

# News Release

22 June 2017

## **HSBC SPONSORS RISE START-UP CONFERENCE**

*Banks and fintech start-ups to increasingly collaborate on new customer technologies, platforms, HSBC says*

HSBC announces it is a lead sponsor of the RISE Conference in Hong Kong, sponsoring the conference's *Mentor Hours* – the first time a bank has been a major sponsor for Asia's leading start-up event.

Now in its third year, around 15,000 attendees from 85 countries are expected to join RISE. The event will feature over 600 start-ups from around the world alongside 500 international investors, visiting Hong Kong to take advantage of the event's networking opportunities. The conference will run from 11 July – 13 July, 2017.

Andrew Connell, Asia Pacific Head of Digital, Retail Banking and Wealth Management, HSBC, commented:

“HSBC is increasingly establishing itself as an emerging leader in the financial technology sector. Our three-year, USD1.7 billion investment in a global digital transformation programme in key markets, including Hong Kong, has enabled us to develop exciting new platforms like our new social payments app, PayMe, and innovations in security and biometrics – as well as enhancements to back end processes. All of which are driven by customer expectations of convenience, simplicity and security.”

“To support this we've invested substantially in talent. We've rapidly grown our digital teams and are using new, agile and dynamic ways of working. Partnering with RISE is a perfect match for our digital ambitions, as we continue to use technology to make things simpler, better and faster for our customers.”

RISE is also helping solidify Hong Kong's position as a global hub for tech start-ups.

Darryl West, Group Chief Information Officer, HSBC, commented:

“HSBC is committed to supporting the start-up community in Hong Kong, and our sponsorship of this event is testament to that commitment. Banking is an established cornerstone of Hong Kong's economy, while the tech sector is one of the city's most exciting areas of growth. Big banks and fintech start-ups have a great deal to offer each other. Banks have a large customer base, stable infrastructure, assets and regulatory know-how, while start-ups provide out-of-the-box thinking, technical expertise, and agility to adapt quickly to change.”

This information is issued by

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“Partnering with fintech start-ups presents an opportunity for HSBC to enhance its customer offering, and we believe such partnerships between start-ups and banks will become an increasingly prominent part of the start-up landscape in Hong Kong and rest of Asia.”

HSBC’s commitment to the start-up community and the development of future talent in Hong Kong was underscored by the recent partnership between HSBC and the Hong Kong Applied Science and Technology Research Institute Company Limited (ASTRI), to launch the HSBC-ASTRI Research and Development Innovation Laboratory (RDI Lab) in October 2016. The lab was founded with the goal of encouraging research and technology implementation in the financial industry, something advocated by the Government of the Hong Kong Special Administrative Region (HKSAR).

HSBC will support the Mentor Hours programme, which matches start-ups with high-level attendees. Through this, early-stage start-ups can take advantage of the expertise of firms like HSBC for one-on-one advice. More than 430 pre-arranged meetings will be held across 120 hours as part of the programme this year, with HSBC contributing 20 mentors to support this initiative.

HSBC will also give presentations on the MoneyConf Stage and the Startup University Stage, as well as host workshops, roundtables, and participate as a judge at the PITCH start-up competition.

“We are delighted to partner with HSBC for RISE. There has never been a more exciting time to be an entrepreneur in Hong Kong. And with the support of well-established organizations like HSBC, the outlook for Hong Kong entrepreneurs is extremely bright,” said Paddy Cosgrave, the founder of RISE, as well as Founder and CEO of Web Summit, Europe’s largest tech conference.

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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 more than 37 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 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 US\$2,416bn at 31 March 2017, HSBC is one of the world’s largest banking and financial services organisations.

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