

News Release

6 June 2017

HSBC Launches Global Networking Platform for Business Customers

**** Business customers can now connect with new buyers, suppliers and partners in key markets around the globe ****

HSBC today launched the HSBC Connections Hub, offered by HSBC Bank plc, which is now available for business customers in Singapore. This is a digital platform designed to enable its customers to leverage HSBC's global network to connect with trusted buyers and sellers around the world.

Business customers in Singapore, Canada, Mainland China, Hong Kong, India, Mexico, the UK and USA can now sign up to the multi-lingual HSBC Connections Hub for free. More countries and territories will be added in the second half of the year.

Richard Davies, Global Head of Propositions for HSBC Commercial Banking, said: "Researching and connecting with new business partners can be a daunting task, and one that gets harder with distance. We have designed the HSBC Connections Hub to help break down barriers for companies of all sizes that aspire to forge new business relationships at home and overseas. Every business interacting through HSBC Connections Hub is an HSBC customer, giving users the confidence that they already have one practical connection in common."

Ms Ng Li Lian, Head of Business Banking, HSBC Singapore, said: "Given the particularly strong international orientation of Singaporean SMEs, we anticipate it will be of most use to this sector to make new business, trade and supply chain connections overseas."

Last year, some 37,000 internationally focused Singapore companies¹ – 80 per cent of them SMEs – approached International Enterprise Singapore for help in understanding overseas markets and to connect to the right business partners.

Ms Ng continued: "We see HSBC Connections Hub will further supplement the existing resources that are available to internationalising SMEs which are looking for new customers, suppliers or international partners."

"HSBC Connections Hub will give our business customers a platform to leverage our global network spanning businesses in over 70 countries as well as have access to our latest data and insight reports to navigate the world of international trade," she said.

As it is exclusively for HSBC customers, users can perform targeted searches and be assured that the companies they interact with on the HSBC Connections Hub have gone through the same due diligence checks and vetting that they have.

Users of the HSBC Connections Hub join an exclusive global networking platform that is focused on building meaningful business partnerships. Customers create a business profile to represent their

¹ IE Singapore

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brand, including company information, products, location(s) and business interests. A smart, automated search engine will then highlight potential buyers and sellers in other markets.

Alternatively, customers can search and view the profiles of specific business using variables such as location, industry or products/services. Users can send a private message to their target business partners via the HSBC Connections Hub.

HSBC customers can also explore business opportunities on the global networking platform and other users can filter the opportunities they see based on product type, value and/or location. The personalised opportunities appear in a 'What's New' section on each user's homepage.

In addition to the ability to connect to other members of the global business network, HSBC Connections Hub hosts country guides to help businesses navigate the world of international trade, and news and insights from HSBC to help customers build their understanding of new markets.

The launch is in keeping with the Singapore Committee for Future Economy which, through its review and consultation process, has highlighted a number of strategies to secure Singapore's economic future including the need to deepen and diversify its international connections and building stronger digital capabilities of its people and corporates¹.

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Notes to Editors:

Footnotes

¹The Committee on the Future Economy (CFE) was convened in January 2016 to develop economic strategies for the next decade. The CFE engaged over 9,000 stakeholders, including Trade Associations and Chambers (TACs), public agencies, unions, companies, executives, workers, academics, educators and students. The CFE has identified **seven mutually-reinforcing strategies** to achieve this vision.

- Deepen and diversify international connections
- Acquire and utilise deep skills
- Strengthen enterprise capabilities to innovate and scale u
- Build strong digital capabilities
- Develop a vibrant and connected city of opportunity
- Develop and implement Industry Transformation Maps (ITMs)
- Partner each other to enable innovation and growth

HSBC Commercial Banking

For over 150 years we have been where the growth is, connecting customers to opportunities. Today, HSBC Commercial Banking serves more than two million businesses across the world, ranging from small enterprises focused primarily on their home markets through to corporates operating across borders. Whether it is working capital, term loans, trade finance or payments and cash management solutions, we provide the tools and expertise that businesses need to thrive. As the cornerstone of the HSBC Group, we give businesses access to a geographic network covering more than 90% of global trade and capital flows. For more information visit: <http://www.hsbc.com/about-hsbc/structure-and-network/commercial-banking>

The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 4,000 offices in 70 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of USD 2,416bn at 31 March 2017, HSBC is one of the world's largest banking and financial services organisations.