

News Release

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HSBC LAUNCHES 7TH EXPORT EXCELLENCE AWARDS

The Hongkong and Shanghai Banking Corporation Limited in Bangladesh have launched the 7th instalment of 'HSBC Export Excellence Awards'. The programme recognises and honours exporters from Bangladesh for their contribution to the sustainable growth of Bangladesh through export.

Exporters will be able to nominate themselves for the title of 'Exporter of the Year' in four categories by filling in a simple nomination form. For greater participation, the award categories have been modified a bit than previous years. The four categories of 7th HSBC Export Excellence Awards are:

- **Exporter of the Year - Ready Made Garments**
 - **Group A:** Annual export turnover over USD100 Million
 - **Group B:** Annual export turnover up to USD100 Million
- **Exporter of the year - Supply Chain and Backward Linkage: Apparel**
Annual export turnover over USD10 Million
- **Exporter of the year - Traditional and Emerging Sectors**
Annual export turnover (Non RMG/Textiles) over USD10 Million
- **Exporter of the year – SMEs**
Annual export turnover (Non RMG/Textiles) up to USD10 Million

An independent panel of jury members conducts the sophisticated process of adjudication. Winning exporters are selected based on aspects such as, annual contribution to the national exports, diversity, responsibility, sustainable business practices and governance strengths of their respective businesses.

Like last year, the Jury will have special powers to announce more than one winner from categories as 'Special Achievement Award' to encourage exporters with exceptional achievement in a specific field. The decision will depend entirely on the Jury Board whether this power is used.

HSBC is not involved at any stage of the winner adjudication process of this awards programme. All exporters of Bangladesh are welcome to participate in the HSBC Export Excellence Awards programme.

Commenting on HSBC's commitment on promoting the excellence of Bangladeshi exporters, Francois de Maricourt – Chief Executive Officer of HSBC Bangladesh said, **"For over 150 years, HSBC has been facilitating trade - helping businesses to thrive and connecting customers to global opportunities. We are pleased that we have been providing a platform for Bangladeshi exporters to showcase their capabilities and global potential through this award which we started in 2010."**

Mahbub Ur Rahman – Deputy CEO and Head of Commercial Banking of HSBC Bangladesh said, **"The excellence of entrepreneurs of Bangladesh is often best displayed by the exporters, who are making Bangladesh more international. The journey of Bangladesh export has been a success story and the relentless efforts of our exporters helped Bangladesh recognised as a country of great potentials across the globe. HSBC Export Excellence Awards is our humble way of recognising their contribution and showcasing their excellence."**

This information is issued by

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1 Queen's Road Central, Hong Kong
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Talukdar Noman Anwar – Country Head of Communications of HSBC Bangladesh also spoke at the launch conference.

Nomination form and other details of the programme are available in business.hsbc.com.bd/eea website. Exporters can also nominate other exporters for any categories of the programme. Nomination phase is open until **5 October 2017**.

The Daily Star, Prothom Alo, Bangladesh Brand Forum and KPMG are the strategic partners of the 7th HSBC Export Excellence Awards.



Photo: Launch of 7th HSBC Export Excellence Awards. Left to Right: Mahbub Ur Rahman – Deputy CEO and Head of Commercial Banking of HSBC Bangladesh; Francois de Maricourt – Chief Executive Officer of HSBC Bangladesh; and Talukdar Noman Anwar – Country Head of Communications of 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.

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