



先锋文化手册

PIONEER CULTURE HANDBOOK



中国石油集团东方地球物理勘探有限责任公司
BGP Inc., China National Petroleum Corporation

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PART 1

关于我们 ABOUT BGP



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多年

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历经发展

公司简介

东方地球物理勘探有限责任公司（英文简称 BGP），是以油气资源勘探为核心业务、拥有物探行业全产业链的技术服务公司，总部位于中国河北省涿州市。

BGP 的油气勘探业务始于 20 世纪 50 年代，80 年代开展国际业务合作，公司历经 70 多年的发展，已经成为全球领先的地球物理解决方案提供商，能够为能源行业提供全面领先的地球物理产品和优质服务，业务范围覆盖全球 80 多个国家和地区，服务的能源公司超过 300 多家。BGP 的业务主要包括：陆上勘探、海洋勘探、综合物化探、井中勘探、地震资料处理解释、油藏地球物理、软件研发、装备制造、多用户服务、油气合作开发、新能源业务（如非碳氢化合物、CCUS、地热和风力发电）等。

BGP 文化命名为“先锋文化”。石油物探是石油工业的第一个环节，始终走在油气勘探最前列，BGP 秉持创新、诚信、安全、包容、共赢理念，探寻能源，服务全球，勇做先行者、开拓者和探索者。

面向未来，BGP 将持续创新，追求卓越，不断提升技术服务保障能力，以一流的技术和一流的管理努力为客户提供更优服务、创造更大价值，携手客户共谋发展，共创未来。

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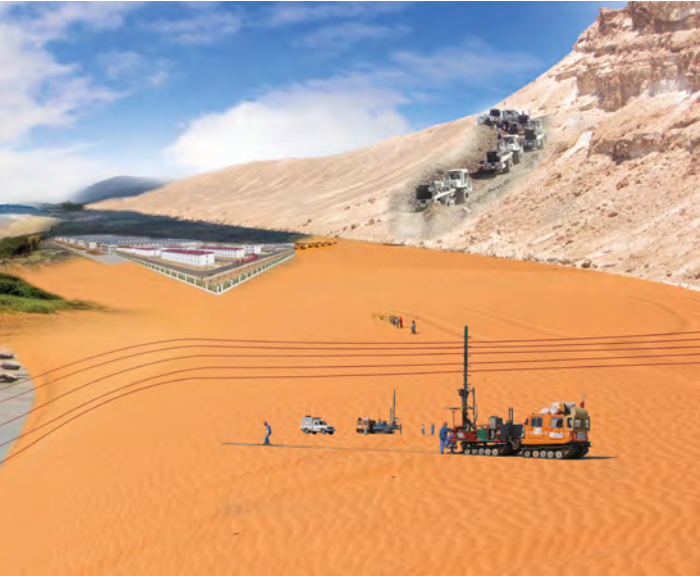
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▲
业务范围覆盖
全球国家和地区

300

多家

▲
服务的能源公司



COMPANY OVERVIEW

■ With the **70** years of development history

■ BGP's businesses spread over the globe and covers over **80** countries and regions

■ Serving more than **300** energy Companies

BGP is capable of providing integrated services and technical solutions covering the whole spectrum of services, including acquisition, processing, interpretation, and field evaluation to oil and gas exploration as its core business. The company's head office is in Zhuozhou City, Hebei Province of China.

BGP's oil and gas exploration business tracked back to the 1950s, and expansion of its International business happened in early 1980's. With the 70 years of development, BGP has become a Global Leader in providing Geophysical solutions, offering comprehensive Geophysical products and high-quality services to the energy industry. BGP's businesses spread over the Globe and covers over 80 countries and regions, serving more than 300 energy Companies.

BGP's main business areas include onshore exploration, marine exploration, comprehensive geophysical and geochemical exploration, borehole exploration, seismic data processing and interpretation, reservoir geophysics, software development, equipment manufacturing, multi-client services, oil and gas cooperation and development, and new energy business (such as non-hydrocarbons, CCUS, geothermal, and wind power).

The company's culture is named "Pioneer Culture." Being the first step in the petroleum industry, BGP always leads in oil and gas exploration. Guided by the principles of Innovation, Integrity, safety, inclusiveness, and Win-Win cooperation, BGP explores energy, serves globally, and acts as pioneers, trendsetters, leaders and explorers.

