

Bangkok Bank China Conducted the 4th “Cultivate Young Bankers” Financial Knowledge Publicity Activity

On the occasion of 3 • 15 International Consumer Rights Day, to better publicize financial knowledge to school students, on March 14, Bangkok Bank (China) Company Limited (“Bangkok Bank China”) conducted the 4th “Cultivate Young Bankers” financial knowledge publicity activity with over 30 students from Shanghai Changning Experimental Primary School. Mr. Suwatchai Songwanich, CEO of Bangkok Bank China joined the activity in person and delivered a welcome speech.



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The publicity activity included experience in banking hall and lecture in meeting room. Questions like “Anyone noticed any difference between our bank and other banks?”, “What kind of bank counters are there?”, “What do people need to pay attention to when open an account?” were asked by smiling staffs at Shanghai Branch banking hall. Thought these were unfamiliar topics for primary school students, however, they surprised the staffs with their keen observation and rich life experience. Not only did the students find that unlike other Chinese banks, our bank had not installed so many self-service equipment, they also knew that there were closed counter and open counter, and even some students were familiar with the exchange rate of foreign currencies. Through the vivid interaction in banking hall, the students got better understanding about the basic knowledge of business operations and the working state of the financial institutions.



Publicity at Shanghai Branch Banking Hall

During the lecture in meeting room, staffs used interactive way to publicize the financial knowledge about "how to identify the authenticity of RMB paper note", “get to know foreign currency”, “guidelines of using electronic banking and self-service equipment”, and "the prevention of financial frauds", etc. which are

close to daily life. Through the class, students also got to know the knowledge about individual credit report and personal loans which could be applied for, etc. The students showed great enthusiasm and responded positively to various questions raised by staffs. They also took the initiatives to share financial stories happened in their daily life. At such a young age, they are well-informed about so much knowledge, which were completely beyond expectations.



Financial Knowledge Promotion Lecture

Primary school period is the golden time for children to cultivate their financial quotient concept. Based on this idea, Bangkok Bank China “Cultivate Young Bankers” hopes to provide the opportunity for students to better understand finance through interesting activities so as to help more students to establish correct financial management concept and consumption view from childhood.

Bangkok Bank (China) Company Limited
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