

# News Release

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## HSBC LAUNCHES 6<sup>TH</sup> EXPORT EXCELLENCE AWARDS



Photo Caption: Francois de Maricourt, centre, Chief Executive Officer, HSBC Bangladesh, Bhuvnesh Khanna, Head of Commercial banking, HSBC Bangladesh, left, and Talukder Noman Anwar, Head of Communications HSBC Bangladesh, speaks at a press conference at Sonargaon Hotel in Dhaka.

The Hongkong and Shanghai Banking Corporation Limited in Bangladesh have launched the 6<sup>th</sup> 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. The four categories of HSBC Export Excellence Awards are:

**1. Exporter of the Year - RMG and Textiles**

1. Group A: Annual export turnover US\$50 Million or more
2. Group B: Annual export turnover less than US\$50 Million

**2. Exporter of the Year- EPZ Enterprises:** Companies in the Export Processing Zones of Bangladesh

**3. Exporter of the Year-Traditional and Emerging Sectors:** Annual export turnover (non RMG/Textiles) US\$5 Million or more

**4. Exporter of the Year- SMEs:** Annual export turnover (non RMG/Textiles) less than US\$5 Million

This information is issued by

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**HSBC** 

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.

This year there will be a positive change in the much-acclaimed awards. Starting this 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 ***"HSBC has 150 years of experience in facilitating global trade and this enables us to help businesses thrive and connect to global opportunities. We are pleased to provide a platform for Bangladeshi exporters to showcase their capabilities and global potential."***

Commenting on the programme, Bhuvnesh Khanna – Managing Director & Country Head of Commercial Banking, HSBC Bangladesh said, ***"The excellence of entrepreneurs of Bangladesh is often best displayed by the exporters. They make 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."***

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 [www.hsbc.com.bd/eea](http://www.hsbc.com.bd/eea) website. Exporters can also nominate other exporters for any categories of the programme. Nomination phase is open until 17 September 2015.

*The Daily Star, Prothom Alo and Bangladesh Brand Forum* are the strategic partners of the 6<sup>th</sup> HSBC Export Excellence Awards.

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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, which serves around 48 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 over 6,100 offices in 72 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,572bn at 30 June 2015, HSBC is one of the world's largest banking and financial services organisations.

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