

4 July 2025

HSBC INTRODUCES NEW EDUCATION SERIES TO EMPOWER SMEs WITH ESSENTIAL KNOWLEDGE FOR BUSINESS ACCOUNT FITNESS

HSBC unveiled today its 'Account Fitness' customer education series, an initiative aimed at equipping Hong Kong's small and medium-sized enterprises (SMEs) with the essential knowledge needed to effectively manage and maintain healthy accounts for smooth business operations.

An event was held today to mark the beginning of the series, bringing together representatives from business chambers and corporate service providers. It was officiated by **Alan Au, Executive Director (Banking Conduct), Hong Kong Monetary Authority (HKMA)**; and **Frank Fang, Head of Commercial Banking, Hong Kong and Macau, HSBC**.

During the occasion, HSBC introduced a new digital Business Account Fitness Guide¹ outlining seven key habits of effective business account management. Inspired by the principles of personal health, these easy-to-follow steps address key areas that SMEs often overlook as their business evolve. These include best practices for account usage, payment management, record keeping and maintaining communications with banking partners.

Mr Au said: "The HKMA, in collaboration with the banking sector, is dedicated to promoting customer education and fostering effective communication through a variety of initiatives. A healthy bank account is essential for smooth business operations and seamless financial transactions. While banks need to conduct due diligence and account monitoring in an ever-evolving market environment, SMEs play a role by adopting sound financial practices and efficient account management. We look forward to seeing more businesses empowered with the knowledge to maintain healthy accounts and build even stronger partnerships with their banks."

Mr Fang said: "Over 1.48 million firms are now registered on Hong Kong's Companies Register, an increase of nearly 20,000 since the end of 2024.² While registering a company is the first step of any venture, equally crucial is having a reliable bank account to access credit, manage funds effectively, and handle payments — key factors for SMEs to operate efficiently and grow sustainably. With more local and overseas entrepreneurs starting businesses in Hong Kong, now is an ideal time to launch our 'Account Fitness' education

series. This initiative will include online and offline elements to help SMEs master the essentials of maintaining a well-functioning bank account.”

To provide more personalised support, HSBC is introducing a dedicated team of ‘Account Fitness Trainers’ at Business Banking Centres across Hong Kong, offering consultation and advisory service to help SMEs prevent common pitfalls that could disrupt their bank account usage.

HSBC will also host a series of educational seminars in collaboration with business chambers and corporate service providers in the second half of 2025. These events will further highlight the key insights from the HSBC Business Account Fitness Guide and spotlight the critical role of effective account management in driving SME success.

In addition to traditional banking services, HSBC is empowering SMEs with a range of beyond banking solutions. At the heart of these efforts is HSBC BusinessGo, a free B2B digital platform created to support SMEs. With 180,000 members, the platform offers a wealth of resources, including expert business knowledge, the latest market insights, and tools to optimise operations. It fosters a global community of like-minded businesses, enabling valuable connections and collaboration.

1. HSBC Business Account Fitness Guide: <https://www.business.hsbc.com.hk/en-gb/campaigns/account-fitness>
2. Source: Companies Registry (<https://www.cr.gov.hk/en/publication/fact-stat/statistics/local-companies-registered/since-2014.htm>)

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Photo Caption



Alan Au, Executive Director (Banking Conduct) of the HKMA (right), and Frank Fang, Head of Commercial Banking, Hong Kong and Macau, HSBC (left), officiated at the launch event of HSBC’s ‘Account Fitness’ customer education series.



Alan Au, Executive Director (Banking Conduct) of the HKMA (centre), Frank Fang, Head of Commercial Banking, Hong Kong and Macau, HSBC (fifth from left), and Christina Ong, Managing Director and Head of Business Banking, Commercial Banking, Hong Kong (fifth from right), were joined by representatives from business chambers at the launch event.



Christina Ong, Managing Director and Head of Business Banking, Commercial Banking, Hong Kong (second from left); Andrew Kwok, President of the Hong Kong Small and Medium Enterprises Association (second from right); and Dr. Chow Pak Chin, Specialist in Ophthalmology and an HSBC Business Banking customer (first from left) shared insights on how SMEs can maintain healthy and well-functioning business accounts in a panel discussion.



Inspired by the principles of personal wellness, guests at the event were served specialty drinks made with healthy ingredients that symbolise the key habits of effective business account management.

Note to editors:

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 58 countries and territories. With assets of US\$3,054bn at 31 March 2025, HSBC is one of the world's largest banking and financial services organisations.

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