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## **HSBC launches new proposition to support Malaysian corporates**

HSBC has today launched a new proposition to support Malaysia's corporates navigate and build resilience against global challenges including the shift to digital economies, climate change, and the increased shift of the world's trade and investment to Southeast Asia.

The proposition comprises Beyond Banking and the Mid-Market Accelerator Programme.

### Beyond Banking

HSBC Malaysia has launched "Beyond Banking", which will be available to HSBC's entire commercial banking customer base, will provide customers with innovative digital solutions; sustainable financing such as green loan and green trade financing; international business growth partnership; access to dedicated support from sector specialists; as well as support in supply chain resilience.

### Mid-Market Accelerator Programme

The Mid-Market Accelerator Programme will fit within HSBC's Beyond Banking offering. It is specially aimed at fast-growing Middle Market Enterprises (MME) customers providing them with access to HSBC's full suite of bespoke financing solutions; as well as increased senior coverage with dedicated service supported by sector specialists.

**Andrew Sill, Country Head of Commercial Banking, HSBC Malaysia** said: "Corporates are the "engine room" of the Malaysia's economy and will be the driver of its economic recovery. But at HSBC, we understand there have historically been barriers and challenges that corporates need to overcome. These challenges have been magnified by COVID-19 and other global transitions including digitisation, climate change and the world pivoting its trade and investment focus to Southeast Asia."

"As the world's leading international bank, HSBC is committed to helping our customers turn these risks and changes into opportunities. It is also our ambition to be our customers' Trusted Advisor. To facilitate this, HSBC Malaysia is pleased to introduce a new proposition that includes a bespoke programme targeted at propelling leading Malaysian businesses with growth aspirations, locally and globally."

"The introduction of Trusted Advisor marks a major raising of the bar in the Malaysian banking scene as we aspire to go beyond traditional banking and leverage on our capabilities to provide customers with a combination of sector specific expertise, access to HSBC's global network, and a deep understanding of macro trends from impact of digitisation to the need to shift to a more sustainable and resilient business model," Andrew added.

Speaking about the Mid-Market Accelerator Programme, **Karel Avni Doshi, Country Head of Corporate, Commercial Banking, HSBC Malaysia** said: "There are growth

opportunities in the MME segment in Malaysia; and HSBC's exclusive Mid-Market Accelerator Programme helps to give the businesses the attention and support that they truly deserve in expediting their growth journey. We offer these customers tailored solutions and expertise; thus positioning HSBC as the bank of choice for the country's MMEs intending to grow to become Large Corporates."

The new proposition was launched at HSBC Corporate ReINVENT – a webinar featuring industry and thought leaders covering digital innovation, business scalability and sustainability. The webinar focused on three key economic sectors: Technology, Media, and Telecommunications (TMT); Healthcare; and Energy. It witnessed more than 800 registered participants.

Key speakers included Tan Sri Abdul Wahid Omar, Chairman, Bursa Malaysia; Dato' Dr. Ir. Ts. Karim Abdullah, Group Managing Director and Chief Executive Officer, Serba Dinamik; Surina Shukri, Chief Executive Officer, Malaysia Digital Economy Corporation (MDEC); Chan Kok Long, Executive Director, iPay88; Khairil Abdullah, Chief Executive Officer, Axiata Digital; Louis-Georges Lassonery, Chief Executive, Zuellig Pharma; Wan Nadiah Wan Mohd Abdullah Yaakob, Chief Executive Officer, Thomson Hospital Kota Damansara; Ling Kay Yeow, Partner, Ernst & Young; Promod Dass, Chief Executive Officer, RAM Sustainability; Gan Boon Hean, Chief Executive Officer, Leader Energy; Matthew Nelson, Partner & Global Leader, Climate Change & Sustainability, Ernst & Young; Stuart Tait, Group General Manager & Regional Head of Commercial Banking, Asia Pacific, HSBC; Stuart Milne, Chief Executive Officer, HSBC Malaysia; Andrew Sill, Country Head of Commercial Banking, HSBC Malaysia; Jonathan Drew, Managing Director ESG Solutions, Global Banking, HSBC; and Heather Goh, Head of Marketing, HSBC Malaysia.

Watch the proposition video [here](#).

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**Note to editors:**

**Stuart Tait, Group General Manager & Regional Head of Commercial Banking, Asia Pacific, HSBC** said in his welcoming remarks at the HSBC Corporate ReINVENT webinar: "The structural trends for Asia remain unchanged. Asia will account for 50% of global GDP by 2025; trade flows in the region are growing faster than the global average; and more investments are flowing into Asia. HSBC is committed to Asia and Malaysia and we are investing USD6bn over the next five years in the largest banking opportunity in the world."

**Tan Sri Abdul Wahid Omar, Chairman, Bursa Malaysia** said in his keynote address delivered at the HSBC Corporate ReINVENT webinar: "In addition to driving social and environmental change, sustainability initiatives can contribute to an organisation's overall success. Environmental, social and governance, or ESG metrics are often used to determine how ethical and sustainable an organisation is. There is a wealth of evidence showing that companies with strong ESG practices are better able to brace uncertainties and have a competitive edge over their peers. ESG-oriented companies are emerging more resilient in the post-COVID-19 economy. In today's ever-changing world, incorporating sustainability practices into your business strategy is no longer a 'nice to have', nor is it optional. It is a 'must-have' to build a business that is resilient, responsive and future-ready."

**HSBC Bank Malaysia Berhad**

HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited established its first office in the country on the island of Penang, with the permission to issue currency notes. HSBC Bank Malaysia Berhad was locally incorporated in 1984 and is a wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited, founding member of the HSBC Group. In 2007, HSBC Bank Malaysia was the first foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, namely HSBC Amanah Malaysia Berhad. Today, HSBC Malaysia has a network of 67 branches nationwide, of which 26 are HSBC Amanah Malaysia Berhad branches. HSBC Malaysia offers a comprehensive range of banking and financial services including Islamic financial solutions. HSBC Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition on supported mobile phones.

**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 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,959bn at 31 March 2021, HSBC is one of the world's largest banking and financial services organisations.

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