Looking ahead, BGP will continue to innovate, pursue excellence, enhance technical service capabilities, provide top-notch technology and management, and collaborate with clients seeking future development.



遵守法律法规。
Comply with the laws and regulations.

尊重文化差异，尊重不同民族的传统和风俗习惯。
Respect cultural differences and traditions of different ethnicities and cultures.

为客户提供优良产品和满意服务。
Provide timely, efficiently, professionally, and satisfactory services to clients.

与员工共享企业发展成果。
Share the achievements of enterprise development with employees.

将员工健康和安、社会公众利益和环境保护置于经济利益之前。
Valued employee health and safety, public interests, and environmental protection over economic interests.

绿色勘探，爱护生态。
Green exploration, care for ecology.



公司承诺
OUR
COMMITMENT



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PART 2

核心理念 CORE PRINCIPLES

公司使命

MISSION

探寻能源 服务全球

EXPLORING FOR ENERGY & SERVING THE WORLD

公司以油气资源勘探为核心业务，积极向开发领域和新能源领域拓展，为全球客户提供服务。公司致力于为客户创造价值，为员工创造成长空间，为社会担当责任，促进能源行业与社会的可持续发展。

BGP, with oil and gas exploration as its core business, actively expands into development and new energy fields to provide services to clients across the Globe. The company is dedicated to creating value for clients, offering growth opportunities for employees, assuming social responsibility, and promoting the sustainable development of the energy industry and society.



发展目标

DEVELOPMENT GOAL

建设世界领先地球物理技术服务公司

ESTABLISHING A WORLD-LEADING GEOPHYSICAL TECHNOLOGY SERVICE COMPANY

公司致力于成为在规模实力、技术装备、生产效率、创效能力、服务品质等方面的全球领先企业；成为具有全球市场竞争力、引领全球行业核心技术发展、在全球产业发展中具有重要话语权和影响力的领军企业；成为履行社会责任、拥有行业一流文化和全球知名品牌形象的典范企业。

The company is dedicated to establishing itself as a worldwide leader in terms of scale, strength, technological infrastructure, production efficiency, innovative capabilities, and service quality. Its objective is to maintain its position as a leading enterprise with global market competitiveness, spearheading the advancement of core technologies in the global industry. Additionally, the company aspires to wield significant discourse power and influence in global industrial development. It endeavors to serve as a model enterprise that fulfills social responsibilities, embodies a top-tier industry culture, and cultivates a globally renowned brand image.





发展战略 STRATEGY

1
创新优先
INNOVATION
PRIORITY

2
成本领先
COST
COMPETITIVENESS

3
综合一体化
COMPREHENSIVE
INTEGRATION

4
全面国际化
GLOBALIZATION

① 创新优先 INNOVATION PRIORITY

公司把创新驱动摆在核心位置。坚定不移走科技强企之路，突出集成创新和推广应用，形成能随时掌握主动权的技术优势；坚持变革创新，树立问题意识，借助“互联网+”思维优化管理，提升组织绩效，激发人才活力，鼓励全员创新。

The company places innovation at its core, unwaveringly dedicated to the pursuit of technological strength. It accentuates integrated innovation with broad applications, nurturing technological advantages that can be harnessed at any given moment. Embracing a culture of change and innovation, the company actively promotes awareness of challenges, applies "Internet+" thinking to optimize management practices, refines organizational performance, rejuvenates talent strength, and fosters a culture of innovation across all staff members.

② 成本领先 COST COMPETITIVENESS

公司把成本管控贯穿于企业运营各环节。树立“一切成本都可降低”理念，深化降本增效，借助信息化发展打造成本竞争优势；树立边际贡献理念，盘活资源要素，强化项目管控，提高市场应对能力和创效水平。

The company strategically incorporates cost competitiveness into every facet of its operations, guided by the philosophy that "all costs can be reduced." It systematically intensifies efforts in cost reduction and efficiency improvement, leveraging information technology to establish a competitive cost advantage. Embracing the concept of marginal contribution, the company meticulously optimizes resource elements, fortifies project control, and heightens market responsiveness and innovation efficiency.



