

## **UOB (China) launches Better U, a holistic learning and development programme to prepare its employees for the future**

**Shanghai, China, 5 June 2020** – United Overseas Bank (China) Limited (UOB (China)) has launched Better U, a UOB Group-wide holistic learning and development programme, to equip its employees with the required knowledge and skills to stay relevant in the digital age.

With digital technologies reshaping many industries, including the financial sector, UOB has identified five core competencies, namely growth mindset, complex problem-solving, digital awareness, human-centred design and data story-telling needed for successful careers. The urgency to gain these future-focused skills is underscored with expectations of artificial intelligence cutting or creating approximately one in four financial sector jobs in China by 2027<sup>1</sup>.

The need for these skills has become even more critical following the way in which the COVID-19 pandemic has also altered the way people live, work and engage with service providers. For banks, the pandemic has driven them to increase their pace of digital transformation to offer more contactless services. In China, 96 per cent of bank transactions, from payment and settlement, credit management to trading settlement, were done via online channels in February 2020<sup>2</sup>. This trend will continue as banks ramp up their digitalisation initiatives for long-term growth.

Ms Amy Hong, Managing Director and Head of Human Resources, UOB Greater China, said, “While technology advancements and changing customer preferences are redefining the banking industry and posing new challenges, we believe there are also opportunities for the Bank and our colleagues.

---

<sup>1</sup> Source: [The Impact of Artificial Intelligence on the Financial Job Market](#), Boston Consulting Group and China Development and Research Foundation, March 2018

<sup>2</sup> Source: [Forging Ahead to the Next Chapter - Review and Outlook on China Banking Industry 2019-2020](#), Deloitte China, March 2020

Even as we transform our business to stay nimble amid the changes, we also proactively help our colleagues in their professional and personal growth. UOB Group's Better U programme will equip our people not only with the essential technical and soft skills, but also help them gain an international perspective to ensure that they will be future ready. They will be better prepared for the changes and challenges of tomorrow and build more meaningful careers.”

The Better U programme, designed by UOB, is the first training initiative that covers soft skills as well as digital and data skills to be accredited by the Institute of Banking and Finance (IBF) Singapore. The 12-week foundation course was designed based on behavioural science and training best practices to cultivate a habit of continual learning among employees. The course modules are conducted digitally so that UOB (China)'s employees can progress the learning at their own pace and convenience. Upon completion of the foundation course, the Bank's employees will be awarded a UOB-IBF Certificate of Achievement. To encourage its employees to participate in the programme, UOB (China) will offer one-day study leave for those who have completed the course. The Bank expects all its employees to complete the foundation course by end of 2020.

In fulfilling its long-term commitment to caring for its people, UOB (China) has launched several learning and development initiatives. These include upgrading its performance management system and rolling out an accelerated career development programme for its top talents to facilitate Bank employees' transformation and growth.

– Ends –

#### **About United Overseas Bank (China)**

United Overseas Bank (China) Limited (UOB (China)) is a wholly-owned subsidiary of United Overseas Bank Limited (UOB). Headquartered in Shanghai, UOB (China) was incorporated in the People's Republic of China on 18 December 2007. UOB (China) is rated 'A+' with a stable outlook by Fitch Ratings. UOB (China) now has 17 branches and sub-branches in the major cities across China.



As we continue to grow, UOB (China) focuses on nurturing employees to carry through entrepreneurial spirit, the focus on long-term value creation and an unwavering commitment to do what is right for our customers and our colleagues.

We believe in being a responsible financial services provider and we are committed to making a difference in the lives of our stakeholders and in the communities in which we operate. Just as we are dedicated to helping our customers manage their finances wisely and to grow their businesses, UOB (China) is steadfast in our support of social development, particularly in the areas of art, children and education.

For more information about UOB (China), please visit [www.UOBChina.com.cn](http://www.UOBChina.com.cn)

Or follow us on WeChat:



把握亚洲跨境商机  
敬请关注大华银行

**Media Enquiries:**

Tracy Cui

Strategic Communications and Brand

Email: [Tracy.CuiYX@UOBGroup.com](mailto:Tracy.CuiYX@UOBGroup.com)

Tel: 86-21-6061 8646