

Driving Sustainable Growth: ICBC (Asia)'s Vision for the Future

Executive Summary

ICBC (Asia) is addressing the strategic challenges of a rapidly evolving financial sector by driving sustainable growth and integrating sustainable investing principles, advancing green finance, and leveraging innovative technologies to enhance its operations and customer service. The bank also invests in talent development through its partnership with CFA Institute and supports professional growth via the Enhanced Competency Framework.

A Commitment to Sustainability and Green Finance

ICBC (Asia) maintains a resolute belief that sustainability factors are vital in helping financial institutions manage risk and nurture the opportunities related to the shift towards net zero. It actively promotes the green finance agenda in Hong Kong SAR and contributes to green-finance-related research and exchange activities.

Dr. Jimmy Jim, Managing Executive Officer and Head of the Global Markets Department at ICBC (Asia), remarks:

ICBC (Asia) issued the first-ever green guarantee for the development of an international-level project in Hong Kong SAR's Central Business District. The company provides further support with its green finance business, which promotes the application of ethical finance across Asia Pacific.



Talent Development and Upskilling Initiatives

Today's dynamic financial landscape presents ICBC (Asia) with several strategic challenges. These include integrating artificial intelligence (AI) tools, nurturing talent, attracting staff, and meeting the standards of the Enhanced Competency Framework.

He says:

We are responding to a changing industry environment by leveraging innovation and advanced technologies. For instance, we have developed a "Digital Hong Kong Dollar" to boost the Hong Kong market's competitiveness in global payments and augmented our compliance management system. We are also exploring robotic automation to strengthen operational efficiency and have launched an AI-driven intelligent customer service system.



Dr. Jimmy Jim, CFA
Managing Executive Officer and
Head of the Global Markets Department
ICBC (Asia)

The Enhanced Competency Framework and Professional Growth

The Hong Kong Monetary Authority's Enhanced Competency Framework initiative is a non-mandatory set of common standards for banking practitioners in Hong Kong. It aims to enhance the development of investment professionals and underpin Hong Kong's position as an international financial centre.

The Framework encompasses various professional workstreams, including green and sustainable finance (GSF), which aims to develop ethically focused talent for the banking industry and enhance the professional competence of practitioners. The GSF initiative is supported by the Pilot Green and Sustainable Finance Capacity Building Support Scheme, which provides subsidies of up to HK\$10,000 for training and professional qualifications. CFA Institute Sustainable Investing Certificate, Climate Risk, Valuation, and Investing Certificate, and Climate Finance (online course) are all eligible under the Scheme.



Collaboration with CFA Institute for sustainable investing

ICBC (Asia) creates its own talent pool to ensure a flow of skilled personnel who will help the business flourish. Establishing this solid foundation of qualified professionals has led to a strong collaboration with CFA Institute.

Shirley Cheng, Assistant Vice President, Human Resources Department at ICBC (Asia), remarks:

ICBC (Asia) collaborates with CFA Institute and sponsors our employees' participation in the CFA Program, which will boost their investment analysis and risk management skills. We have also partnered with CFA Institute to promote the Sustainable Investing Certificate to our staff.

Advancing professional standards aligns with ICBC (Asia)'s core value: integrity leads to prosperity. Within this core value are five fundamental principles: humanity, prudence, innovation, excellence, and integrity.

She continues:

Integrity encompasses honesty and credibility. It forms the foundation of our business, and humanity means relying on, respecting, and bringing success to people. Prudence represents stability, order, and security, while innovation is creating value by optimising resource allocation and integration. And, of course, excellence tells of ICBC (Asia)'s uncompromising pursuit of quality.

An Employee's Perspective: Achieving the CFA Institute Sustainable Investing Certificate

Xian Yingxin, Manager, Risk and System Management at ICBC (Asia), explains that she learned about the Certificate through the company's internal training platform, which actively promotes industry-recognised certifications.

She explains:

My primary motivation for pursuing this qualification was to accelerate the integration of sustainable investing principles into global investment practices. The Sustainable Investing Certificate has equipped me to evaluate ESG risks and opportunities in portfolios, directly enhancing the quality of client advisories. Professionally, it positions me to lead green finance initiatives at ICBC (Asia). Throughout the programme, ICBC (Asia) provided robust support and offered a flexible work schedule during exam preparation.

A Vision for Sustainable Leadership

ICBC (Asia)'s vision is to be a leading financial institution in Asia-Pacific, providing high-quality financial services while contributing to the region's development. The company is committed to significantly increasing its financing for green projects as part of its sustainability initiatives. This includes an ethical financial ecosystem utilising eco-friendly blockchain technology and AI while also contributing to the achievement of global sustainable development goals.

Our collaboration with ICBC (Asia) supports the development of talent and professional standards in the region. Together, we're equipping finance professionals with the skills and knowledge needed to navigate a rapidly evolving industry.



Scott Lee
Senior Director Strategic Partnerships
CFA Institute

