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**HSBC WELCOMES GBA YOUTH EMPLOYMENT SCHEME
NEW JOINERS**

*Offers 100 Roles Across Businesses and Functions
Supports Future Talent to Pursue Careers in Banking in The Region*

HSBC will onboard the first group of new joiners hired under the HKSAR Government's Greater Bay Area Youth Employment Scheme (GBAYES) this week. Over the next 18 months, they will be working with the Wealth & Personal Banking and Commercial Banking teams in Guangzhou and Shenzhen.

Speaking at a welcome session, **Diana CESAR, Chief Executive, Hong Kong, HSBC**, said, "With a total GDP of USD1.7 trillion in 2020 and a market of more than 86 million people, the Greater Bay Area provides abundant opportunities for businesses and individuals. It is a key focus of the Bank's Asia growth strategy. You have joined HSBC in the right place, at the right time.

"We are investing more than USD6 billion in Asia over the next five years. This includes investment in people and technology to leverage the complementary advantages of our franchise in the three jurisdictions of the GBA to service customers' banking needs." She encouraged the new joiners to be confident, seek advice and guidance, and have some fun along the way.

HSBC executives who joined the welcome session also shared their career experience, explaining some of the cultural differences between workplaces in the Mainland and Hong Kong.

GBAYES was launched in January 2021 to encourage young people to pursue their careers in the Mainland cities of the GBA. HSBC supported the initiative by offering 100 roles across different businesses and functions suitable for graduates from multiple academic streams and experience.

GBAYES new hires will join the Bank over the course of third quarter 2021. During their placement in Wealth & Personal Banking, Commercial Banking, Global Banking & Markets, GBA Office as well as support functions, they will gain first-hand experience implementing the Bank's GBA business initiatives.

Their roles encompass customer service, data & analytics, operations support, project management, technology support. HSBC will facilitate GBAYES participants to explore permanent roles in any location after they complete the scheme.

The new joiners, comprising graduates from local and overseas universities, said they are interested in the Scheme, which helps fast-track their career and professional network in the GBA.

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Note to editors:

Photo caption



Diana CESAR, Chief Executive, Hong Kong, HSBC, hosts a welcome session to the first group new joiners hired under the HKSAR Government's Greater Bay Area Youth Employment Scheme (GBAYES).

The Hongkong and Shanghai Banking Corporation Limited

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