③ 综合一体化 COMPREHENSIVE INTEGRATION

公司进一步优化业务布局，突出发展现有业务，加快发展新能源与新兴业务，积极培育发展新动能；大力开展采集处理解释、油藏开发、软件研发、装备制造和信息技术等一体化服务，把服务优势转变为发展优势。

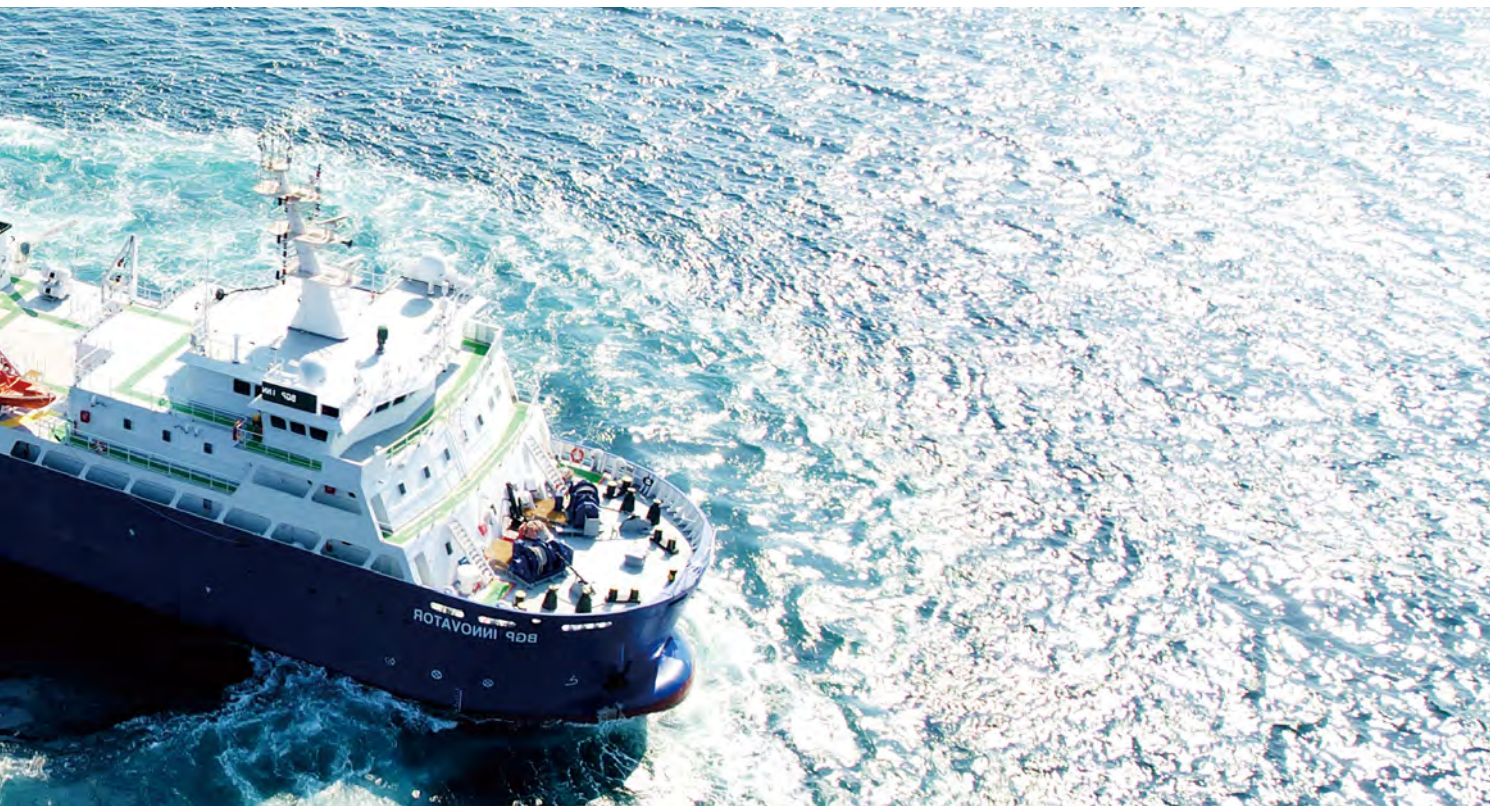
The company is dedicated to optimizing its business layout by prioritizing the development of existing ventures, expediting the growth of new energy and emerging businesses, and actively encouraging and advancing new growth drivers. It actively participates in integrated services encompassing acquisition, processing, interpretation, reservoir development, software development, equipment manufacturing, and information technology. Through this comprehensive approach, the company transforms its service advantages into formidable developmental strengths.



