

Corporate culture

A good corporate culture is closely related and beneficial to the continuous development of a company. In addition to aggressive business expansion, COSCO Pacific takes high regard to building up a corporate culture, demonstrating our belief in “ensuring customer satisfaction, adding to shareholders’ value”, being dedicated and ambitious while ensuring development and creativity, seeking to cultivate a core corporate value, building up a shared corporate value and a quality and excellent workforce.

Core corporate value

The core corporate value of COSCO Pacific is as follows: maximisation of corporate efficiency and shareholders’ value, trust (to trust and be trust-worthy), creativity (be creative and take the initiative to establish an excellent brand name and achieve brilliant performance, growth (growth of a company lies in growth of its workforce), communications (based on honesty and sincerity), understanding (listening to different viewpoints and learning from mistakes), management (quality management is the building block of good performance), integrity (be respectful and respectful, contribute the company as well as to society), service (making dedication to service a working attitude of staff).

Team spirit

Corporate success depends on a quality workforce with a shared value. COSCO Pacific takes high regard to human resources and is committed to providing for the staff a good working environment and room for personal development. Emphasis is also placed on the recruitment of high calibre professionals and the establishment of sound personnel systems to achieve growth for the Company and for the staff.

COSCO Pacific’s container leasing, terminals and logistics operations stretch out around the world. Through various activities and training to enhance team spirits, the company creates a working environment with mutual understanding and respect so that employees of different nationalities and cultural backgrounds can cooperate under the notion of “ensuring customer satisfaction, adding to shareholders’ value”.

Staff remuneration is set according to capability and performance of individual staff and characteristics of specific labour market. Appraisals are conducted every year by the management to evaluate staff performance, improve communications between the management and the staff and make decisions on rewards, promotion and training.

