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HSBC and M&J Bangladesh collaborate for Maiden Trade API Integration

*** Partnership between HSBC and M&J marks a significant step forward in the digital transformation of trade operations in Bangladesh ***

The Hongkong and Shanghai Banking Corporation Limited (HSBC) Bangladesh and M&J Group, a leading garments manufacturer, has collaborated to implement a maiden Application Programming Interface (API) integration for trade transactions, marking a significant milestone in the digital transformation of international trade operations in Bangladesh. A small ceremony was held at HSBC's Management Office in Dhaka and brought together senior representatives from both organisations, underscoring a shared commitment to innovation, efficiency, and client-centric solutions in trade finance.

This strategic collaboration will enable seamless real-time connectivity between M&J Group's internal systems and HSBC's trade platform through Application Programming Interface (API) technology. The integration is expected to streamline end-to-end trade processes, reduce manual intervention, enhance transparency, and significantly improve turnaround times from hours to seconds in terms of application submission from clients ERP to HSBC for trade transactions. Speaking at the event, representatives from both organisations highlighted the growing importance of digitalisation in modern trade ecosystems. The API-driven solution is poised to empower M&J Group with greater operational efficiency, faster decision-making capabilities, and improved visibility across its trade lifecycle.

Commenting on the partnership, **Salahuddin Ahmed**, Managing Director of M&J Group said, *"We are proud to partner with HSBC Bangladesh on this pioneering initiative. This integration aligns with our vision of leveraging technology to drive operational excellence and strengthen our global trade capabilities."*

Mohit Agarwal, Head of Global Trade Solutions, South Asia, HSBC also said, *"At HSBC, we believe the future of trade lies in seamless, intelligent, and technology-embedded banking - and this first-of-its-kind API integration with M&J Group is a testament to that vision. By eliminating manual processes and enabling real-time transaction capabilities, we are fundamentally transforming how businesses in Bangladesh engage with trade finance. This is precisely the kind of innovation we are committed to scaling across every trade landscape where HSBC is present."*

Ahmad Rabiul Hasan, Country Head, Global Trade Solutions, HSBC Bangladesh said, *"This partnership reflects our continued commitment to supporting our clients with cutting-edge digital solutions. The API integration will not only simplify trade processes but also set new benchmarks for efficiency and innovation in Bangladesh's trade landscape."*

Maheer Daiyan Ahmed, Director of M&J group was also present during the signing ceremony.

The initiative marks one of the first implementations of API-enabled trade integration in Bangladesh and is expected to pave the way for broader adoption of digital trade solutions across the industry.

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Note to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 56 countries and territories. With assets of US\$3,233bn at 31 December 2025, HSBC is one of the world's largest banking and financial services organisations.

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