

THE HONGKONG AND SHANGHAI BANKING CORPORATION (HSBC) LTD

General Background

- Opened first Bangladesh branch in December 1996
 - Network of 11 offices
 - 802 employees as of 23 April 2009
 - Key business areas:
 - Personal Financial Services
 - Commercial banking
 - Corporate and institutional banking
- **HSBC's operations in Bangladesh:** In Bangladesh, the HSBC Group's history dates back to 1996 when The Hongkong and Shanghai Banking Corporation (HSBC) Ltd opened its first branch. Today, the HSBC Group offers a comprehensive range of financial services in Bangladesh including commercial banking, consumer banking, payments and cash management, trade services, treasury, and custody and clearing.
- ❖ *Personal Banking:* With 11 offices, 29 ATMs and 7 Customer Service Centres in Dhaka, Chittagong and Sylhet and Business Development offices in Dhaka and Chittagong Export processing Zones. HSBC offers a full range of personal banking and related financial services including current and savings accounts, personal loans, time deposits, travellers cheques and inward and outward remittances.
 - ❖ *Commercial banking:* Commercial banking is a traditional strength of the HSBC Group .In Bangladesh, HSBC is a popular choice for customers because of the Group's international reach and a wide range of financial services and products HSBC has an offshore banking unit (OBU) licence and can therefore also provide foreign currency financing to qualifying customers. In addition, we are the only major financial institution with a presence in 5 major EPZ areas including Dhaka, Chittagong, Adamjee, Mongla and Comilla.
 - ❖ *Corporate and institutional banking:* Corporate and institutional banking provides dedicated relationship management services to HSBC's clients in major corporate and financial institutions. The Bank's focus is on fostering long-term relationship based on its international connections and extensive knowledge of Asia and Asian business.
 - ❖ *HSBCnet:* HSBCnet, a proprietary computer-based software package, provides customer with an instant link into the HSBC Group's international computer network, allowing them to perform transactions and obtain a diverse range of up-to-date information 24 hours a day, 365 days a year.
 - ❖ *Trade & Supply Chains:* Trade finance and related services are a long-standing core business of HSBC based on the depth and spread of its corporate customer base, highly automated trade processing systems and extensive geographic reach.
 - ❖ *Payments and cash management:* HSBC is one of the leading providers of payments and related services to financial institutions, corporate and personal customers in Bangladesh.

Underpinned by the Group's extensive network of offices and capabilities, payments and cash management assists companies in efficient cash management through the provision of payments, collections, liquidity and account services.

- ❖ *Custody and clearing:* HSBC is a leader in custody and clearing in the Asia Pacific region and the Middle East. The network uses advanced securities clearing system, which was developed in-house and provides round-the-clock online real-time access to clients' securities portfolios.
- ❖ *Investment banking and markets:* This division brings together the advisory, financing, asset management, equity securities, private banking, trustee, private equity, and treasury and capital market activities of the HSBC Groups.
- ❖ *Treasury and capital markets:* HSBC's treasury and capital markets business ranks among the largest in the world and serves the requirements of supranational, central banks, international and local corporations, institutional investors, and financial institutions as well as other market participants.
- ❖ *Amanah:* HSBC Amanah is the global Islamic financial services division of the HSBC Group, responsible for the development of Islamic financial products for distribution to customers of the HSBC Group. It was established in 1998 and is now based in Dubai, UAE with regional offices in the UK, USA, Saudi Arabia, Malaysia, Indonesia, Bangladesh, Singapore and Brunei. HSBC Bangladesh currently offers Amanah Current Account and Amanah Import Finance.

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