

press release

HKTDC and Standard Chartered Team Up to “Power SMEs”

Through a Joint “Powering SMEs Development Programme”

14 July 2008, Hong Kong – The Hong Kong Trade Development Council (“HKTDC”) and Standard Chartered Bank (Hong Kong) Limited (“SCBHK”) today jointly launched their “Powering SMEs Development Programme”, offering an array of business opportunities to empower small and medium-sized enterprises (SMEs) in Hong Kong.

The Programme consists of more than 30 “Powering SMEs” workshops, running from June 2008 to March 2009; as well as four new market seminars specially designed to help Hong Kong SMEs explore overseas business opportunities.

The workshops will cover key areas of interest for SMEs, including China Trade, Import and Export Management and Overseas Marketing. The emerging markets seminars will focus on potential business opportunities in markets like the Middle East, India, South Korea and Indonesia.

“In light of today’s fast-changing global economy, Hong Kong SMEs are facing keen competition and increasing complexities in conducting trade,” said Eric Tai, Deputy Executive Director of the HKTDC at the Launch Ceremony. “Enhancing their knowledge of international trade is crucial to their success.”

“SMEs are the backbone of Hong Kong’s economy and have a significant impact in driving its growth. Standard Chartered is strongly committed to the SME segment. Leveraging the strength of our network in over 70 countries, we have established dedicated SME teams across more than 20 locations. In Hong Kong, SME Banking is also a key growth engine. With Standard Chartered’s leading position and deep experience in Asia, Africa and Middle East, we aim to be the right partner for SMEs, providing one-stop total financial solutions to meet their specialized needs,” said Owen Belman, Head of Consumer Banking at SCBHK.

Betty Ku, General Manager of SME Banking at SCBHK, said: “The Standard Chartered SME banking business has been growing hand-in-hand with SMEs. Being the right partner for our customers, we strive to explore new product innovations while strengthening our



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network and distribution channels to cater for the diverse needs of SMEs. We also actively participate in industry activities, offering the latest market information and valuable platforms for international networking, and are proactively looking for growth opportunities for SMEs.”

In addition to its sole sponsorship of the Powering SMEs Development Programme, SCBHK is playing a key role in the upcoming 8th World SME Expo, including sole sponsorship of eight new market seminars and a “World SME Night” cocktail reception. The World SME Expo is a platform for companies and organisations to exhibit products and services that support the development of SMEs. The Expo is a one-stop shop where SMEs can access a full range of useful services, attend informative seminars, participate in forums, and obtain market advice which addresses their unique business and marketing needs.

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About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 offices worldwide, including 11 in the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland, while providing information via trade publications, research reports and online. For more information, visit www.hktdc.com

About Standard Chartered

Hong Kong

Standard Chartered – leading the way in Asia, Africa and the Middle East

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

Standard Chartered PLC, listed on both the London Stock Exchange and the Hong Kong Stock Exchange, ranks among the top 25 companies in the FTSE-100 by market capitalisation.

The London-headquartered group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 73,000 people, representing 115 nationalities, in more than 1,700 branches and outlets located in over 70 countries.

For more information, please visit: www.standardchartered.com

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