4 全面国际化 GLOBALIZATION

公司坚定不移走国际化发展之路，树立一盘棋思想，打破国内海外管理界限，全面提升管控能力；树立国际化思维，突出市场空间、发展资源、运营管理等方面的全面国际化，持续增强 BGP 品牌国际影响力。

The company is committed in its pursuit of international development, employing a holistic perspective that surpasses domestic and overseas management boundaries. It is dedicated to comprehensively enhancing control capabilities with a focus on adopting an international mindset. This approach emphasizes the importance of achieving comprehensive internationalization across market space, development resources, and operational management. The company is committed to continually fortifying the international influence of the BGP brand.



核心价值观

CORE VALUES

创新 诚信 安全 包容 共赢
INNOVATION INTEGRITY SAFETY INCLUSIVE WIN-WIN

① 创新 INNOVATION

创新是引领发展的第一动力。公司坚持创新驱动，主动把握行业发展趋势，汇聚各方力量共建创新生态，努力创造行业领先的技术成果，形成主动性、关键可控的技术优势；公司注重不断推进管理创新，以一流的技术和管理，高效优质服务客户群体。

Innovation stands as the primary driving force for development. It religiously adheres to an innovation-driven approach, proactively staying abreast of industry trends and supporting forces to construct an innovative ecosystem. The company is committed to achieving industry-leading technological accomplishments, aspiring to establish proactive and controllable technological advantages. Concurrently, there is a continuous focus on management innovation, ensuring the provision of first-class technology and management practices. The key goal is to deliver efficient and high-quality services to customers.





2 诚信 INTEGRITY

诚信是立业之基，立身之本。公司坚持诚实守信，坚守契约精神，依法经营、合规经营，公平竞争，严格践行道德准则；公司倡导员工忠诚职业，恪尽职守，言出必行，说到做到。公司注重社会信誉，真诚相待，有诺必践。

Integrity serves as the foundational principle guiding both our business and individual conduct. The company constantly upholds values of honesty and trustworthiness, strictly adhering to contractual agreements, operating within the limits of the law and compliance standards, and actively participating in fair competition. Ethical guidelines are rigorously followed in all business endeavors. The company encourages employee loyalty to their profession, emphasizing the fulfillment of duties with firm commitment and a commitment to actions aligning with words. Significantly, it places paramount importance on social reputation, advocating sincere interactions with others, and strongly fulfilling promises.

3 安全 SAFETY

安全是一条不可逾越的红线。公司坚持以人为本，将员工身心健康和安全放在首位；提前规划，不断优化企业安全管理体系；全员履责，持续改进，尽最大努力从源头上防范各类安全风险和事故，追求做到全面受控，实现本质安全。

Safety stands as an inviolable red line. The well-being of its employees takes precedence, with a commitment to prioritizing both their physical and mental health. The company proactively plans ahead, consistently refining the enterprise safety management system to enhance its effectiveness. Encouraging a culture of shared responsibility, every individual is urged to contribute to preventing various safety risks and incidents at their source. The overarching goal is to achieve comprehensive control and ensure inherent safety throughout the organization.

4 包容 INCLUSIVE

包容是企业广聚全球英才的前提。公司坚持开放融合的理念，尊重文化多样性，促进文化多元化；以博大的胸怀，兼收并蓄；以良好的沟通，增进理解，凝聚共识；善于发现不同文化的优势，促进跨文化融合，交流互鉴，共创共享，协同发展。

Inclusiveness serves as the prerequisite for the company to attract global talents. The company consistently adheres to an open and inclusive philosophy, valuing and actively promoting cultural diversity. With a broad-minded approach, it embraces diversity and adopts effective communication to enhance mutual understanding, recognizing and leveraging the strengths inherent in various cultures. The company actively encourages cross-cultural integration, raising a culture of learning from one another. This collaborative and inclusive environment is pivotal to collective development and growth.



CO

5 共赢 WIN-WIN

共赢是企业持续发展的基础。公司坚持以客户需求为导向，把帮助客户成功作为自身发展的必要条件，在开放中合作，在合作中互惠互利，与客户彼此建立信任；公司充分尊重市场规律，与客户、员工、社会携手共进，相互成就，共同发展。

Win-Win performs as the foundational principle for the sustained development of the company. With a primary focus on customer needs, the company considers aiding customers in their success as a necessary condition for its own development. It actively engages in open collaboration, seeking mutual benefits in cooperation and diligently building trust with customers. The company places a strong emphasis on respecting market rules, advancing hand in hand with customers, employees, and society at large. The primary aim is to achieve mutual success and development through a collaborative and mutually beneficial approach.





