Video transcript

International Trade

For centuries, trade has connected people and businesses across the globe, fuelling growth, creating prosperity and revealing opportunity. And today, in spite of political challenges and cultural differences, international trade still powers the world's economy.

Ever since its formation in 1865, HSBC has been at the heart of this growth – connecting businesses to new markets, helping people to expand their horizons and realise their ambitions.

For 147 years, we've worked hand in hand with entrepreneurs and businesses to help them thrive and prosper. People like Ebrahim Abdoolally, whose first deposit was all those years ago, is still an important customer today.

In 1946, the founders of HSBC Middle East opened the first branch in Dubai, and with their finance, construction of Port Rashid began. Entrepreneur Y K Pao purchased his first ship in 1955 and went on to establish the World-Wide Shipping Company. HSBC helped YK to buy his second ship. It was these entrepreneurs – hungry for new markets and fresh opportunities – that were the catalyst for an exciting new era in international trade.

And as demand for foreign goods continued to grow, the means of shipping them became more sophisticated. Over time, a web of trading routes formed across the globe, connecting countries and continents as never before. Through our expertise in this field, we continue to support global leaders of trade such as OOCL.

Today, we experience the diversity of our world in our homes, high streets, the food we eat and even the clothes we wear. In this super-connected, rapidly changing world, HSBC's unique trading heritage and experience comes into its own. Like with sugar and ethanol trading giant Copersucar in Sao Paulo, Brazil. Working with both HSBC Sao Paulo and HSBC Algiers, Copersucar won a multimillion-dollar export contract with Algiers.

We've built HSBC through forging relationships and connecting markets and enterprises. We understand the whole picture – how to support and finance each and every stage of a developing and expanding business. For even the most traditional of businesses, the world is opening up in ways they could not have envisaged. Most importantly of all, we can see the potential and help our customers realise it. Any business looking for international expansion needs the guidance of a bank that has international expertise and the kind of experience that only comes with decades of supporting international trade.

But what does the future hold? The pace of change is accelerating, not slowing down. Emerging markets have become the new engine of economic growth. Through HSBC's contacts in China and Brazil, Morgan Motors have gained crucial access to new international markets. New sources of energy are being developed, requiring huge capital investment.

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Video transcript

International Trade (continued)

Different trade routes and patterns are being established as developed and emerging markets forge new connections and as faster-growing economies invest in each other's markets. These new corridors are already well-established. For example, trade between China and Brazil has grown by 43 per cent in just 10 years.

The balance of economic power continues to shift. China now has five of the world's top ten largest shipping ports. And trade between Asia and Latin America is set to rise tenfold in the coming years.

So what does this all mean for HSBC? It means opportunity and growth. We're excited about the future and we are looking forward to doing what we do best – using our reach and resources, our connections and expertise to power the engine of global growth and prosperity.

That is international trade.

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