

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
STATE EDUCATIONAL INSTITUTION  
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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**PRIVATE BANK --RESEARCH ON THE DEVELOPMENT OF FINANCIAL  
TECHNOLOGY IN DEVELOPING COUNTRIES**

Master`s thesis

specialty 1-26 80 04 "Management"  
(profile "Financial Management")

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## **GENERAL CHARACTERISTICS OF THE WORK**

Master's thesis: 60p, 19 figures, 2 tables , 34sources, 1app.

Key words: PRIVATE BANKING, HIGH NET WORTH CLIENTS, DEVELOPMENT DIRECTION, HOMOGENIZATION, TALENT SHORTAGE, INTERNET FINANCE, ASSET ALLOCATION, CHINA STATUS, MALAYSIA STATUS, BANK OF CHINA

Purpose: This article aims to solve the plight of the development of private banking in developing countries and guide the future development direction

Objective: Bank of China, one of the four largest state-owned banks in China, is the first to develop private banking business in China. It has strong capital, strong financial strength, and extensive business capabilities. It has business locations all over the world and is trusted by the Chinese people.

Object and subject of the research: Through studying the private banking business of Malaysia and other commercial banks in China, as well as the financial reports of the Bank of China and private bank reports in China, discover the existing development problems of the Bank of China.

The results obtained and their novelty: Solved some of the problems of the key development direction of Bank of China's private banking business. By learning from the experience of other mature private banks, cultivating talents, improving professional service capabilities, and vigorously developing Internet finance, To get out of the COVID-19, we must deal with the difficulties of banking business face-to-face.