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PART 3

专项理念 OPERATIONAL & MANAGERIAL PRINCIPLES



服务理念

以高新技术降低勘探风险 全力以赴帮助客户成功

公司致力于物探技术的持续创新与进步，紧密围绕油气田和能源行业急需解决的勘探难题，全力推动前瞻性，引领性物探技术研发。用高新技术满足不同客户的个性化需求，研究制定针对性的技术攻关和解决方案，降低勘探风险。

公司坚持以客户为中心，致力于与客户建立长期合作的精诚伙伴关系，以帮助客户取得成功为己任，充分发挥技术创新、精益管理和一体化服务优势，快速反应，追求卓越，为客户提供超前超值服务。



SERVICE PRINCIPLE

EMPLOYING TECHNOLOGY TO REDUCE EXPLORATION RISKS, AND CLIENT ORIENTED PRACTICE

- Our company is dedicated to perpetuating innovation and advancement in geophysical technology, with a close focus on the intricate exploration challenges encountered in oil and gas fields and the energy industry. Our commitment lies in propelling forward-looking and cutting-edge research and development initiatives in geophysical technology. By leveraging high-tech solutions, our goal is to tailor our offerings to meet the personalized needs of diverse clients, undertaking targeted technical breakthroughs. Through these efforts, we aim to provide solutions that effectively minimize exploration risks and contribute to the evolution of geophysical technology.
- Our company persistently centers its operations around the clients, committed to fostering enduring and sincere partnerships built on trust. We view it as our responsibility to actively contribute to our clients' success. Leveraging our strengths in technological innovation, lean management practices, and integrated services, we strive for excellence in meeting the unique needs of our clients. Through rapid responsiveness and an unwavering pursuit of excellence, our aim is to deliver advanced and valuable services that align with the highest standards of quality.

人才理念

奋斗成就价值 企业造就人才 人才成就企业

公司坚持以奋斗者为本。为每一名员工提供事业舞台，创造条件，赋予责任，激励员工在奋斗中激发潜能，在奋斗中增长才干，在奋斗中实现价值。

公司持续完善人才发展机制。以开放的人力资源管理理念吸引全球人才，为每位员工提供发展平台，创造成长通道，激发业务潜能，打造能岗相适的专业化人才队伍。

公司视每位员工为可持续发展的动力和源泉。依靠全体员工的协同努力，同心同策在能源勘探、科技创新、管理提升中创造更大的价值，推动公司的高质量发展。



TALENT PRINCIPLE

CULTIVATE THE TALENT AND VALUES TO ACHIEVE COLLECTIVE SUCCESS

- The company adheres to the principle of recognizing and valuing those who strive. It is committed to providing opportunities for every employee, empowering and motivating them to unleash their potential through hard work. The focus is on enhancing their abilities and enabling them to realize their value through continuous and dedicated efforts. This approach reflects the company's dedication to adopting a culture that acknowledges and rewards the diligence and commitment of its employees.
- The company is unwavering in its commitment to enhancing its talent development mechanism continually. Embracing an open concept of human resource management, it actively attracts global talents. The company provides dedicated development platforms for each employee, establishing channels for growth that stimulate individual and collective business potential. This strategic approach aims to cultivate a specialized talent team meticulously aligned with the specific job requirements, ensuring a dynamic and well-equipped workforce.
- The company recognizes the invaluable contribution of each employee as a driving force and source for sustainable development. Drawing on the collaborative efforts of its entire workforce, the company collectively strives to create greater value in energy exploration, technological innovation, and management improvement. Through the concerted dedication of all employees, the company aims to promote high-quality development, ensuring a path of continuous improvement and success for the organization.



