HSBC

News Release

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HSBC commits USD 1M for disaster preparedness in Bangladesh

HSBC has announced details of its disaster preparedness partnership in Bangladesh with **UNICEF**, the **British Red Cross** and **Save the Children**, to support communities prepare for emergencies and enable HSBC funding to reach them faster when crises strike.

The activity forms part of HSBC's Disaster Relief Partnership, backed by a commitment of USD 4.5 million over an initial 18-month pilot period, supporting projects in countries including Bangladesh, Vietnam, Kenya and the Philippines. Launched globally on 13 October 2026, the partnership combines HSBC funding with the expertise and reach of three leading humanitarian organisations.

In Bangladesh, approximately USD 1 million has so far been allocated to support three specific disaster preparedness projects. **The projects will work to strengthen community preparedness and resilience, supporting early action ahead of predicted emergencies such as flooding or landslides, in helping to protect lives and livelihoods**.

The 'HSBC's Disaster Relief Partnership - Launch in Bangladesh', ceremony took place in Dhaka recently and was attended by **Surendra Rosha**, Co-Chief Executive of Asia and Middle East, HSBC; **Md Mahbub ur Rahman**, Chief Executive Officer of HSBC Bangladesh; **Antonio Granco Garcia**, Chief of Field Service, UNICEF Bangladesh; **Mukesh Kumar Singh**, Country representative, the British Red Cross; **Rahmat Ullah Bhuiyan**, Deputy Country Director, Save the Children; **James Goldman**, Deputy High Commissioner and Development Director to Bangladesh, British High Commission.

Surendra Rosha, Co-Chief Executive of Asia and Middle East, HSBC said, *"Long-term economic growth across our international markets depends directly on community resilience. By bringing together HSBC's global reach and the frontline expertise of our humanitarian partners, we are helping vulnerable regions across Asia shift from simply reacting to crises to preparing for them before they happen."*

Commenting on the country launch, **Md Mahbub ur Rahman**, Chief Executive Officer, HSBC Bangladesh said, *"Economic resilience in Bangladesh starts with local preparedness. Through this collaboration with UNICEF, the Red Cross, and Save the Children, we are putting resources where they matter most which is building long-term defenses so vulnerable communities can anticipate and withstand climate challenges."*

Antonio Franco García, Chief Field Services of UNICEF in Bangladesh said, *"For children in Bangladesh, floods, cyclones and disease outbreaks can quickly become life-threatening emergencies. Investing in preparedness means acting before disaster strikes, not only responding afterwards. Through this partnership with HSBC, we will help vulnerable communities anticipate risks, act early and better protect children, building a safer and more resilient future for every child."*

Mukesh Singh, Country Representative, the British Red Cross, said, *"Lasting change happens when communities have the power, resources, and support to act. Through HSBC's partnership, the British Red Cross together with the Bangladesh Red Crescent Society can strengthen locally led preparedness, response, and climate action, enabling communities to better anticipate, adapt to, and recover from crises."*

ASM Rahmat Ullah, Deputy Country Director, Save the Children said, *"We acknowledge the support from HSBC which has strengthened Save the Children's organisational systems for localised risk monitoring and anticipatory action while enabling timely, targeted support to the most vulnerable households ahead of an emergency, empowering communities to act early, build local resilience and minimise disaster impacts."*

This unique collaboration offers an important opportunity to learn and share best practices. The partnership also aims to strengthen the collective ability of partners to provide HSBC support at pace, build resilience and support disaster mitigation efforts.

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Note to editors:
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