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## HSBC LAUNCHES 8<sup>TH</sup> EXPORT EXCELLENCE AWARDS IN BANGLADESH



**Photo:** Launch of 8th HSBC Export Excellence Awards. Left to Right: Md Mahbub ur Rahman – Deputy CEO and Head of Wholesale Banking of HSBC Bangladesh; Francois de Maricourt – Chief Executive Officer of HSBC Bangladesh; and Talukdar Noman Anwar – Country Head of Communications of HSBC Bangladesh.

The Hongkong and Shanghai Banking Corporation Limited in Bangladesh has launched the 8th instalment of the 'HSBC Export Excellence Awards'. The programme recognises and honours exporters from Bangladesh for their contribution to the sustainable growth of the national economy.

Exporters can nominate themselves for the title of 'Exporter of the Year' in four categories by filling in a simple nomination form. This year a fifth category has been introduced for companies that have either significantly reduced their reliance on imports or introduced import substitutes. In addition, to enable even more companies to take part, some entry criteria has been modified from previous years. The five categories of 8<sup>th</sup> HSBC Export Excellence Awards are:

- **Exporter of the Year – Ready Made Garments**
  - **Group A:** Annual export turnover of USD100 million and above
  - **Group B:** Annual export turnover below USD100 million
- **Exporter of the Year – Supply Chain and Backward Linkage: Apparel**  
Annual export turnover of USD10 million and above
- **Exporter of the Year – Traditional and Emerging Sectors**  
Annual export turnover (Non RMG/Textiles) of USD5 million and above
- **Exporter of the Year – SMEs**  
Annual export turnover (Non RMG/Textiles) below USD5 million

- **Excellence in Import Substitution** (*new category introduced this year*)  
Reducing or substituting imports to a value of USD10 million or more

An independent judging panel will conduct the final phase of the rigorous adjudication process and select the winners. Winners are selected based on criteria such as their annual contribution to national exports and the economy, diversity, corporate social responsibility, sustainable business practices and governance strengths of their respective businesses. The jury comprises some of Bangladesh's most senior and renowned economists, academics, regulators, subject matter experts and key opinion leaders. HSBC is not involved in any aspect of the adjudication process. The awards programme is not exclusive to HSBC customers and is open to all Bangladeshi exporters. There is no entry fee.

Commenting on HSBC's commitment to promoting the achievements of Bangladeshi exporters, Francois de Maricourt, Chief Executive Officer, HSBC Bangladesh said, "Bangladesh's economy grew 7.3% last year, making it the fastest growing economy in Asia. Bangladeshi entrepreneurs have been at the forefront of achieving this success and for the last eight years, we have provided a platform for Bangladeshi exporters to showcase their capabilities and celebrate their global potential. The aim of these awards is to support businesses to thrive further and to connect them with global opportunities – something we have been doing for more than 150 years around the world."

Md Mahbub ur Rahman, Deputy CEO and Country Head of Wholesale Banking, HSBC Bangladesh said, "Through the HSBC Export Excellence Awards, we highlight the achievements of the country's most successful exporters and recognise their relentless efforts to make Bangladesh's mark in the global arena. We believe Bangladesh has immense export potential in the offering, and we are proud to be playing our role in supporting those who are taking great strides to develop this burgeoning powerhouse of our economy."

Talukdar Noman Anwar, Country Head of Communications, HSBC Bangladesh, also spoke at the launch conference and shared the rules and regulations of the programme.

Nomination forms and other details of the programme are available at **[business.hsbc.com.bd/eea](https://business.hsbc.com.bd/eea)**. Organisations or companies can also nominate others for any categories of the programme. The nomination phase is open until **31 August 2018**.

The Daily Star, Prothom Alo and Nielsen are the programme partners of the 8th HSBC Export Excellence Awards.

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**Note to editors:**

**The Hongkong and Shanghai Banking Corporation Limited**

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