HSE 理念

以人为本 安全至上 防患未然

公司将员工作为企业生存发展的根本，关爱员工生命，关心员工健康，消除职业危害，疏导心理压力，尽最大努力为员工提供安全、健康的工作环境。

公司将安全视作生命线，强化 HSE 管理，通过理念、行为、技能培训，不断提高员工识别、评估、防范和处置安全风险的能力，持续提升项目管理运作水平。

公司以“一切事故皆可避免”为原则，通过超前防范、超前预警、超前管控，从源头预防各类影响员工健康、安全和危害环境的事件和行为，持续提升健康企业建设。



HSE PRINCIPLE

PEOPLE-ORIENTATION, SAFETY FIRST, PREVENTION IS BETTER THAN CURE



- The company recognizes its employees as the cornerstone of its survival and development. Demonstrating a genuine concern for their well-being, the company prioritizes their lives, attends to their health, and actively works towards eliminating occupational hazards while alleviating psychological stress. A paramount focus is placed on providing a safe and healthy working environment, considering safety as the lifeline of the company.
- To uphold this commitment, the company reinforces Health, Safety, and Environment (HSE) management, continuously enhancing employees' abilities to identify, assess, prevent, and handle safety risks through comprehensive training covering concepts, behaviors, and skills. Concurrently, efforts are directed towards refining project management operations.
- Guided by the principle that "all accidents can be prevented," the company takes proactive measures, implements early warnings, and exercises advanced control strategies to preclude incidents and behaviors that could jeopardize employee health, safety, and contribute to environmental harm. This approach underscores the company's dedication to a continuous process of improvement, fostering a healthy and safe enterprise.

多元文化理念

平等 尊重 沟通 融合

公司承认并包容差异，公平公正地对待不同国籍、年龄、性别和文化背景的员工，赋予员工平等的创造价值的机会。

公司尊重作业国不同的文化、传统，尊重每位员工的信仰、习俗，共建开放、包容的企业文化。

公司倡导有效沟通，坦诚相见，用心倾听，及时反馈，以良好的沟通增进相互理解，促进彼此信任，凝聚发展共识。

公司主张融合不同文化的特质和优势，营造和谐向上、共谋发展的氛围，打造行动协同、执行高效的员工队伍。



MULTI-CULTURE PRINCIPLE

ENHANCEMENT OF COOPERATION THROUGH EQUALITY, RESPECT, COMMUNICATION

- The company is committed to recognizing and embracing diversity, ensuring equitable and fair treatment for employees of various nationalities, ages, genders, and cultural backgrounds. It provides equal opportunities for all employees to contribute and create value.
- Respecting the cultural traditions of different operating countries is a core principle for the company. It values the beliefs and customs of each employee, actively working towards building an open and inclusive corporate culture collaboratively.
- The company places a strong emphasis on effective communication, encouraging sincere meetings, attentive listening, and providing timely feedback. These practices are designed to enhance mutual understanding, foster trust, and facilitate consensus-building for the collective development of the organization.
- Furthermore, the company promotes the integration of diverse cultural traits and advantages, cultivating a harmonious and upward atmosphere within the workplace. This approach aims to build a cohesive employee team that operates collaboratively and executes tasks efficiently.



社会责任理念

依法合规 绿色低碳 奉献社会

公司遵守作业国的法律法规，遵循物探行业规范准则，加强行业自律，提升自我管理、自我治理能力，维护物探行业的健康发展。

1



2



3

公司将生态环境保护作为作业优先事项，注重节能减排，用高新技术赋能绿色勘探，积极探寻新能源，推动能源行业的绿色低碳发展。

公司积极履行社会责任，致力于提升本土化水平，促进当地就业，热心参与社会公益活动，增进当地民生福祉，助力作业国经济和社会的发展。

SOCIAL RESPONSIBILITY PRINCIPLE

COMPLIANCE WITH LAW OF THE LAND, DISSEMINATING GREEN AND LOW-CARBON CONTRIBUTION TO SOCIETY



- The company adheres to the laws and regulations of the countries in which it operates, aligns with industry norms and guidelines, reinforces industry self-discipline, and continuously strengthens its self-management and governance capabilities. This commitment is aimed at sustaining the vigorous development of the exploration industry.
- Emphasizing ecological and environmental protection, the company places a priority on energy conservation and emission reduction. It leverages advanced technologies to empower green exploration, actively explores new energy sources, and champions the green and low-carbon development of the energy industry.
- In meanwhile with its business activities, the company actively fulfills its social responsibilities by striving to enhance localization levels. It promotes local employment, engages in social welfare activities, works to improve local livelihoods, and contributes to the economic and social development of the countries in which it operates. This comprehensive approach reflects the company's commitment to responsible and sustainable business practices.



4

PART 4

全员行为准则 CODE OF CONDUCT

01 敬业履责



- ① 专注于岗位所从事的工作。
- ② 勤勉从业，注重工作效率和工作质量。
- ③ 以认真的态度，按时完成本职岗位各项工作任务。
- ④ 富有责任心，做到首问负责，事必有复，复必有时。
- ⑤ 尽心尽力，积极提出合理化建议。



ENGAGED & RESPONSIBLE

1. POSITIONAL FOCUS

Prioritize attention on the assigned tasks relevant to your position, ensuring alignment with organizational objectives and goals.

