

Emilson Alonso
President
HSBC Latin America

Emilson Alonso was appointed President of HSBC Latin America and the Caribbean in June 2008. He is responsible for the HSBC Group's operations in 14 countries (Argentina, Brazil, Chile, Colombia, Costa Rica, El Salvador, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela) and is based in Mexico City.

He was President of HSBC Bank Brazil from October 2006 to June 2008 and Chief Executive Officer from September 2003. He is the first Brazilian to hold both positions of President and CEO at the HSBC Group's subsidiary in Brazil.

In July 2007 he was appointed co-President of HSBC Latin America, with responsibility for the Group's operations in Argentina, Chile, Paraguay, Peru and Uruguay.

Mr Alonso joined the HSBC Group as Chief Financial Officer of HSBC Bank Brazil in 1997, becoming the Chief Executive Officer of HSBC Insurance Company in 1999, the Vice President of Personal Financial Services of HSBC Bank Brazil in November 2001 and Chief Operating Officer of HSBC Brazil in January 2003.

Mr. Alonso was born in São Paulo, obtained his degree in Production Engineering from the University of São Paulo - USP in 1978, and completed his Master's in Business Administration at USP, in 1991.

Mr. Alonso is married with two children.

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