

# HSBC Brunei Factsheet

## About us: HSBC Brunei

Prepared by: Communications

Date: 08 May 2013

# HSBC Brunei Factsheet

## About us: HSBC Brunei

### The HSBC Group

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves around 60 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The HSBC Group's network covers around 6,600 offices in 81 countries and territories in six geographical regions: Europe, Hong Kong, Rest of Asia-Pacific, Middle East and North Africa, North America and Latin America. With assets of US\$2,693 billion at 31 December 2012, HSBC is one of the world's largest banking and financial services organisations.

### HSBC in Brunei

The HSBC Group's presence in Brunei dates back to 1947 when The Hong Kong and Shanghai Banking Corporation Limited opened a branch in Bandar Seri Begawan, then known as Bandar Brunei, and another in Kuala Belait.

HSBC in Brunei Darussalam offers an extensive range of financial services, import and export-related trade services, investment banking, project finance, and insurance. With a network of 9 branches, it has a fully integrated computer system supporting 35 internationally linked automated teller machines (ATMs), 16 Cheque deposit and 16 Cash deposit machines. HSBC Brunei also offers phone banking, electronic and personal internet banking services.

The Brunei Association of Banks Clearing House in relation to cheque clearing services is located in HSBC headquarters' in Bandar.

The Bank employs a team of 540 people in Brunei.

### Head Office

HSBC Chambers, Corner of Jalan Sultan/Jalan Pemancha,  
Bandar Seri Begawan, BS8811, Brunei Darussalam

Telephone: +673 2252 252; Facsimile: +673 2241 316

Web address: [www.hsbc.com.bn](http://www.hsbc.com.bn)

### Management

Chief Executive Officer: Todd Wilcox

# HSBC Brunei Factsheet

## About us: HSBC Brunei

### **Commercial banking**

HSBC Commercial Banking serves a wide range of customers, from entrepreneurs, sole traders and small and medium businesses by providing a dedicated point of contact and connections to the right specialists and products - both locally and internationally - HSBC Commercial Banking strives to unlock the future potential of a client's business.

### **Global Banking and Markets**

HSBC's Global Banking and Markets is an emerging markets-led and financing-focused business that provides tailored financial solutions to major corporate and institutional clients around the world. Global Banking and Markets has offices in more than 60 countries and territories.

Our collective knowledge of global economies, industries and institutions, coupled with the understanding of local markets and cultures worldwide, helps us deliver innovative, integrated financial solutions to our clients. This business is managed globally with collaboration between the Relationship Managers and Product Specialists to ensure we can deliver and establish a long term relationship with our clients.

### **Retail Banking and Wealth Management (RBWM)**

HSBC provides a full range of products and services for diverse retail banking needs and is fully committed to being the leading financial solutions provider in Brunei. By leveraging on our global experience RBWM is able to offer innovative products and exceptional services that provide customers with greater flexibility and peace of mind.

HSBC Premier, the Bank's priority banking service, provides the more affluent customers, who require more personalised service and financial advice, with priority services at the Premier Centre and a dedicated Premier Relationship Manager for all their financial planning and wealth management needs.

### **HSBC Finance (Brunei) Berhad**

HSBC Finance (Brunei) Berhad was established in 1973, providing a range of services from hire purchase, leasing and road tax services to time deposits. Currently, two dedicated finance offices offering these services are located at Sumbangsih Bahagia in Bandar Seri Begawan and Jalan McKerron in Kuala Belait.

# HSBC Brunei Factsheet

## About us: HSBC Brunei

### **Global Asset Management Singapore – Brunei office**

HSBC Global Asset Management, the core investment management business of the HSBC Group, manages assets totalling more than US\$428bn. HSBC Global Asset Management has a worldwide client base of private clients, intermediaries, corporates and institutions invested in both segregated accounts and pooled funds. HSBC Global Asset Management fulfils its purpose of connecting these customers with investment opportunities through an international network of offices in approximately 30 countries, delivering global capabilities with local market insight. (All figures as at 31 December 2012). For more information see [www.assetmanagement.hsbc.com](http://www.assetmanagement.hsbc.com)

### **Corporate Sustainability (CS)**

Corporate Sustainability is an embedded value in HSBC Brunei's Culture. Apart from financial donation to local community, HSBC employees are also encouraged to contribute their time by volunteering in community and environmental projects. In 2011 – HSBC Brunei employees participated in over 2390 hours of CS related activities. The staff survey also shows that an astonishing 93% of HSBC Brunei's employees are proud of the CS initiatives that HSBC Brunei has undertaken. The 93% positive response is among the highest across the HSBC Asia Pacific region.