2. DILIGENT WORK ETHIC

Approach your responsibilities with diligence, placing a strong emphasis on both work efficiency and the quality of your output.

3. TIMELY TASK COMPLETION

Execute job tasks within the stipulated timelines, maintaining a serious and committed attitude towards meeting deadlines.

4. RESPONSIBILITY AND ACCOUNTABILITY

Demonstrate a high level of responsibility by addressing inquiries with diligence, ensuring thorough follow-ups, and providing well-considered and reasonable suggestions when needed.

5. WHOLEHEARTED ENGAGEMENT

Approach your work with a wholehearted commitment, actively contributing by proposing reasoned and viable suggestions to enhance overall work processes.

敬业履责

1

ENGAGED & RESPONSIBLE

高效执行

2

EFFICIENT EXECUTION

诚实守信

3

RESPONSIBLE APPROACH TO PROMISES

团队协作

4

TEAMWORK

勇于开拓

5

FORGE AHEAD



02 高效执行



- ① 行事目标明确。
- ② 遇事及时快速响应。
- ③ 做事有具体计划。
- ④ 按时执行计划，把握细节，精心实施。
- ⑤ 工作注重效果，经得起检验。

EFFICIENT EXECUTION

1. CLARITY IN ACTION

Define clear goals before taking any action, ensuring a comprehensive understanding of the objectives to be achieved.

2. PROMPT RESPONSIVENESS

Respond promptly to tasks and inquiries, showcasing agility and a proactive approach to addressing concerns.

3. DETAILED TASK PLANNING

Develop specific and well-thought-out plans for assigned tasks, outlining the steps and resources required for successful execution.

4. TIMELY EXECUTION

Execute plans within the designated timeframes, emphasizing punctuality, and paying meticulous attention to details throughout the implementation process.

5. RESULTS-ORIENTED APPROACH

Direct efforts towards achieving results, demonstrating a commitment to outcomes that can withstand scrutiny and evaluation. Focus on the efficacy and impact of the work undertaken.

03

诚实守信



- 1 恪守契约精神，言行一致，决不失信。
- 2 商业活动符合作业国道德要求和诚信准则。
- 3 增强合规经营意识，加强自我约束，廉洁从业。
- 4 开诚布公，实事求是。
- 5 尊重合作伙伴，坚持公平竞争。

RESPONSIBLE APPROACH TO PROMISES

1. CONTRACT ADHERENCE

Maintain a strong commitment to contract adherence, fulfilling promises, and never compromising the trust bestowed upon the company.

2. ETHICAL COMPLIANCE

Ensure that all activities align with the ethical requirements and integrity standards of the operating country, demonstrating a principled and responsible approach.

3. OPERATIONAL AWARENESS AND INTEGRITY

Cultivate heightened awareness of operations and compliance, reinforcing self-restraint to uphold integrity in all facets of business practices.

4. TRANSPARENCY AND HONESTY

Adopt an open and honest communication approach, seeking truth from facts in all dealings and interactions, fostering a transparent and trustworthy environment.

5. RESPECT FOR PARTNERS AND FAIR COMPETITION

Respect collaborators and uphold the principles of fair competition, fostering a business environment grounded in integrity and mutual respect.

04 团队协作



- ① 彼此尊重，互相关爱，以多元化的团队为自豪。
- ② 相信团队，融入团队，善于依靠团队力量开展工作。
- ③ 目标一致，紧密合作，信任互助。
- ④ 在工作中保持平等、顺畅、充分沟通，增进彼此理解。
- ⑤ 在团队中共享信息和资源，追求团队效能最大化。

TEAMWORK

1. MUTUAL RESPECT AND SOLIDARITY

Cultivate an environment of mutual respect and care within the team, fostering a sense of pride in the diversity that each member brings.

2. TEAM BELIEF AND INTEGRATION

Introduce confidence in the team's capabilities, promoting seamless integration into the collective strengths of the team for effective and collaborative work.

3. SHARED GOALS AND COLLABORATIVE COOPERATION

Promote a shared understanding of common goals, encouraging close cooperation among team members based on trust and mutual assistance.

4. EQUALITY AND CLEAR COMMUNICATION

Maintain an ethos of equality within the team, ensuring clear and thorough communication to enhance mutual understanding among team members.

