

press release

FOR IMMEDIATE RELEASE

Standard Chartered Bank Plays a Key Role in World SME Expo

- Supporting SMEs to cope with today's global economic challenges -

[Hong Kong, 10 December 2008] – Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered”) participates the World SME Expo again this year and will be playing a key role in the event at the Hong Kong Convention and Exhibition Centre, organized by the Hong Kong Trade Development Council (“HKTDC”). The Expo is a powerful platform for SMEs to access a full range of useful information and services – including seminars, business matching and networking opportunities that support the development of SMEs. The Expo, which will be held from 10 – 12 December this year, draws thousands of local and international visitors and exhibitors; and has become a flagship networking event for small and medium-sized enterprises (“SMEs”).

Standard Chartered is proud to serve as the sole sponsor of this year's Expo highlights: a series of eight “Standard Chartered New Market Seminars” and the finale cocktail reception – “Standard Chartered World SME Night”. The seminars cover business opportunities in some of the world's most popular emerging markets, including Africa, India, Middle East, South America, Taiwan, Vietnam, Thailand and Indonesia. Renowned speakers will share their expert knowledge and insights to help SMEs understand the current opportunities amidst the challenges of today's global economic environment. Standard Chartered World SME Night, which has been developed into one of the most well received networking channels for local SMEs to meet with international counterparts, is expected to attract over five hundred guests from around the world.

Officiating at the opening ceremony for Standard Chartered's exhibition booth, Benjamin Hung, Executive Director and Chief Executive of Standard Chartered said, “Standard Chartered is delighted to continue our strategic alliance with the HKTDC, which is solid testimony to our strong commitment to SMEs. As our Bank celebrates its 150th year of doing business in Hong Kong, we continually strive to be the Right Partner for SMEs – both in Hong Kong, and around the world.”

Betty Ku, Regional Head, Greater China, SME Banking of Standard Chartered said, “The SME sector is a core pillar supporting Hong Kong’s economy. Through our comprehensive suite of tailor-made products and extensive distribution network, Standard Chartered has recorded significant double-digit growth in our SME loan balances for the first eleven months of the year.”

Standard Chartered is fully committed to the government SME Loan Guarantee Scheme, aimed at providing the most flexible funding solutions for SMEs. In addition, the Bank will continue to shorten application procedures and expedite processing time to maximize benefits for customers.

To improve customer convenience and accessibility, the Bank also just opened its third dedicated SME Banking centre in Cheung Sha Wan in October – further demonstrating Standard Chartered’s commitment to investing in and expanding its SME business.

Standard Chartered has also been proactively partnering with key industry associations to explore new market opportunities and provide up-to-date knowledge for SMEs. The “Powering SMEs Development Workshop” series – which includes 40 workshops and seminars – was jointly launched with the HKTDC in July 2008, and has received overwhelming response from 2,000 participants.

As part of its commitment to developing new trade corridors and increasing networking opportunities for SMEs around the world, Standard Chartered has invited about 200 delegates from Africa and the Greater China region to visit this year’s World SME Expo for a series of business matching opportunities.

Through its core participation in the 8th World SME Expo – as well as through product innovation, channel enhancement, and close cooperation with the Government and SME trade associations – Standard Chartered SME Banking continues to reinforce its firm commitment to its customers and the SME community.

Highlights of Standard Chartered events in the World SME Expo:

(1) New Market Seminars – Seminar Room B

Date & Time	Topics
Dec 11, 10:00 – 11:15	Potential of Vietnam Market under the New Economic Environment
Dec 11, 11:45 – 13:00	The Challenges in Thailand Market
Dec 11, 14:30 – 15:45	Ways to Develop New Business in the Africa Market
Dec 11, 16:30 – 17:45	New Trends in ABC of South America Market – Argentina, Brazil & Chile
Dec 12, 10:00 – 11:15	Potential of Vietnam Market under the New

	Economic Environment
Dec 12, 11:45 – 13:00	Strategies of Developing the Middle East Market
Dec 12, 14:00 – 15:15	Adopting Suitable Business Operations in Indonesia (co-organized with Indonesia Consul General)
Dec 12, 16:00 – 17:15	Tapping into the Taiwan Market <i>Speakers: Nicholas Kwan – Regional Head of Economic Research, Standard Chartered Bank (Hong Kong) Limited</i>

(2) SME Services Presentation – Presentation Area D

Date & Time	Topic
Dec 12, 15:30 – 16:00	SME Banking Solutions - Business Success Amid Challenges <i>Speaker: Theresa Chow, Head of Medium Enterprises, SME Banking, Standard Chartered Bank (Hong Kong) Limited</i>

(3) Standard Chartered World SME Night

Date & Time	Description
Dec 12, 17:30 – 19:00	Finale cocktail reception for World SME Expo

For Expo details or registration, please visit

<http://www.standardchartered.com.hk/sme-banking/en/> or call us at 2886 8868
(press 2-5-3-1)

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Note to Editor:

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 London and Hong Kong stock exchanges, 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 75,000 people, representing 115 nationalities, in more than 1,750 branches and outlets located in over 70 countries.

Standard Chartered Bank (Hong Kong) Limited was named the "Employer of Choice" at the prestigious Hong Kong HR Awards 2008, and also named by The Gallup Organisation as a winner of the Gallup Great Workplace Award.

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

