



HSBC – REDEFINING CASH MANAGEMENT IN PAKISTAN



HSBC Pakistan recently hosted a series of seminars in Karachi, Lahore and Islamabad. The transnational events were held to launch '*HSBC's Guide to Cash Management, Treasury & Trade in the Middle East 2008*' and to promote HSBC Group's global Electronic Banking system: *HSBCnet* – an integrated & comprehensive transaction banking solution for corporates.

Paul Edgar (Regional Head, Global Transaction Banking, HSBC Bank Middle East), John L. Scott (Head of Financial Institutions, Global Transaction Banking, HSBC Middle East) and Shahid A. Syed (Head of Payments & Cash Management, HSBC Pakistan) were present at all the seminars. During each programme, a session of '*HSBC – Refining Cash Management*' was conducted by John Scott, to apprise the audience of the strength, capability, experience & credentials of HSBC on the Cash Management front.

Paul Edgar, while speaking on the occasion expressed, "Pakistan is a key country for HSBC in the Middle East region, having enormous business potential. The response from customers across



the Region to our innovative cash management and trade product offering in the last few years has been tremendous. We are receiving a similar positive response from customers in Pakistan. HSBC has a confident view on Pakistan and we plan to grow our cash management business significantly across the country going forward.”

HSBC*net* – (HSBC’s integrated online banking solution) provides secure, real-time access to a suite of reporting, transaction, research and analytics services covering the Group's global markets, cash management, investment banking, trade services and commercial banking business lines, presented in a personalizable format to meet the individual needs of corporate customers.

Shahid Syed, in his address to the participants of the seminar touched upon HSBC’s transaction banking capabilities in Pakistan and said that “Our aim is not only to provide the best solutions across the board through our suite of transaction banking products and services, HSBC also wants to be the lead Cash Management Bank in Pakistan by customizing our solutions to individual business needs of our customers.”

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Notes to editors:

HSBC Bank Middle East Limited

HSBC is the largest and most widely represented international bank in the Middle East. HSBC Bank Middle East Limited has 46 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; Saudi Arabia Limited; SABB Securities Limited; SABB Takaful Co.; and Dar Es Saalam Investment Bank.

HSBC Holdings plc



HSBC Holdings plc serves over 128 million customers worldwide through around 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of some US\$2,354 billion at 31 December 2007, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'The world's local bank'.

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