5. INFORMATION AND RESOURCE SHARING

Encourage the open sharing of information and resources within the team, striving for maximum efficiency by leveraging the collective strengths and capabilities of each team member.

05

勇于开拓



- ① 不断设定新的并具有挑战性的目标。
- ② 坚持问题导向,行动学习,积极寻求解决问题方法。
- ③ 困难面前不退缩,不折不挠迎接挑战。
- ④ 勇于尝试新的工作思路和方法。
- ⑤ 不为自己设限,勇于突破自我,不断拓展新领域。

FORGE AHEAD

1. CONTINUOUS GOAL SETTING

Perpetually set new and challenging goals, fostering a culture of growth and development within oneself.

2. PROBLEM-SOLVING AND ACTIVE LEARNING

Embrace a problem-solving approach, engaging in active learning to seek solutions, thereby enhancing adaptability and resilience.

3. DETERMINATION IN CHALLENGES

Demonstration resilience in the face of difficulties, confronting challenges with a determined and persistent mindset.

4. BOLD EXPLORATION OF NEW APPROACHES

Exhibit courage in trying new work approaches and methods, fostering innovation and adaptability.

5. BOUNDARY-BREAKING EXPLORATION

Refrain from self-limitation, daring to break through personal boundaries and consistently exploring new fields, demonstrating a commitment to continuous personal and professional growth.



5

PART5

BGP 司徽司旗 INSIGNIA & FLAG

BGP 司徽



形状

司徽以椭圆形为基本构图，表示地球的形状，标志着公司是一个国际化的地球物理服务公司。

色彩

司徽的色彩以蓝色为主色调（可称为 BGP 蓝），寓意面向大海、面向全球的开放文化，标志着公司是一个高科技企业。

形象

司徽中的一滴黑色油滴，代表石油，并象征汗水；一簇红色（可称为 BGP 红）火焰，代表天然气，并象征文明。其组合的意义是：以创造性劳动点燃文明之光。

文字

CNPC 是中国石油集团公司的英文简称；BGP 是源于东方物探公司的英文名称；自上而下的排序，表明中国石油集团和东方物探公司的母子关系。

BGP INSIGNIA

SHAPE

The emblem adopts an elliptical shape, mirroring the form of the Earth. This representation symbolizes the company as a global geophysical service provider with an international presence.

COLOR

The primary color of the emblem is BGP Blue, a shade of blue that signifies an open culture facing the oceans and the world. This choice reflects the company's identity as a forward-thinking and high-tech enterprise.

IMAGERY

At the center of the emblem is a black oil drop, symbolizing petroleum and embodying the ethos of hard work. Surrounding the oil drop are clusters of BGP Red flames, representing natural gas and symbolizing civilization. This combination signifies the company's role in igniting the light of civilization through creative labor in the energy sector.

TEXT

The text includes "CNPC," the English abbreviation for China National Petroleum Corporation, and "BGP," derived from the English name of the Bureau of Geophysical Prospecting, an affiliated enterprise of CNPC. The order of presentation underscores the parent-subsidiary relationship between CNPC and BGP, providing clarity on their organizational connection.

BGP 司旗



颜色构成

司旗为绿色和白色两大色块构成。

司徽位置

司徽位于旗帜上部的白色部分，标志着公司从事着不断创新，勇于填补空白、勇于探索未知领域的工作。

绿色部分

司旗的下半部分为绿色，表明了公司向社会做出的环境保护的承诺，也象征着企业的勃勃生机。

BGP FLAG

COLOR BLOCKS

The flag is characterized by two main color blocks, green and white.

INSIGNIA PLACEMENT

The Insignia is prominently positioned in the upper, white section of the flag. The white block signifies the company's dedication to continuous innovation, fearlessly filling gaps in the industry, and venturing into unknown fields.

GREEN SECTION


The lower, green section of the flag holds dual symbolism. Firstly, it signifies the company's unwavering commitment to environmental protection, underlining its responsibility towards sustainability. Secondly, the green section symbolizes the vitality and dynamism inherent within the enterprise, representing growth, resilience, and a forward-looking perspective.

品牌宣传语
BRAND SLOGAN

1

精诚伙伴
找油先锋
LOYAL PARTNER
ENERGY PIONEER





物探无止境
BEYOND GEOPHYSICAL
PROSPECTING



BGP-Beyond Geophysical Prospecting
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