

The HSBC Group in the Hong Kong Special Administrative Region (SAR)

Who we are

One of the world's largest banking and financial services organisations, the HSBC Group had its beginnings in Hong Kong 145 years ago and the SAR remains one of its key markets and operating centres today. Group members operating in Hong Kong, and the comprehensive range of services they provide, are described below.

Entities in Hong Kong

The Hongkong and Shanghai Banking Corporation Limited

Established in Hong Kong in March 1865 and in Shanghai one month later, The Hongkong and Shanghai Banking Corporation is the founding member of the HSBC Group. It is the Group's flagship in the Asia-Pacific region and the largest bank incorporated in Hong Kong. Known in Chinese as Wayfoong (which translates as 'focus of wealth' or 'abundance of remittances'), the bank is also one of the SAR's three note-issuing banks, accounting for more than 67.7% of its banknotes.

Head office

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Management

Chairman: Stuart Gulliver

Chief Executive: Peter Wong

Main subsidiaries

Hang Seng Bank Limited (62.14% owned)
HSBC Bank (China) Company Limited
HSBC Broking Services (Asia) Limited
HSBC Global Asset Management
(Hong Kong) Limited

HSBC Insurance (Asia-Pacific)
Holdings Limited
HSBC Securities (Asia) Limited

International network

The bank and its subsidiaries have some 1,080 branches and offices in 19 countries and territories in Asia-Pacific and some 20 in six other countries around the world. They employ some 70,400 people.

Financial information

Paid-up capital:	HK\$22,494 million (US\$2,889 million)	at 30 June 2010
Pre-tax profit:	HK\$38,575 million (US\$4,963 million)	} for the first half of 2010
Attributable profit:	HK\$28,675 million (US\$3,689 million)	
Capital strength:	Capital adequacy ratio: 16.1%	} at 31 December 2009
	Core capital ratio: 12.2%	

Parent company

The Hongkong and Shanghai Banking Corporation Limited is a wholly owned subsidiary of HSBC Holdings plc, the holding company of the HSBC Group. One of the world's largest banking and financial services organisations, the HSBC Group has around 8,000 offices in 87 countries and territories serving around 100 million customers worldwide, with a total of 45 million registered for internet banking.

The HSBC Group is a major user of advanced information technology. Its e-business channels include the internet, PC banking and telephone banking via both fixed and mobile phones. HSBC maintains its own private telecommunications network – one of the world's largest – to deliver IT services to customers and to staff around the world.

Hang Seng Bank (HSBC interest: 62.14%)

Hang Seng Bank, whose name in Chinese means 'ever-growing', was founded in 1933. The bank has around 9,500 employees and about 220 service outlets in the SAR. Shares in Hang Seng are traded on the Hong Kong stock exchange and the bank offers investors in the United States a Sponsored Level-1 American Depositary Receipts Programme through The Bank of New York Mellon. Hong Kong's major stock market index, the Hang Seng Index, is compiled and managed by Hang Seng Indexes Company Limited, a wholly owned subsidiary of the bank.

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Management

Chairman: Raymond K F Ch'ien

Vice-Chairman and Chief Executive: Margaret Leung

Financial Information

Pre-tax profit: HK\$8,103 million (US\$1,041 million) } for the first half of 2010
Attributable profit: HK\$6,964 million (US\$895 million) }
Capital strength: Core capital ratio: 11.1% } as at 30 June 2010
Capital adequacy ratio: 12.9% }

Customer groups

Personal Financial Services

The Hongkong and Shanghai Banking Corporation Limited (HSBC) provides personal financial and wealth management services to over 4 million personal customers in Hong Kong. These services include multicurrency savings and current accounts, mortgages, credit cards and loans. HSBC also offers a broad range of investment products including unit trusts, bonds, certificates of deposit, securities and structured products. As the leading bancassurer in Hong Kong, customers have access to a comprehensive set of insurance products, including life, home, health, hospital and travel insurance, to protect them and their families. Our team of relationship managers and wealth management managers helps customers to plan for their future financial needs, such as education, protection, retirement and estate planning needs. For our top-tier customers, our HSBC Premier service offers them an unsurpassed level of service through our dedicated HSBC Premier Centres in Hong Kong and all over the world. In addition to our extensive network of over 300 locations, our services are also distributed through a variety of round-the-clock channels including our award-winning internet banking, phonebanking and self-service banking.

Broking

HSBC Broking Services (Asia) Limited is a leading broker dealer offering full investment services in stocks, bonds, currencies, precious metals, exchange-traded commodities and derivatives to retail and corporate customers. It also provides investment and statutory reporting services for the Hong Kong's Capital Investment Entrant Scheme.

Commercial Banking

Commercial Banking provides banking services to small, medium-sized and middle-market enterprises. These include multi-currency business accounts, payments and cash management, wealth management and insurance, trade and supply chain, and lending solutions.

HSBC was awarded the Best SME's Partner Award by The Hong Kong Chamber of Small and Medium Business Limited from 2006 to 2010. We have also been awarded the Best Trade Finance Provider in Hong Kong by Global Finance from 2002 to 2009 and the Best Cash Management Banking in Hong Kong/Asia by The Asset in 2009.

Services are distributed in several ways. These include business internet banking, HSBC Business Centres, and a call centre. Automated banking machines enable cash and cheque deposits and cash transactions 24 hours a day.

Backed by our global network and local knowledge, our relationship managers provide comprehensive commercial banking services to help customers expand their business. We offer Greater China banking services through our International Banking Centre located in Hong Kong.

Global Banking and Markets

HSBC's Global Banking and Markets is an emerging markets-led and financing-focused business that offers services to major government, corporate and institutional clients worldwide. Managed as a global business, Global Banking and Markets offers clients geographic reach and deep local knowledge.

