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HSBC becomes M+'s first Lead Partner



HSBC becomes M+'s first Lead Partner. Bernard Chan, Chairman of the M+ Board (left) and Luanne Lim, Chief Executive Officer, Hong Kong, HSBC (right) attend the Partnership Signing Ceremony
Courtesy of M+, Hong Kong. Photo: Winnie Yeung @ Visual Voices

M+, Asia's first global museum of contemporary visual culture in the West Kowloon Cultural District in Hong Kong, and HSBC will join forces to contribute to Hong Kong's arts and culture development through a new major partnership. HSBC will become the museum's first Lead Partner from 1 November 2022.

The partnership will encompass lead sponsorship of select M+'s special exhibitions, along with sponsorship of tours for non-governmental organisations, as well as a range of family-friendly learning activities under the M+ Family Day banner. M+ and HSBC are committed to making contemporary visual culture more accessible in Hong Kong and beyond. The partnership also signifies the bank's continued support for arts and culture through its archives, which feature different facets of Hong Kong through a huge collection of historic documents, photographs, drawings, and banknotes.

Bernard Chan, Chairman of the M+ Board, says, 'We are delighted that HSBC, which is deeply rooted in Hong Kong and has a strong global network and impact, shares with M+ a common vision for bringing contemporary visual culture within an

Asian context to the world. This sponsorship marks the beginning of our long-term collaboration with HSBC in contributing to local, regional, and international arts and cultural development. Thanks to HSBC’s support, we can strengthen M+’s contributions, together with other world-class arts and cultural facilities in the West Kowloon Cultural District, in developing Hong Kong into an East-meets-West centre for international cultural exchange.’

Suhanya Raffel, Museum Director, M+, says, ‘We are grateful for HSBC’s full-fledged support for the development of M+, which is a clear recognition of our vision in bringing visual culture to a wider audience, transforming the cultural landscape of Hong Kong and beyond. Following the museum’s recent success of hitting the one million visitation milestone in early July, the sponsorship is a significant step towards greater accessibility of contemporary visual culture as the partnership will substantially enhance our ability in audience engagement. The generous support of corporate sponsors like HSBC is vital to M+ and reinforces the museum’s development of exhibitions and programmes in the future.’

Luanne Lim, Chief Executive, Hong Kong at HSBC, says, ‘Arts and culture are key components of quality of life, and important contributors to Hong Kong’s reputation as an international city. HSBC is deeply honoured to become the Lead Partner of M+, an institution that shares our vision of connecting Hong Kong to the world and the world with Hong Kong. We look forward to working with the museum to present world-class exhibitions in this city and to bring art appreciation to different community groups. This sponsorship represents an important milestone, reflecting HSBC’s support to the arts community and the great ambitions we have for the future.’

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Notes to editors




Image	Caption
 <p>A photograph showing two men standing on a red carpet. The man on the left is wearing a dark suit and glasses, and the man on the right is wearing a dark suit. They are both holding a framed certificate or document. Behind them are three vertical banners with the M+ logo and HSBC logo. The background is a light-colored wall with a window.</p>	<p>HSBC becomes M+’s first Lead Partner. Bernard Chan, Chairman of the M+ Board (left) and Luanne Lim, Chief Executive Officer, Hong Kong, HSBC (right) attend the Partnership Signing Ceremony</p>

Image	Caption
	<p>Suhanya Raffel, Museum Director, M+, Bernard Chan, Chairman of the M+ Board, and Luanne Lim, Chief Executive Officer, Hong Kong, HSBC (from left to right) celebrate the beginning of the partnership between M+ and HSBC</p>
	<p>Representatives from West Kowloon Cultural District Authority (WKCD), M+ and HSBC attend the M+ and HSBC Partnership Signing Ceremony</p> <p>From left to right:</p> <ul style="list-style-type: none"> • Carmen Lee, Chief Financial Officer, WKCD • Wendy Gan, Deputy Chief Executive Officer (District Development), WKCD • Betty Fung, Chief Executive Officer, WKCD • Suhanya Raffel, Museum Director, M+ • Alan Lau, Vice Chairman of the M+ Board • Bernard Chan, Chairman of the M+ Board • Luanne Lim, Chief Executive Officer, Hong Kong, HSBC • Maggie Ng, Head of Wealth & Personal Banking, Hong Kong, HSBC • Christina Ong, Head of Business Banking, Commercial Banking, Hong Kong, HSBC • Matthew Hung, Head of Corporate Coverage, Global Banking, Hong Kong, HSBC • Justin Chan, Head of Markets and Securities Services, Greater China, Global Banking and Markets, HSBC • Brian Hui, Head of Customer Propositions and Marketing, Wealth & Personal Banking, Hong Kong, HSBC

Courtesy of M+, Hong Kong | Photo: Winnie Yeung @ Visual Voices

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About M+

M+ is a museum dedicated to collecting, exhibiting, and interpreting visual art, design and architecture, moving image, and Hong Kong visual culture of the twentieth and twenty-first centuries. In Hong Kong's West Kowloon Cultural District, it is one of the largest museums of modern and contemporary visual culture in the world, with a bold ambition to establish ourselves as one of the world's leading cultural institutions. M+ is a new kind of museum that reflects our unique time and place, a museum that builds on Hong Kong's historic balance of the local and the international to define a distinctive and innovative voice for Asia's twenty-first century.

About the West Kowloon Cultural District

The West Kowloon Cultural District is one of the largest and most ambitious cultural projects in the world. Its vision is to create a vibrant new cultural quarter for Hong Kong on forty hectares of reclaimed land located alongside Victoria Harbour. With a varied mix of theatres, performance spaces, and museums, the West Kowloon Cultural District will produce and host world-class exhibitions, performances, and cultural events, providing twenty-three hectares of public open space, including a two-kilometre waterfront promenade.

Online presence

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About The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 63 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,985bn at 30 June 2022, HSBC is one of the largest banking and financial services organisations in the world.

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