product Award (Large Scale Bank)*
- *China Construction Bank (Large Scale Bank) is a market leader in business growth and process efficiency*
- *Over 90 banks and financial institutions across China were evaluated as part of the China Awards Programme*

**Singapore, March 26<sup>th</sup> 2011** –China Construction Bank (Large scale bank) wins the award for the Best SME Product 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 themes bringing together domestic and global thought leaders and industry specialists. This Awards Night is a gathering of domestic institutions that have excelled in Retail Financial Services, Technology and Risk Management, held at Westin Hotel in Beijing on April 7th, 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 three-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.

***China Construction Bank (Large Scale Bank) wins Best SME Product Award***

China Construction Bank has taken major initiatives in innovating and enriching its risk management methods. The bank succeeded in forming a credit rating system which covers its corporate, small enterprises, and retail customers. An internal rating model and system were developed taking into prudent account the characteristics of different customer groups, including 27 credit rating models for corporate and small enterprise customers, and 9 retail banking score cards.

***China Construction Bank (Large Scale Bank) is a market leader in business growth and process efficiency***

China Construction Bank is a leader in the SME banking market in China, serving over 130, 000 SME clients, with 17 000 new clients on average every year. The bank has truly led an impressive trajectory from its early beginning in 2009 when the SME service department was

initially set up. China Construction Bank already presides over 19 individual SME offices in provincial branches.

China Construction Bank has a strong business performance portfolio. In the past years, the average growth of the bank's SEM lending has been over 40%. There has been a significant growth in fees income and with greater customer volumes, the bank still manages its NPL ratios which has been lowered to 0.9% at the end of 2010.

The bank has a strong value proposition as the "Elevate Value Creation Level for SMEs" and is the first bank to launch the model of "Credit Factory" for centralized operation. Over 5000 staffs were picked up from the corporate and retail banking spaces to work in 200 operation centres. It is strategically modelled like a production assembly, each work force in "Credit Factory" has a clear division of responsibility in 16 specific positions covering marketing, sales, reporting, credit analysis, loan approving and disbursement, CRM and post-loan management. Given the structured operations, China Construction Bank managed to drive down its turnaround time for approval-in principle from 20 working days to 7 working days.

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

"This year over 90 banks and financial institutions 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 anywhere in the world today" said Chris Kapfer, head of research at The Asian Banker . He added: "It is amazing to see the rapid development of financial services industry every year, and to experience the narrowing gap between mature and emerging market banks in terms of operational efficiency and technology."

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks' retail banking businesses that involve extensive research and probing interviews, and taps the combined experience of a team of experienced researchers.

Mr Kapfer elaborated: "The Financial Services Industry in China is changing dramatically. This programme keeps track of the best Chinese institutions, and together with our international programmes to identify meaningful peers against whom Chinese banks can benchmark themselves. The programme is designed to identify winners and losers in the fierce competition between players in China for customers and market share Through this unique programme provides stakeholders a clear idea of the changes taking place and the institutions that are contributing to those changes in a sustainable manner."

The China Awards Programme takes stock of the most important developments in the Chinese financial services industry today. The assessment looked into more than 90 banks which include four large scale banks, 13 joint stock banks and the top 50 city commercial banks and cooperatives to identify the winners in this year's programme. The programme identifies financial institutions in China that are able to build long term sustainable franchises, based on advances in product innovation and strong business processes that lead to a consistent and profitable performance. Further information on

this awards programme can be found at our website at  
<http://www.asianbankerforums.com/award/chinaawards>

## **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

*Small and Medium-sized Financial Institutions – Shenzhen Rural Commercial Bank, Fiserv and  
Digital China Financial Software*

*Large-sized Financial Institutions – Guangdong Rural Credit Cooperative Union and TCS*

**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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