Global Banking

Global Banking is responsible for the overall management of relationships with major corporate and institutional clients across a wide area of geographies. This involves working closely with product specialists to deliver a comprehensive range of services such as treasury and capital markets, transaction banking, strategic advisory and investment management and the origination and ongoing management of credit and lending products. Client Coverage focuses on the overall relationship management of major corporate and financial institution clients. Coverage sectors include consumer and retail group, diversified industries group, financial institutions group, financial sponsors, government and resources and energy group. Multinationals is a business line of Global Banking that focuses on corporations that have operations in more than one country. Products include advisory, credit and lending, equity capital markets, export finance, forfaiting, project finance, strategic financing advisory and strategic transactions group.

Global Markets

The global markets business is one of the largest of its kind in the world. It combines 24-hour global coverage with knowledge of local markets plus experience in emerging markets. Our services are offered both online and offline, through a network of 87 treasury sites in more than 60 countries and territories worldwide. Our trading and sales forces attend to customers that include the world's central banks, international and local corporations, institutional investors, financial institutions and other market participants. Given the varied regulatory conditions globally, the range of products offered and their liquidity for each market differs, but HSBC typically aims to offer customers access to both onshore and offshore markets. We specialise in foreign exchange, credits and rates, structured derivatives, equities and debt, equity and equity-linked capital markets, and comprehensive global, regional and domestic securities services.

HSBCnet

HSBCnet offers corporate and investment banking services through its personalised global online platform with access to reporting, transactions, research and analytics services.

Equity securities

HSBC Securities (Asia) Limited offers institutional stockbroking services, and the trading of international equities, convertible bonds, index options and futures, and equity-linked instruments.

Global Asset Management

HSBC Global Asset Management is the asset management business of the HSBC Group. As one of the world's leading emerging markets asset management businesses, through its network of offices in more than 30 countries and territories around the world, HSBC Global Asset Management has strong relationships with corporates, institutions and financial intermediaries of all sizes and types. In Hong Kong, HSBC Global Asset Management is the largest Mandatory Provident Fund asset manager as at December 2009.

Transaction Banking

Global Payments and cash management

HSBC's Global Payments and Cash Management provides 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. The team is committed to thought leadership and a consultative approach to cash management. In addition to a continued investment in products and services, HSBC prides itself in developing and sustaining long term relationships with clients and delivering the highest level of customer service at both the regional and local levels.

HSBC Securities Services

HSBC Securities Services provides global, regional and domestic securities services to institutional clients.

As the oldest fund administrator in Asia and with a regional presence in 14 markets, we provide fund services to over 6,400 funds in Asia-Pacific. More than 1,500 funds valued at USD153 million are serviced from Hong Kong. We have been awarded the Best Fund Administrator for Retail Funds in 2010 by The Asset. Our global custody network is available in 12 markets throughout the region and currently has over USD256 billion in assets under custody.

We also provide sub-custody and clearing and are a recognised market leader in Hong Kong. With a sub-custody network spanning 17 markets across Asia-Pacific and assets under custody of USD1.6 trillion, we deliver best practice, state-of-the-art technology, operational efficiencies and the world-class services of our award-winning network to clients. Almost 30% of assets are based in Hong Kong. In 2009, HSBC was awarded the No. 1 Sub-Custodian position in both the Leading Clients and Cross Border categories in the Global Custodian Review of Agent Banks in Major Markets survey. We have been awarded the Best Sub-Custodian in Hong Kong in The Asset's Triple A Transaction Banking Awards 2010.

Our corporate trust and loan agency services have over USD35.7 million under administration and USD 41.8 billion under custody in Hong Kong.

Trade and Supply chain

With over 140 years of trade experience, HSBC is the leading trade and supply chain provider in the world. Our global network ensures that international trade remains a core strength of the bank, with a full range of trade and supply chain solutions to customers covering import and export financing, supply chain finance and structured trade finance. We are a world-recognised advisor on global and local trade and supply chain market developments and industry-impacting trends. Emphasis is placed on building long term relationships and a consultative approach to companies' documentary credit and risk management requirements.

Private Banking

HSBC Private Bank (Suisse) SA protects and enhances the wealth of international private banking clients and their families through personal relationship management which provides integrated banking, investment and wealth advisory services.

The Euromoney Private Banking Survey 2010 ranked HSBC Private Bank in Asia as the best private bank in multiple areas, including Best Private Banking Services Overall. HSBC Private Bank also received the Financial Times Global Private Banking Awards in 2009 as the Best Private Bank in Asia.

Other entities

Insurance and

Retirement Schemes

Life and non-life insurance

HSBC Life (International) Limited offers life insurance and retirement schemes, and **HSBC Insurance (Asia) Limited** provides general insurance business including property and casualty insurance, and medical insurance protection. **Hang Seng Insurance Company Limited** and **Hang Seng General Insurance (Hong Kong) Company Limited**, the wholly-owned subsidiaries of Hang Seng Bank, provide individual and corporate customers with life and general insurance services.

Retirement schemes

HSBC Life (International) Limited is the largest administrator of retirement schemes in Hong Kong. It is a market leader in the provision of Mandatory Provident Fund (MPF) schemes and voluntary pension schemes. We provide customers with services required to arrange to maintain a MPF scheme comprising administration, custodianship, fund management and trustee services.

Shipping

HSBC Shipping Services Limited offers comprehensive shipbroking services that cover all aspects of bulk shipping, including newbuilding contracting, sale and purchase, and dry cargo, container and tanker chartering as well as research and consultancy services.

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