

***The Banker* Investment Banking Awards 2018**

Speaker: Brian Caplen, Editor, *The Banker* [BC]

In this year's Investment Banking Awards for Innovation for *The Banker* magazine, HSBC won the global award – so the overall award, the most important award of all – and also for being the Most Innovative Bank in Western Europe, and in the bonds category.

Now we have an external committee of judges and what they're looking for is strength on innovation, impact, and utility for customers. But what impressed them about HSBC's entry was the strength across the board – and here I'm thinking about climate change, Islamic finance, infrastructure and emerging markets.

[TEXT ON SCREEN]: What impressed you about HSBC's strategy?

BC: What impressed us about HSBC's strategy was the emphasis on thought leadership. So it's not just a question, for example, in the area of green finance, of doing one green deal here or one sustainable deal there, it's about a whole body of work in terms of informing investors and issuers – what they need to do in order to keep up with regulations and new standards, and not to be left with things like stranded assets, for example. And the other aspect of forward thinking that struck the judges was the emphasis on technology in areas to help issuers and investors, like MyDeal and the WeConvene platforms, but also applying it to markets like the Schuldschein market to make issuing easier.

[TEXT ON SCREEN]: How well is HSBC positioned for the future?

BC: Clearly no bank is entirely immune from geopolitical forces, and if there's a trade war, it's going to affect everybody. But I think what the judges like about HSBC is the fact that it's got this very strong franchise in emerging markets, especially in Asia and China, where we've got the Belt and Road project, which is obviously going to provide business.

Secondly, the breadth of the product range. So we're not just talking about a bank that does deals here, we're talking about a bank that is active in markets, advisory and financing for clients. So if any bank is protected against those kinds of downturns that we're all worried about, I think HSBC must be the one.

[ENDS]