



# Corporate culture

## Core values

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”, and creating a harmonious, dynamic and people-oriented work environment to enhance its staff’s potential and capability. In 2004, the Company sought to cultivate the following core corporate values: trust; creativity; growth; communications; understanding; sound management; integrity and dedicated services. So far, it has already built up a shared corporate value in “ensuring customer satisfaction, adding to shareholders’ value” amongst its staff.

## Team spirit

In order to ensure the healthy and speedy development of its businesses, the Company has made great efforts in motivating team spirit and cultivating management staff as well as recruiting high-calibre professionals. In 2003, the Company started to take active measures in staff training to develop management professionals with the suitable skill-sets to facilitate our business development. In June 2004, our first terminal operation and management training course was organised under the solid support from COSCO. In mid 2004, the Company also organised a reading programme with the theme of “Diversity, Depth and Practice” to encourage life-long learning and to acquire new knowledge so as to enhance its management and professionalism.

COSCO Pacific continues to improve its remuneration policies and incentive packages based on fair principles. In 2004, the Board of the Company established the Remuneration and Assessment Committee and the Nomination Committee, which form a solid foundation for a modernised human resources management system. Apart from remuneration and bonus payments, share options of the Company are also granted to our employees, so as to motivate their performance and contribution to the Company’s business development.