

4 May 2026

HSBC APPOINTS HEAD OF BUSINESS BANKING HONG KONG

HSBC announced today the appointment of Sammy Wong as Head of Business Banking, Commercial Banking, Hong Kong, effective May 2026.

In her new role, Sammy leads HSBC's Business Banking franchise in Hong Kong, which serves more than 300,000 small and medium-sized enterprises (SMEs). She will focus on deepening relationships with SME clients, enabling them to navigate market complexity and scale in Hong Kong and beyond through customer-centric banking solutions, digital innovation, and HSBC's global network.

Sammy joined HSBC in 2003 as a Commercial Banking Management Associate. Since then, she has held several leadership roles across various segments and sectors of corporate clients, demonstrating a strong track record of delivering business growth and effectively managing risks. Prior to her new role, she was Head of Wholesale Credit Risk Management at Hang Seng Bank.

Frank Fang, Head of Commercial Banking, Hong Kong and Macau, HSBC, said: "SMEs are the driving force of Hong Kong's economy. HSBC has served generations of businesses in the city for over 160 years, and we will continue to invest in our capabilities to deliver best-in-class banking experience for the SME community, connecting them with new growth opportunities. Building on our home market strength, I am confident that Sammy will further accelerate our focus on customer centricity and digital transformation, and drive sustainable growth."

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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 56 countries and territories. With assets of US\$3,233bn at 31 December 2025, HSBC is one of the world's largest banking and financial services organisations.

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