



18th October 2009

HSBC Voted Best Cash Management Bank in the Middle East

HSBC has been voted Best Cash Management Bank in the Middle East in the Euromoney Cash Management Poll 2009.

Now in its 9th year, the poll recognises the leading cash management banks in the industry. Cash managers, treasurers and financial officers worldwide were asked to indicate: which international banks they currently use most for their cash management services globally, regionally and domestically, and were also asked to rate the services provided by their lead cash management bank across various categories on a sliding scale.

As one of the strongest cash management banks in the Middle East, HSBC has pioneered a consultative approach to cash management, ensuring a more collaborative process in which customer needs are the main focus in delivering tailor made cash management solutions.

In addition to winning the crown for the overall Best Cash Management Bank across the region, the Bank was also selected as the Best Domestic Cash Manager in Bahrain, Egypt, Jordan, Kuwait, Pakistan, Qatar, Saudi Arabia and United Arab Emirates for in-country cash management services.

Commenting on the accolade, Paul Edgar, Regional Head of Global Transaction Banking, HSBC Bank Middle East said: "Winning this award demonstrates our service delivery and commitment to providing our clients with innovative and visionary leadership in the cash management space. Clients choose HSBC for its international network of 86 countries and territories, on the ground expertise and our ability to marry service excellence with technical strength in engineering customised solutions.

"We are delighted to receive such appreciation from our clients. We recognise that we cannot become complacent and that we need to continually look at ways of improving our service even further."

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HSBC delivers a wide range of market leading global liquidity and cash management solutions for regional businesses to enhance working capital and meet the evolving needs of its customers around the Middle East. This includes Trade Services and Supply Chain, Payments and Cash Management and Securities Services. Global Transaction Banking supports the clients of both Global Banking and Markets and Commercial Banking divisions, covering both corporate as well as financial institutions around the world.

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Further media information is available from:

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HSBC in the Middle East

HSBC Bank Middle East Limited is the largest and most widely represented international bank in the Middle East. HSBC Bank Middle East Limited has 45 branches throughout the United Arab Emirates, Oman, Bahrain, Qatar, Kuwait, Jordan, Lebanon, Pakistan and the Palestinian Autonomous Area. In addition to the branch network, the bank maintains representative office in Tripoli, Libya. This extensive regional coverage is strengthened by another member of the HSBC Group, HSBC Bank Egypt SAE, and by its associated companies: The Saudi British Bank; British Arab Commercial Bank Limited; HSBC Saudi Arabia Limited; SABB Securities Limited; SABB Takaful Co.; and Dar Es Saalam Investment Bank.