

News Release

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HSBC LAUNCHES BUSINESS TALKS ON BELT AND ROAD INITIATIVE *Industry Leaders Share Insights into the New Opportunities for Hong Kong*

HSBC today announced the launch of a new marketing programme – *Business Talks: New Silk Road* – to promote a deeper understanding of the Belt and Road Initiative and the opportunities it creates for Hong Kong.

The programme comprises a series of six TV infomercials, with the first premiering on 20 June, in which prominent industry leaders, including Dr Victor Fung, Group Chairman, Fung Group; Joseph Yam Chi-Kwong, Former Chief Executive, Hong Kong Monetary Authority; Eric Ip Sing Chi, Group Managing Director, Hutchison Port Holdings Limited; Lincoln Leong Kwok-kuen, CEO, MTR Corporation Limited and Betty Yuen So Siu Mai, Group Director & Vice Chairman, CLP Power Hong Kong, will talk about the potential benefits of the Belt and Road Initiative for Hong Kong businesses. The leaders will also discuss how different business sectors can prepare and equip themselves to seize these opportunities.

Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Cooperation Limited, said, “The Belt and Road Initiative offers enormous opportunities to Hong Kong’s key business sectors, and the city is capable of becoming the gateway for the initiative. Whether or not we are able to grasp these opportunities will depend greatly on how much we understand and embrace Belt and Road.”

HSBC’s new programme highlights the relevance of the initiative to businesses in Hong Kong and shows how leveraging Belt and Road will contribute to the vitality of our economy and bring long term benefits to the city.

First announced in 2013, China’s Belt and Road Initiative refers to the overland Silk Road Economic Belt and the 21st Century Maritime Silk Road. The initiative aims to promote economic cooperation between different countries by driving infrastructure development and

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trade growth. The blueprint covers more than 60 cities and jurisdictions across Asia, Europe and Africa, which between them account for 63% of the world's population and 30% of total global economic output.

The TV infomercials will be broadcast on TVB Jade, iNews, viuTV and NOWTV News Channel from 20 June. The *Business Talks: New Silk Road* infomercials will be available at www.hsbc.com.hk/belt-and-road after the TV premier.

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Notes to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves over 47 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 6,000 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,596bn at 31 March 2016, HSBC is one of the world's largest banking and financial services organisations.

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