



9 March 2011

**HSBC LEADS THE WAY IN SWIFT
CORPORATE BANKING ACCREDITATION**

****Emphasises aggressive growth/leadership in corporate connectivity****

HSBC announced today that it is the first bank to have completed the SWIFT Bank Readiness Certification Programme in both Asia and Europe.

SWIFT launched the programme in December 2010 to give corporate customers insight into the SWIFT readiness of their banking partners. As part of the accreditation programme, HSBC staff underwent comprehensive training and examination led by SWIFT experts. The sessions provided HSBC teams with a detailed understanding of the implementation and integration of SWIFT solutions including cash and treasury management messaging, SWIFTNet services, security and associated SWIFT standards.

“This innovative approach, piloted by HSBC, has allowed SWIFT to develop a new certification programme. HSBC recognised that the value of their integration teams being “certified” by SWIFT would be beneficial to their clients,” remarked Michael King, Global Client Director for HSBC, SWIFT. “HSBC is confident that its corporate clients will see an improved integration experience when connecting to SWIFT under the SCORE model.”

Charles Henry Dubarry, Head of Direct Channels and Integration, HSBC Global Transaction Banking said, “We’re proud to say that HSBC is the first bank globally to be accredited by SWIFT. This accreditation means we can provide valuable integration expertise to corporate clients around the world on the implementation and optimisation of SWIFT connectivity, resulting in an overall improved client experience.”

This certification programme evidences HSBC’s continued leadership in the corporate connectivity space and joins initiatives such as the recent hire of a SWIFT specialist as Senior Consultant in the Global Integration team based in Asia, the HSBC Corporate

HSBC Leads The Way In SWIFT Corporate Banking Accreditation/2

Connectivity Event Series and the annual publication of the bank's Guide to Corporate Connectivity.

John Laurens, Head of Global Payments and Cash Management, HSBC Asia Pacific, continues, "Our aggressive growth strategy across the region is comprised of continued investment in our people, products and services. Partnering with key providers and providing access to new training programmes such as SWIFT's Bank Readiness Certification Programme ensures that our regional teams of specialists are constantly up to date with the latest subject matter expertise and thus better equipped when providing advisory solutions to clients."

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Notes to editors:

HSBC Global Payments and Cash Management

HSBC Global Payments and Cash Management is a leader in the provision of cash management services to over 445,000 customers in Asia-Pacific, including Fortune 500 multinational companies, top-tier local corporates, middle market companies, SMEs, financial institutions and government bodies. In addition to a continued investment in products and services, HSBC prides itself on developing and sustaining long term relationships with clients and delivering the highest level of customer service at both the regional and local levels.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group which, with around 8,000 properties in 87 countries and territories and assets of US\$2,418 billion at 30 June 2010, is one of the world's largest banking and financial services organisations.

About SWIFT

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect more than 9,500 banking organisations, securities institutions and corporate customers in 209 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest. For more information, visit www.swift.com.

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