

# News Release

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## **HSBC DIGITAL SUMMIT 2017: EMPOWERING BUSINESSES OF TOMORROW**

More than 500 businesses participated today in HSBC Commercial Banking's Digital Summit 2017, confirming its emergence as a key forum on digital opportunities for small-and medium-sized enterprises in Hong Kong.

Terence Chiu, Head of Commercial Banking, Hong Kong, HSBC, said: "Understanding the opportunities created by digital is essential for Hong Kong businesses to maintain their competitive edge. Hong Kong's connectivity with Mainland China is an advantage at a time when digital is re-shaping many industries - especially as plans for the Greater Bay Area promise to increase the pace of technological and economic integration in the region. Businesses in Hong Kong can leverage this opportunity to drive growth by creating new and innovative business models."

"Today's Summit brought together digital professionals and their insight into the latest market trends. We are delighted by the enthusiasm of our Hong Kong customers to learn more about these opportunities and position themselves for future growth." He added.

The keynote speakers at the Summit were Gap Kim, Head of Small Business, Facebook Asia Pacific, and Luke Grana, Founder and Chief Executive Officer, GRANA. In two panel discussions, speakers from start-ups and the technology and banking sectors discussed "reinventing customer experience in the digital age" and "digital disruption empowering young entrepreneurs".

Another highlight of the Summit was the Digital Zone, which offered participants a vision of business in the future. Customers were able to try out Virtual Reality (VR) gear, interact with Sophia (a robot produced by Hong Kong-based Hanson Robotics) and attend demonstrations of HSBC's "Ask Amy" Virtual Assistant and HSBC Connections Hub.

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HSBC is dedicated to bringing customers insights and connecting them with the digital world through the Business Insight Centre, an online-one-stop platform to share best practices, market trends and insights from industry experts.

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**Notes to editors:**

**The Hongkong and Shanghai Banking Corporation Limited**

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