

# **BOC Hong Kong (Holdings) Ltd in Consumer Finance** (Hong Kong, China)

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Date: December 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B07BCD25513EN

### **Abstracts**

BOC Hong Kong will increase efforts to raise consumer-awareness on branch network transformation, and reinforce its ability in personal banking to serve mid- to- high-end customers and SMEs. The group has formulated standard sales models and customised products and services.

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