

# News Release

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## **HSBC Launches HSBC*net* Trade Transaction Tracker App for Smartphones**

An innovative new mobile banking app puts exporters and importers in Bangladesh at the leading edge of digital capabilities in tracking international trade transactions, according to the world's leading trade bank, the Hongkong and Shanghai Banking Corporation Limited (HSBC).

The HSBC*net* Trade Transaction Tracker is a smartphone application for Apple iPhone and Android smartphones that provides HSBC customers with a real-time view of their documentary credits, collections and payments across markets and countries worldwide.

Bangladesh is HSBC's first market in the Asia Pacific to get the new technology. It was unveiled at a launch ceremony attended by customers, representatives and officials from trade industry institutions and senior HSBC executives.

Commenting on the new digital service, Ajay Sharma Regional Head of Global Trade and Receivables Finance (GTRF), HSBC Asia Pacific, said: "The HSBC Trade Transaction Tracker helps customers manage their trade banking activities more efficiently. We are delighted that customers in Bangladesh are the first in the Asia Pacific to get a unique digital application that allows them to view the status of all their trade transactions with HSBC worldwide in one simple window."

Francois de Maricourt, Chief Executive Officer, HSBC Bangladesh said: "With the growing importance of mobile banking in Bangladesh and the rise in usage of on-line platforms among our customers, it is the logical next step in improving our digital offering for customers already registered to HSBC*net* or *Insta @dvice*."

HSBC*net* is a unique, award-winning web-based application for Commercial Banking customers to access their account and provide instructions for payment and trade processing, delivering day-to-day treasury and finance capabilities to the customer's fingertips.

HSBC's global footprint covers more than 90% of global GDP, trade and capital flows.

This information is issued by

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*A company incorporated in Hong Kong and*

*a scheduled bank licensed under the relevant laws of Bangladesh.*





**Left to right:** The launch programme of HSBC*net* Trade Transaction Tracker was attended by Mahbub Ur Rahman, Deputy CEO and Head of Commercial Banking, HSBC Bangladesh; Francois de Maricourt, Chief Executive Officer (CEO), HSBC Bangladesh; Ajay Sharma Regional Head of Global Trade and Receivables Finance (GTRF), HSBC Asia Pacific and Muhammad Shohiduzzaman, Country Head of Global Trade and Receivables Finance (GTRF), HSBC Bangladesh.

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#### **The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves around 38 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from around 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,492bn at 30 June 2017, HSBC is one of the world's largest banking and financial services organisations.

